



Building the future through innovation.

Gert-Jan Oplaat - President, AVEC

AVEC 68th General Assembly

Sorrento | 25 September 2026

Who We Are

Our Members



AVEC is **the voice of Europe's poultry meat sector**, a trade organisation representing **95%** of poultry meat produced in Europe (27+UK).



AVEC Presidium



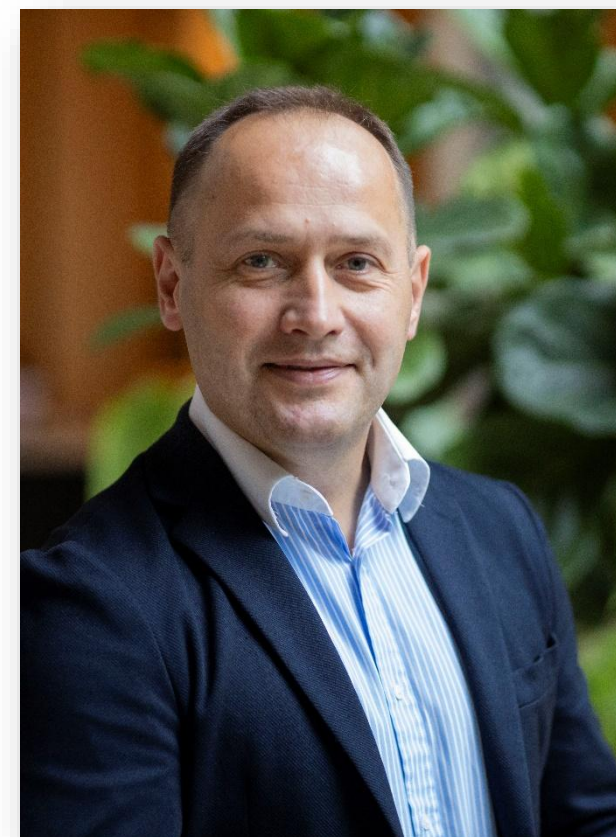
Gert-Jan Oplaat
President



Philippe Gélin
Vice President



Franz-Josef Rothkötter
Vice President



Dariusz Goszczynski
Vice President



Iokin Zuloaga
Vice President

AVEC Secretariat



Birthe Steenberg
Secretary General



Paul Henri Lava
Deputy Secretary General



Nadia Khaldoune
Senior Policy Adviser



Federica Chiarella
Project Manager



Maria Nikolaidi
Communications Manager

AVEC Working Groups



Bart Spanoghe
Food Safety & Quality



Lara Sanfrancesco
Communication



Saulius Petkevicius
Sustainability



Stig Munck Larsen
Trade



Harald Schliessnig
**Animal Health
& Welfare**



Yann Brice
Turkey



Jeroen IJzerman
Duck

Innovation in a Changing World

A different World. **New Expectations.**

1966



3.4 billion people



Local food chains



Limited technology



Meat as an occasional food



AI generated illustrations

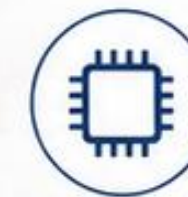
2026



8.3 billion people



Global markets



AI, automation



Growing protein demand



Delivering **what matters most**

GLOBAL REACH **WORLDWIDE**

Produced and consumed across regions, cultures and income levels.



FOOD SECURITY

PROTEIN AT SCALE

A major source of high-quality animal protein for a growing population.



ANIMAL HEALTH & WELFARE

40+

traits considered in balanced breeding.

>1/3 of selection focus on health & welfare.



SUSTAINABILITY

55% LOWER

carbon footprint through genetic progress since the 1970s.



AFFORDABILITY

#1

Poultry remains the most affordable meat globally.



Sources: FAO, Gateway to Poultry Production and Products; OECD FAO, Agricultural Outlook 2025-2034; Aviagen, 2023 Sustainability Report; Neeteson et al., Animals 13 (2023), 3150.

