



HYBRID CONFERENCE

HOW TO CHAMPION A SUSTAINABLE MEAT PRODUCTION?

When?

Wednesday, 30th of November 16:30 CEST

Where?

Press Club Brussels, Rue Froissart 95,
1000 Bruxelles and online.

EUROPEAN
Poultry

Your smart
CHOICE

PROGRAMME:

16:00 – 16:30 Registration
16:30 – 16:40 Opening remarks
Gert-Jan Oplaat / President, AVEC
16:40 – 17:45 Moderated discussion and Q&A
17:45 – 17:50 Closing statements
17:50 – 19:00 Networking drinks

INVITED PANELISTS:

Brigitte Misonne, Head of Unit, Animal Products, DG AGRI,
European Commission

Colm Markey, MEP, AGRI Committee, European Parliament

Els Bedert, Director, Product Policy at EUROCOMMERCE

Birthe Steenberg, Secretary General, AVEC

MODERATOR:

Andrea Bertaglio, Environmental journalist - European
Livestock Voice

REGISTRATION:

To confirm your participation, please register [here](#)

ABOUT THE EVENT:

Poultry is an important source of protein and an essential part of the diet of most Europeans. In the past ten years, EU consumption has increased by 23%. Experts predict a positive trend of growth over the next decade. On a global level poultry meat has established itself as the most consumed meat¹.

EU poultry producers want to demonstrate they are responsible, and that production can be done in a sustainable way. They want to increase the awareness of EU consumers on sustainable practices of the sector, by informing them and allowing them to make informed choices.

Join us, on the 30th of November in Press Club Brussels (or virtually) to discuss the role of the poultry meat sector in reaching the green deal and farm to fork strategy's objectives.

We will talk about what sustainable poultry production is, but also what the possible trade-offs that it brings. Together, we will try to debunk some myths associated with the production of poultry meat in the EU, but also reflect on the steps that the sector has taken to improve both its environmental, economic, and social impact.

For more info please contact:

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For guidance on balanced and healthy diets, please refer to the National Food Dietary Guidelines.

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¹Source: EU Agricultural Outlook 2021-2031