



# Position: Union Prevention, Preparedness & Response Plan for Health Crises

A One Health, prevention-first approach for resilient and competitive EU poultry production.

December 2025

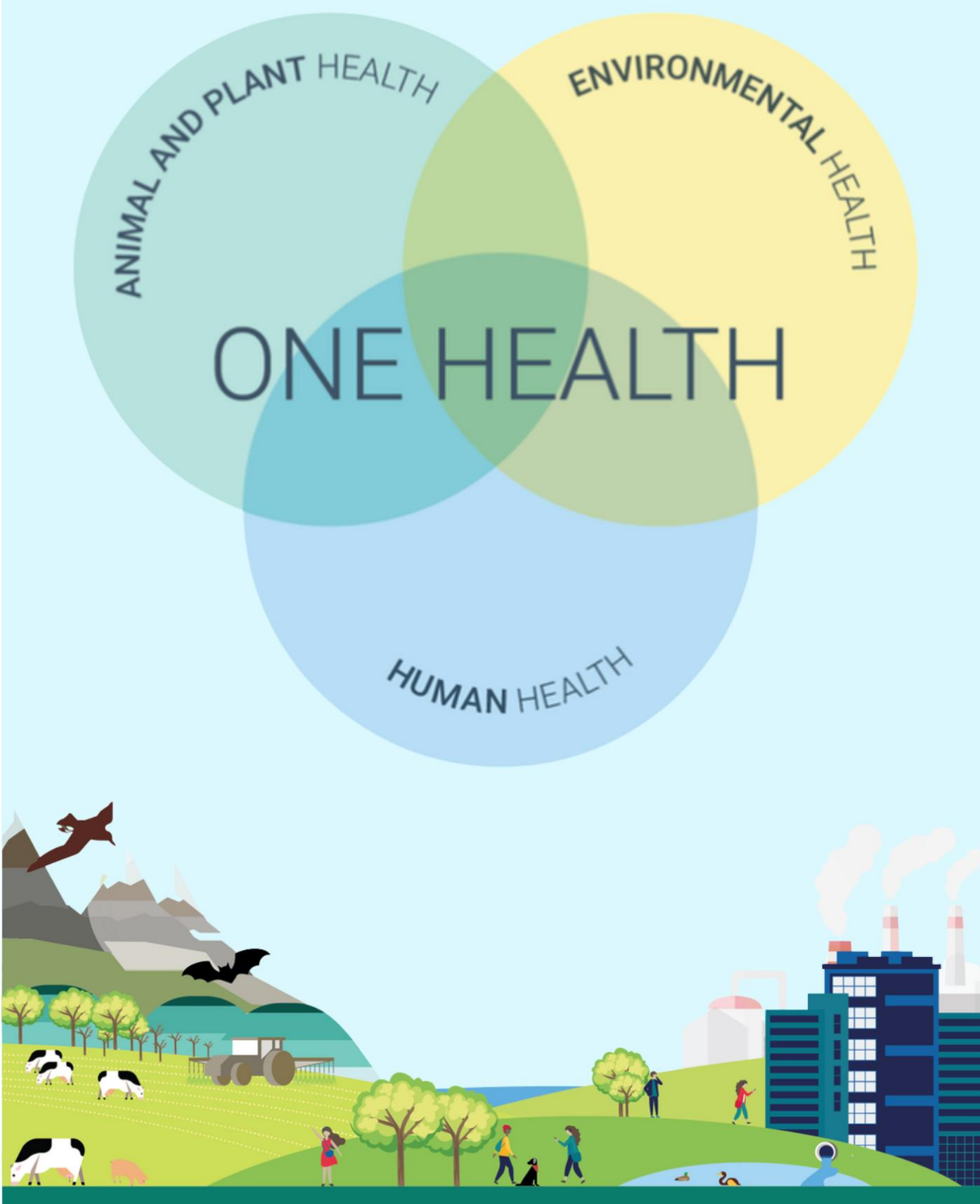


# AVEC, ELPHA & EPB



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





# Why This Matters

Animal diseases are not just a veterinary issue...

**1** | **Animal diseases are increasing** in frequency & impact

**2** | Outbreaks **threaten food security, competitiveness & trade**

## Strategic Investment

Prevention is not a cost—it is a strategic investment for Europe's future competitiveness.