Looking Ahead

Growing population. **Higher demand for food.**

THE YEAR
2050

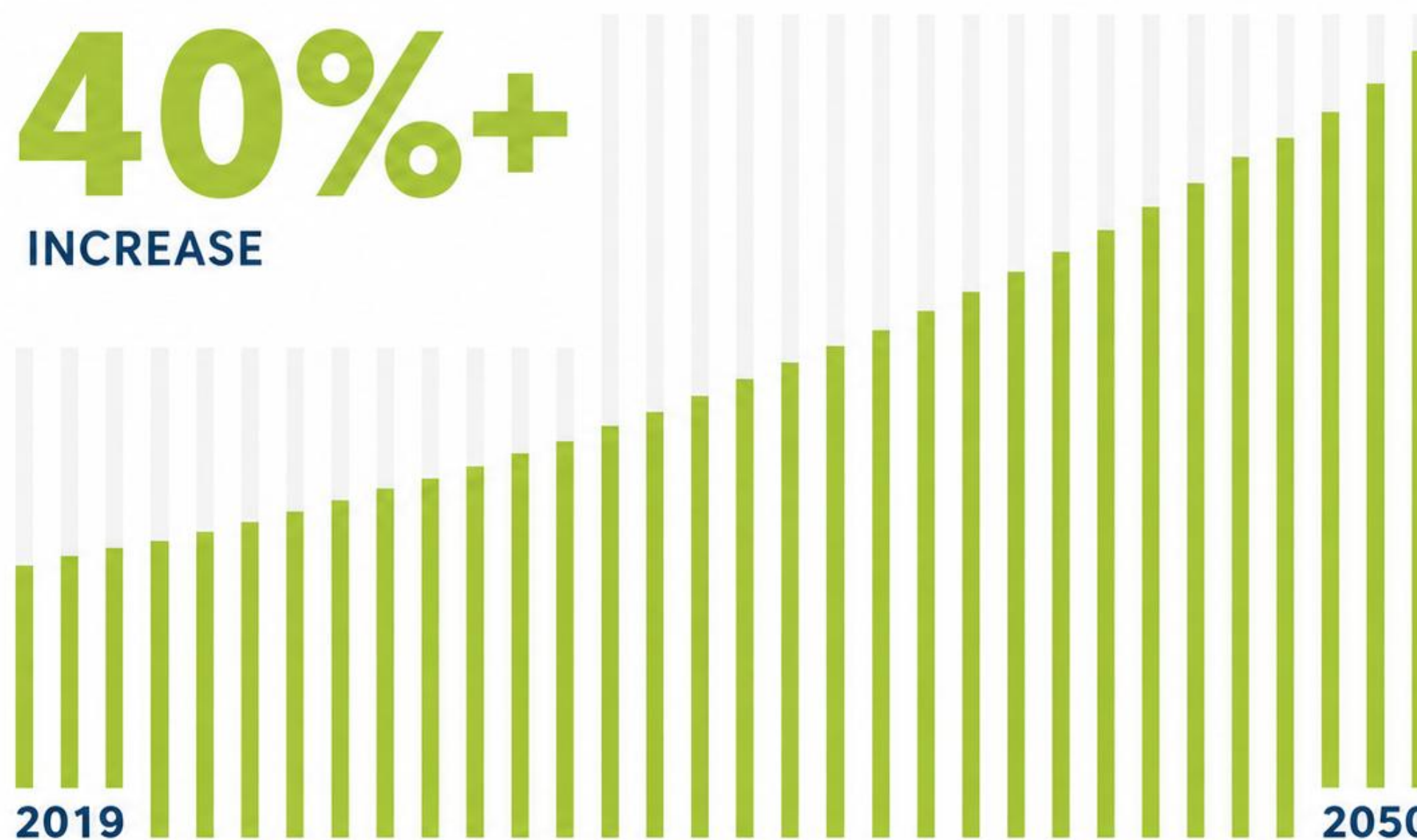
GLOBAL POPULATION
9,7 BILLION



GLOBAL DEMAND FOR
ANIMAL PROTEIN

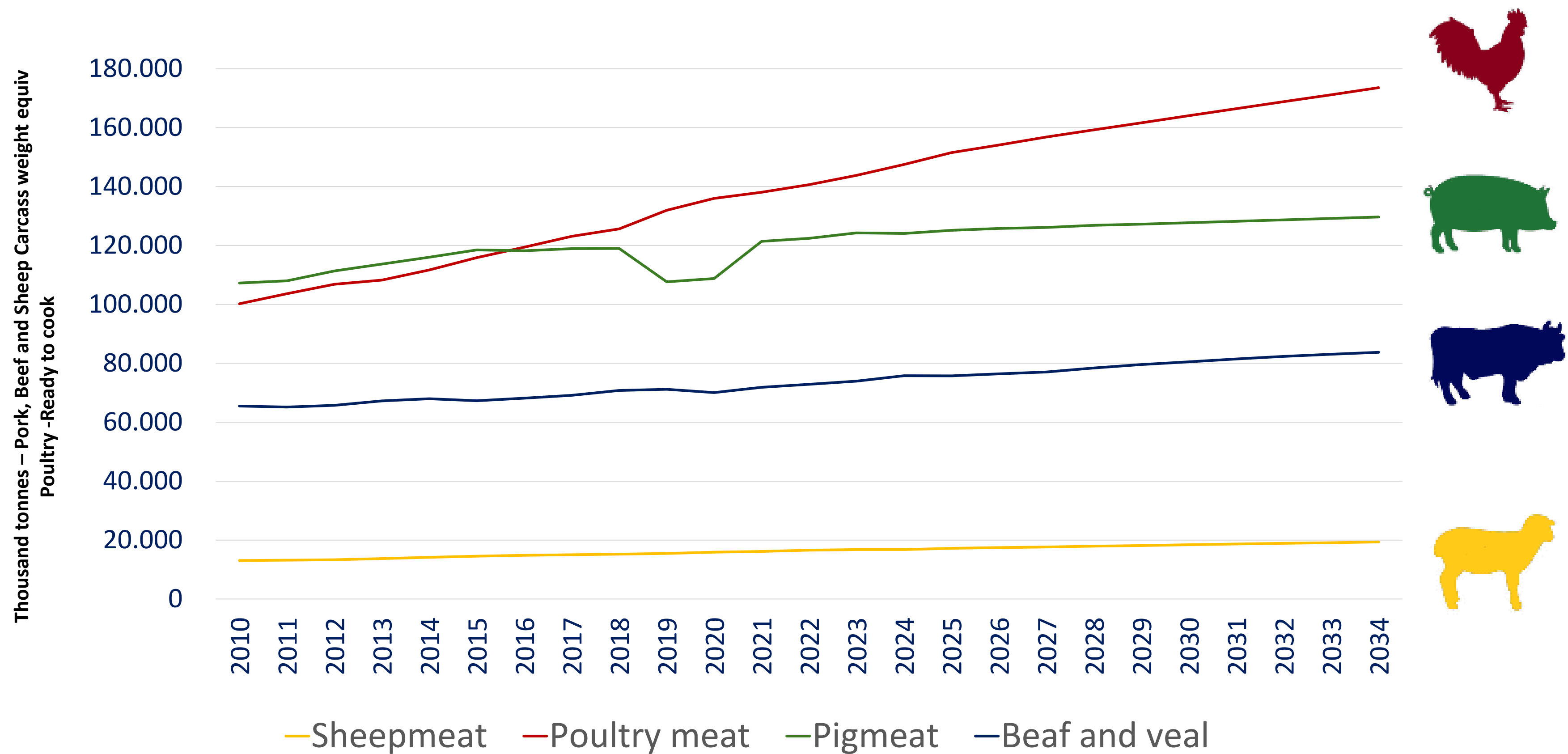


40%+
INCREASE

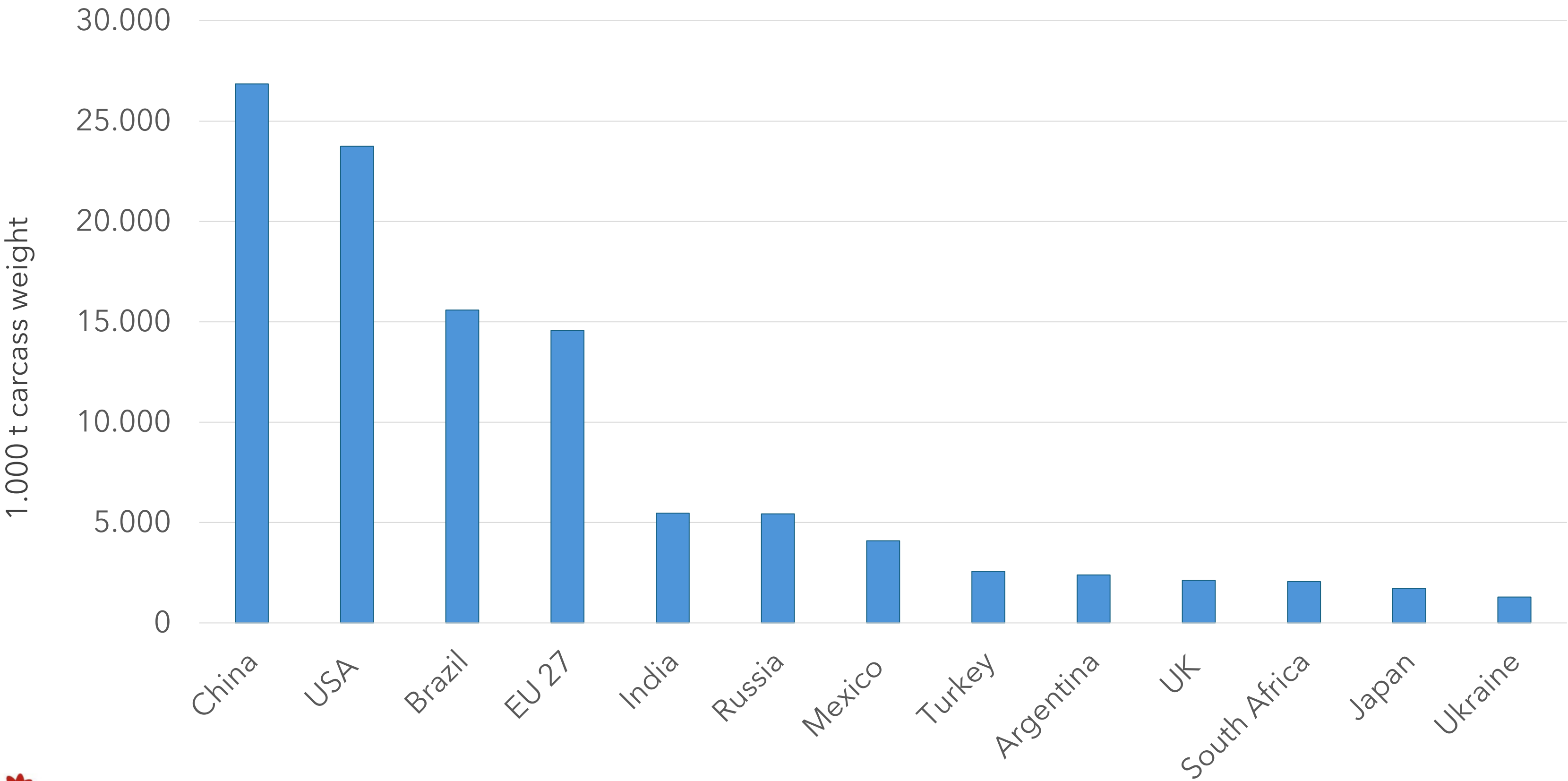




