



9TH INTERNATIONAL BEEF FORUM

27th January 2023 – Warsaw

Nadia Khaldoune

AVEC – ELPHA – EPB



President
Gert-Jan Oplaat



AVEC is the voice of Europe's poultry meat sector. A trade association representing 95% of poultry meat producers in the EU.



President
Wout van Wolfswinkel



ELPHA represents the interest of the entire 'live poultry' sector which ranges from the selection of the breeds to the placing of the birds in the farm for the production of poultry meat and/or (hatching) eggs.



EPB
EUROPEAN POULTRY
BREEDER ASSOCIATION

President
Magnus Swalander



EPB covers the interests of the European Poultry Breeders. EPB is also a member of ELPHA

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INTRODUCING...



EUROPEAN LIVESTOCK VOICE

- **When:** Launched in September 2019.
- **Where:** The « European Bubble » is the primary target.
- **Who:** 12 EU based organisations working on livestock issues.
- **What:** Creation of a joint EU base communication platform
- **Why:** Countering misinformations with facts and examples.



EUROPEAN LIVESTOCK VOICE

1 Today, the livestock sector is being attacked as a whole; therefore, we should react as a group. Any sectorial organisation that have a link to livestock production could join us.

We welcome everyone

2 ELV is not a policy project. It has a pure com. agenda and aims to rebalance livestock debates in the long term by creating an organised EU community of supporters.

We are doing coms

3 Livestock debates are not one sided lively debate exist in the academic community and in the press. ELV aims at sharing fact based arguments in the most creative way.

We are relying on science

4 People have their own vision beliefs about livestock. Attacking those beliefs is ineffective, questioning the reasoning, reminding the importance of livestock is much more relevant.

We are respectful

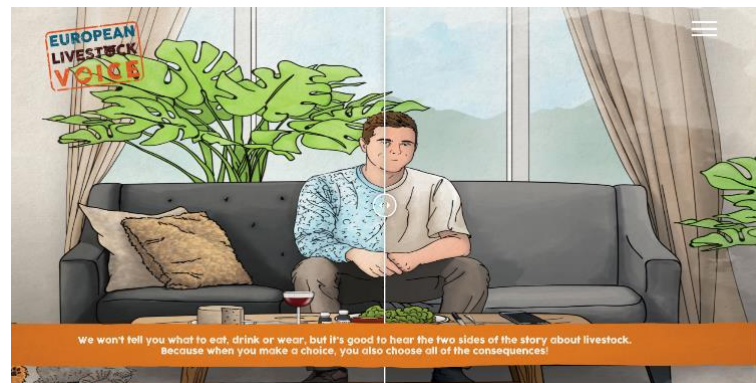
5 Materials developed by ELV should be available in a native format so that partners can translate / adapt them. We trust each other, and favour an horizontal organisational structure.

We are collaborative

EUROPEAN LIVESTOCK VOICE

www.meatthefacts.eu

Press and opinion piece



EUROPEAN LIVESTOCK VOICE

Events



Social Media



EUROPEAN LIVESTOCK VOICE

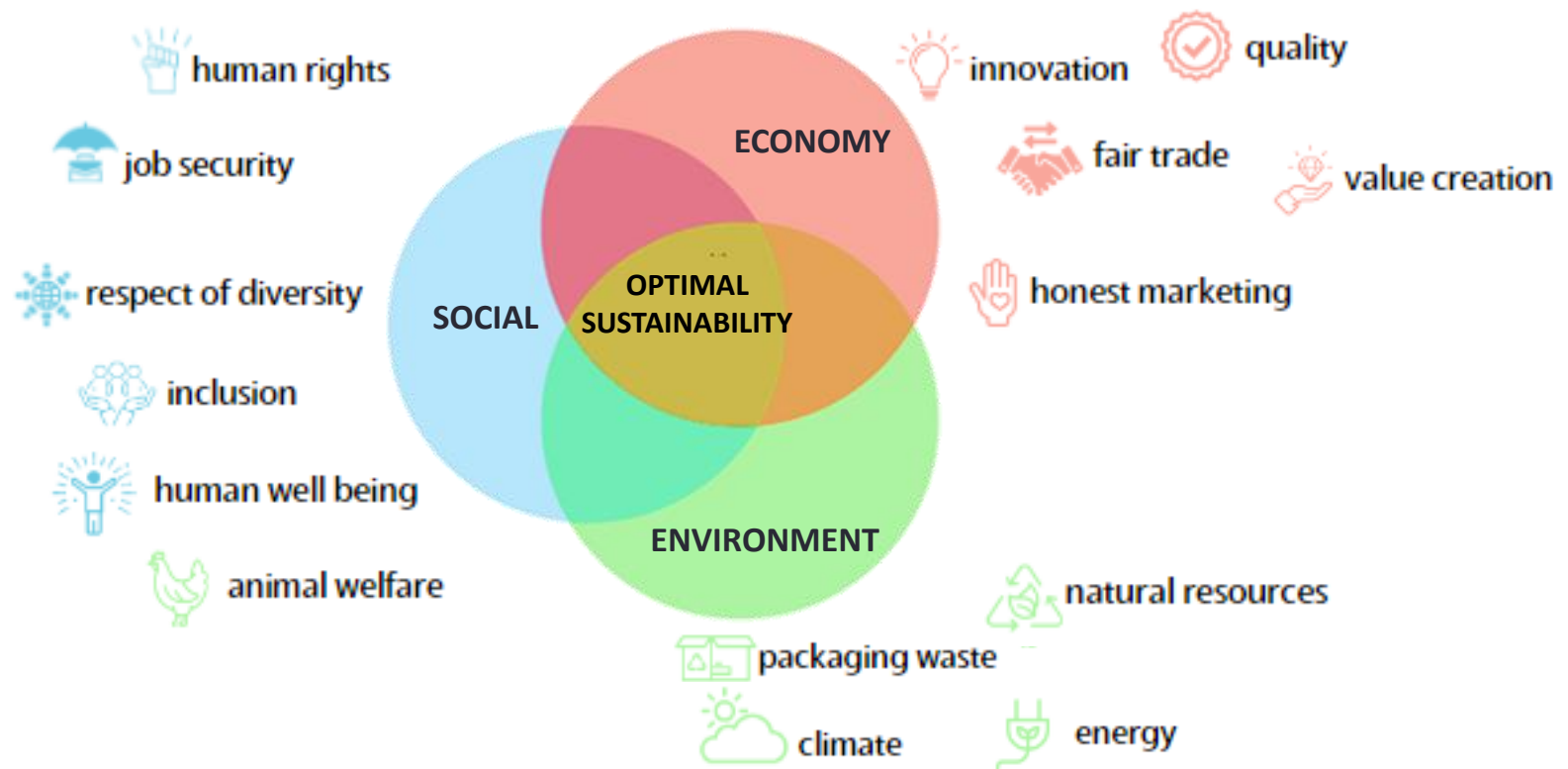
Partnerships



Videos



OUR MESSAGE ON ANIMAL WELFARE





FINDING THE BEST BALANCE FOR OPTIMUM SUSTAINABILITY IMPACT

Focusing solely on animal welfare may lead to a **degradation of the environmental impact, higher cost for the consumers and a reduction of the supply of meat** for EU consumers.

Animal Welfare is an essential component finding the balance along with other important elements like Food Safety, Environmental Impact, Food Waste, Packaging Materials and Use of Antibiotics.



**European Livestock is
part of the solution!**