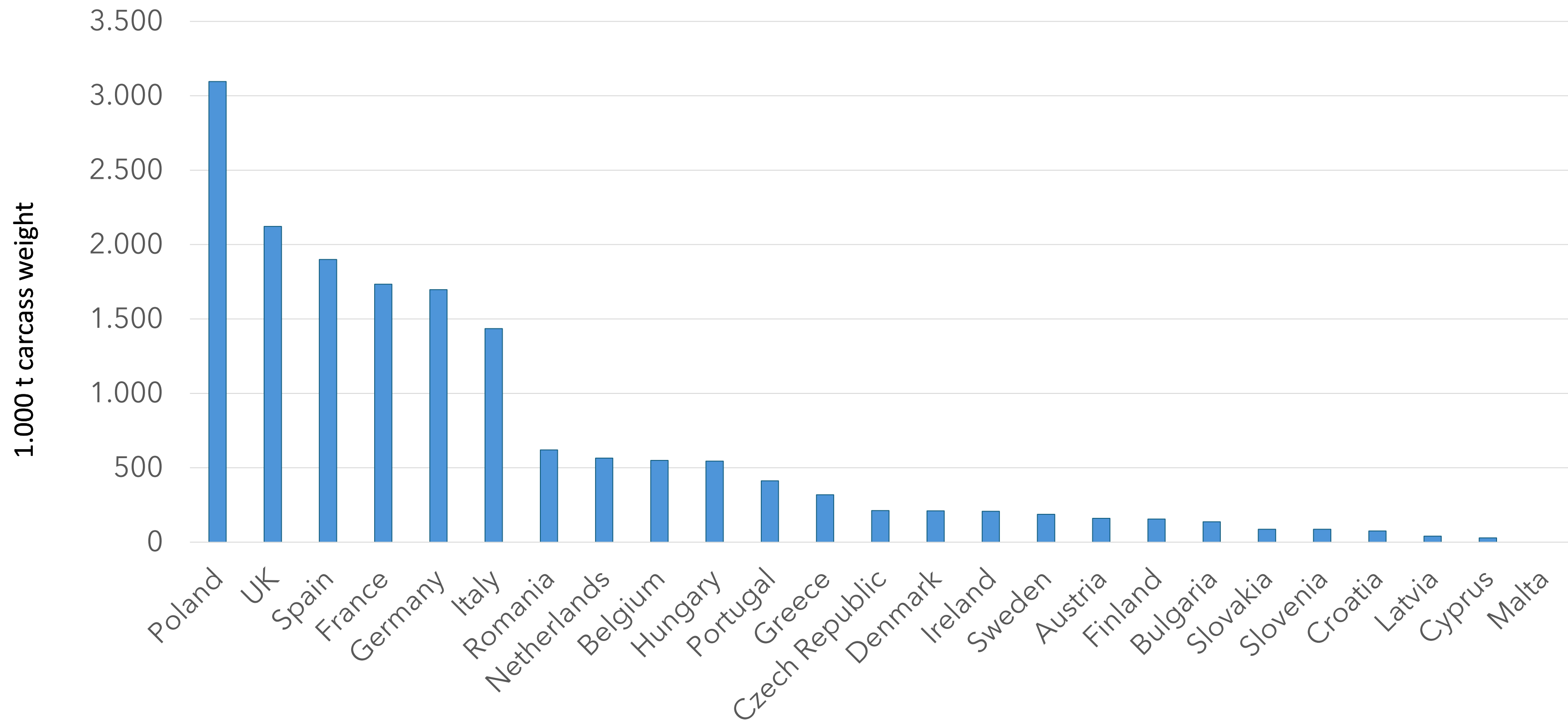
Meat consumption forecast - World



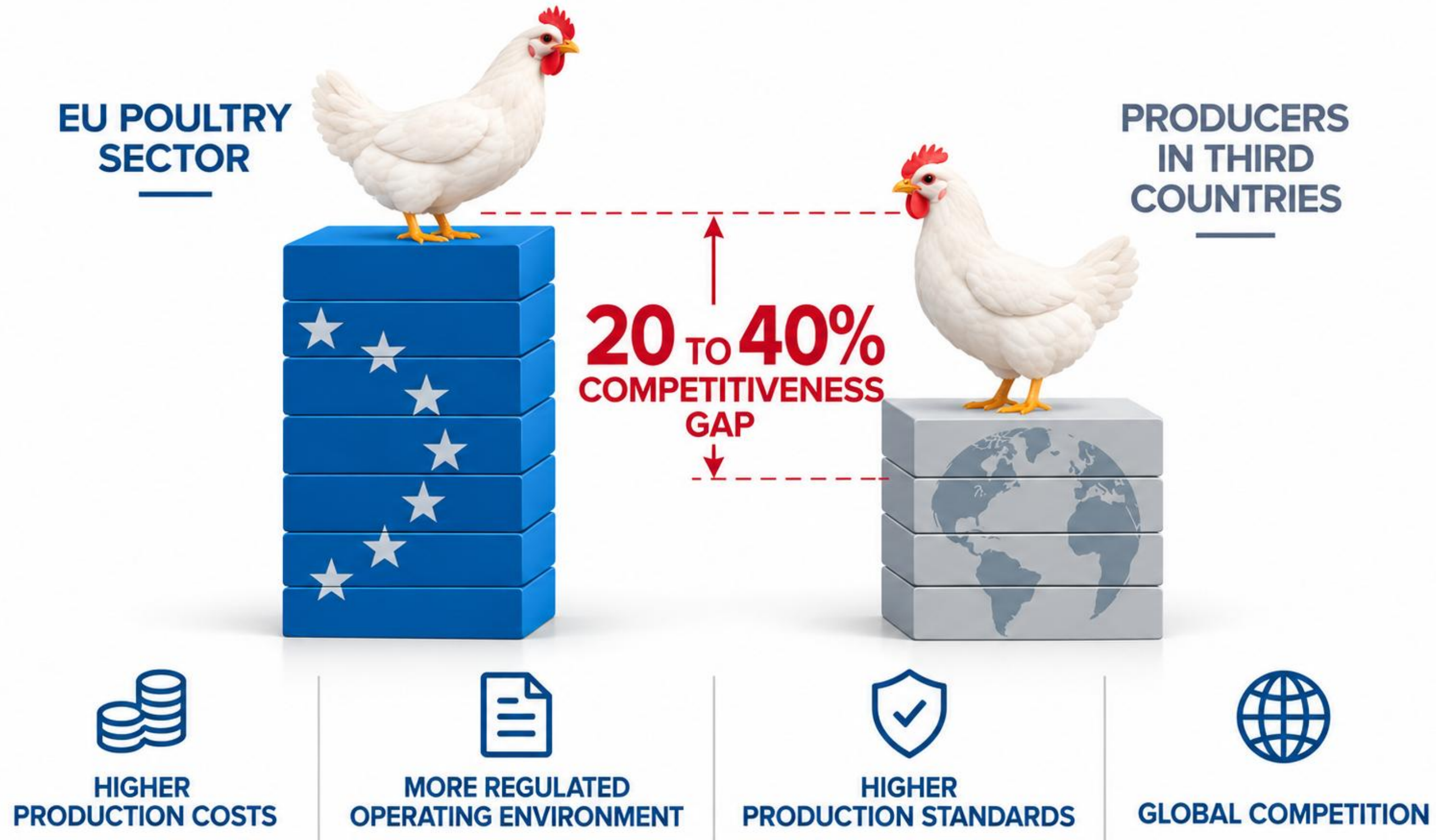
Production of Poultry Meat - World 2025



Production of poultry meat - Europe 2025



EU poultry meat – Competitiveness



Our strengths

Europe's poultry sector is well placed to contribute to tomorrow's food system.



Europe's policy direction is **changing**



EU LIVESTOCK STRATEGY

Livestock recognised as a strategic asset



Food security



Resilience



Competitiveness



PROTEIN ACTION PLAN

A more resilient European protein system



Increase EU production



Reduce dependencies



Balanced approach

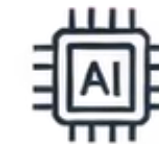


AgRI 2040 + FOOD 2040

Innovation becomes strategic



R&I and innovation



AI and digitalisation



Climate and resource resilience

The direction is right. Now Europe must enable the sector to deliver.

INNOVATION | INVESTMENT | WORKABLE RULES | FAIR COMPETITION



AI generated illustration

A very different **scale of resources**

**EUROGROUP
FOR ANIMALS**

59

Staff members

Listed on their website



11

Staff members

Listed on their website



5

Staff members

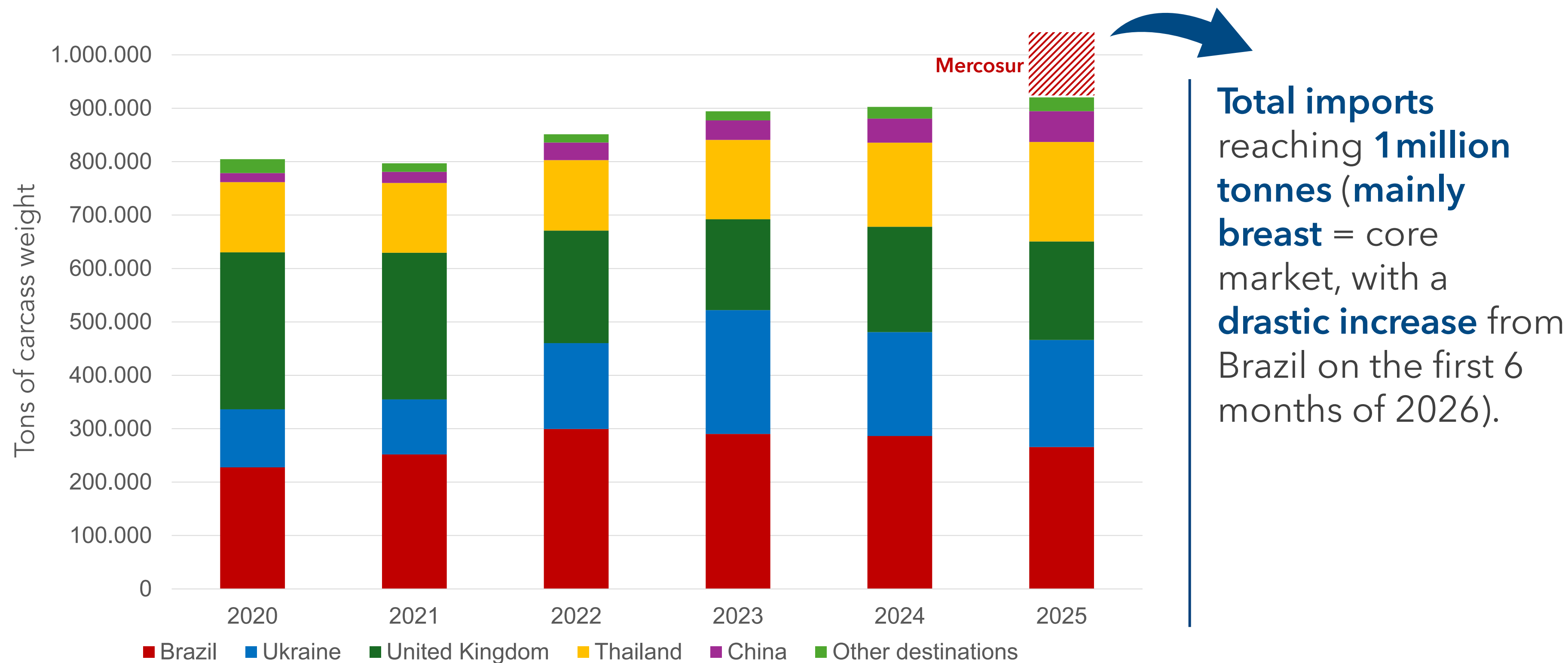
REFARM Europe

*"Once in your life you need a doctor, lawyer, policeman, or priest
but every day, 3 times a day,
you need a farmer."*



Our Challenges

Imports of Poultry Meat to EU



Ukraine: A rapidly growing poultry production

A large scale, highly integrated model with significant export potential at our door.

Example: Vinnytsia region

19 sites

36 houses per site

55,000 birds per house

≈ 39 million
chickens in a 35 km zone



Significant Competitiveness gap:

30-40% difference



Abundant
feed availability



Large land
resources



Integrated
production model



Lower
production costs



Enlargement: **Poultry must be treated as a sensitive sector**

1



Recognise
poultry as a
sensitive sector

2



Ensure
strong EU
coordination

3



Build
complementarity,
not competition

4



Support Ukraine's
global export
potential

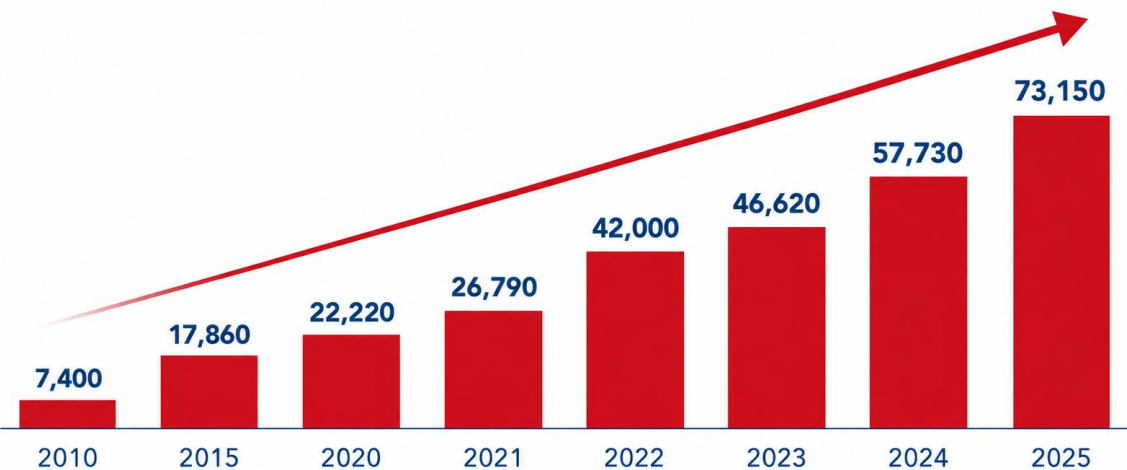
Ukraine's accession should not destabilise the EU's production base.

China: Unequal access, growing pressure

Rising imports, while EU exporters face limited and unreliable access.

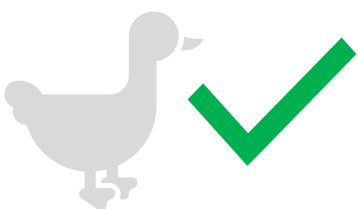
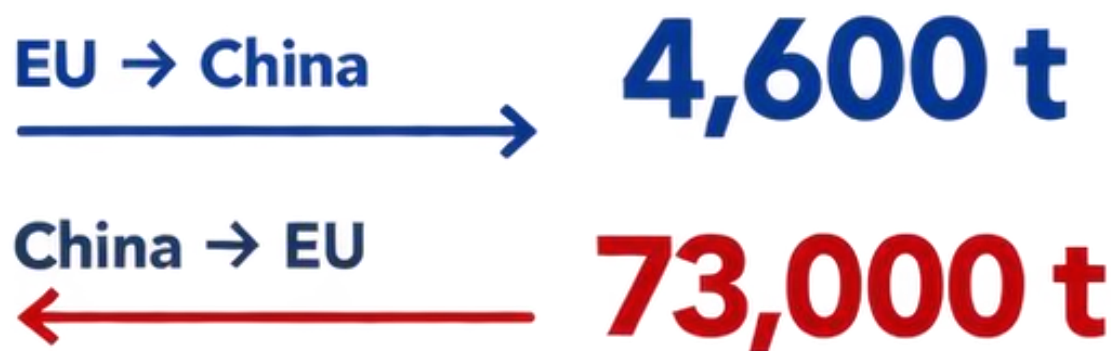
EU IMPORTS FROM CHINA ARE RISING

(tonnes of product weight)



MARKET ACCESS REMAINS UNEQUAL

(tonnes, latest available)



A TRADE DEFENCE SUCCESS

EU anti-dumping investigation on Chinese duck imports launched in 2026.

↔ Fair trade requires reciprocity

Reciprocity in practice

Eu suspends Brazilian poultry imports over antimicrobial rules



Reciprocity requires **verification**

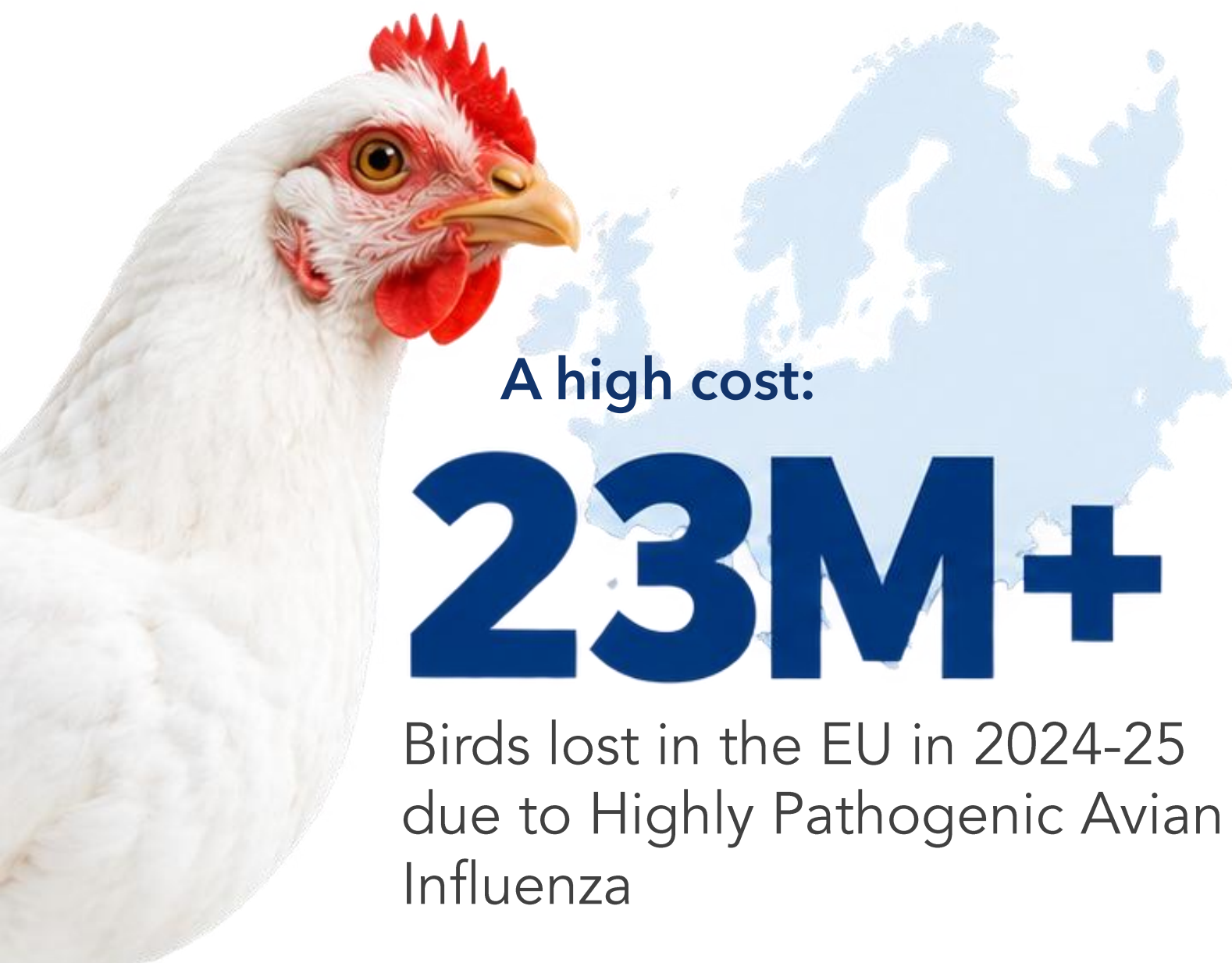
On-site audits, consistent scrutiny, fair competition



AI generated illustration

Animal Health: From reaction to prevention

Animal diseases are a worldwide challenge and a shared responsibility.



PREVENT

Biosecurity
Surveillance
Vaccination



COORDINATE

Harmonised EU
preparedness
and response



ACT GLOBALLY

Vaccination should
not create unjustified
trade barriers

Prevention is a strategic investment, NOT a cost.



Animal Welfare: EU rules are changing

Targeted revision of poultry welfare rules expected by end of 2026.



OUTCOME BASED

Measure what
really matters
for the animal.



SCIENCE BASED & REALISTIC

Rules that work
in practice and
recognise farming
realities.



ENABLE IMPROVEMENT

Innovation,
training and
investment.

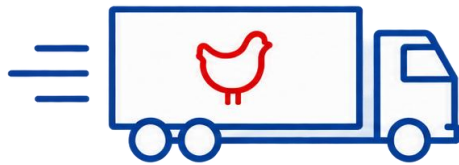


FAIR

Higher EU standards
must be matched
by identical
requirements
for imports.

TRANSPORT EU CLARITY NEEDED

The Dutch court ruling against catching poultry by the legs creates the risk of different interpretations and enforcement across Member States. Clear proportionate and harmonised EU rules are needed.



Turning ambition into evidence-based and workable rules.

Need for modernisation

Adapting to demand... and climate change

"You cannot spend more time building a poultry house than it took to renovate Notre-Dame"

Emmanuel Macron

April 2026



Investing in modernisation is necessary for both sustainability and growth.

Consumer Pressure OR NGO Pressure



The most important factor for consumers when buying food is **COST**

When shopping for food, which of the following is the most important to you? First? Then? (EU 27)



Conclusion



Conclusion - Enabling the future

1

**Regulatory
certainty**
Uniformity &
Simplification

2

Investment
In innovation

3

**Science-
based**
Decisions

4

**Fair &
open trade**

5

**Generational
renewal**
Skills for the
future

6

**Resilience &
preparedness**



AI generated illustration

Always Remember

**European
Poultry Meat is
part of the
solution.**

www.avec-poultry.eu

**SAVE THE
WORLD**



EAT POULTRY!