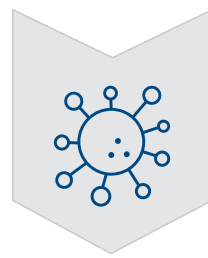
## Coordinated Action

Cross-border threats require synchronised EU action rather than fragmented national responses.



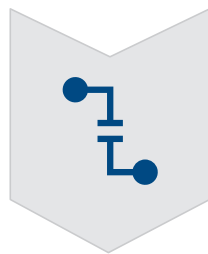
# Context:

## The Necessity of an EU Plan



### Cross-Border Threats

Pathogens (like HPAI) move freely across borders, requiring solutions that transcend national boundaries.



### National Fragmentation

Disparate national strategies slow down emergency responses and create trade barriers.



### EU-level guidance

Member States increasingly request EU-level guidance on vaccination.



### Urge for Harmonised Prevention

Multiple stakeholders have called for harmonised, funded prevention strategies from the EU .







# Lessons from Recent Crises

# Exposed Vulnerabilities

The COVID-19 pandemic and recent HPAI outbreaks revealed significant gaps in our ability to respond quickly to biological threats.

## Accelerating Factors

Wildlife migration, environmental factors, global trade and mobility accelerate spread.

## The Competitiveness Link

Competitiveness in the global market is directly linked to prevention and preparedness.

## The Solution Set

Robust surveillance, strong biosecurity, coherent rules like zoning and modern vaccination are key to resilience.

# HPAI: The **Cost of Inaction**

23M+

**Birds lost in the European Union**  
during 2024-2025 alone.

547M

Total **poultry lost globally** between  
2023-2025 (WOAH data).



Massive **financial losses**;  
trade disruptions



**Emotional toll** on farmers  
and workers






**Waste of animal protein**,  
undermining **food security**.



# The Need for a **Paradigm Shift**

## From “Stamping-out” to Prevention-First

-  **Mass culling** is economically, socially and ethically unsustainable
-  **Prevention measures EXIST** and should not be blocked by political/ trade barriers
-  **Vaccination, biosecurity, regionalisation and surveillance OUTPERFORM** reactive culling



**We call EU institutions to** move "from reaction to prevention"





# AVEC's Core **Call to Action**

Europe needs a unified prevention plan for animal diseases just as much as it needs one for human health threats.

**1 Centralise Animal Health**  
Animal health must be recognised as a core pillar of EU crisis preparedness.

**2 Prevention FIRST**  
We must prioritise a "prevention-first" approach, moving away from reliance on mass culling as a control tool.

**3 Improve Coordination**  
Harmonise coordination between Member States to ensure a unified front against pathogenic threats.

**4 Culture of Preparedness**  
Instill a proactive culture of preparedness that spans the entire food chain.

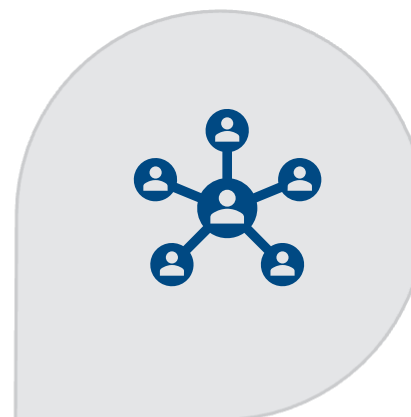




# Making “One Health” Operational

## Full Integration

Integrate animal health fully into EU crisis planning.

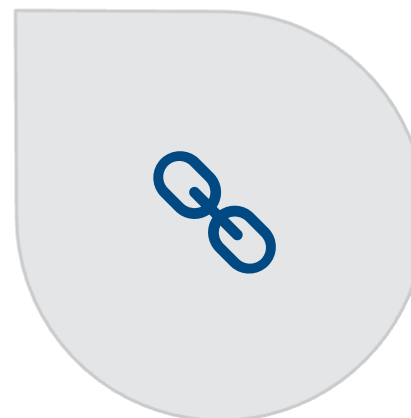


## Cross-Sector Coordination

Improve coordination across sectors (animal health, wildlife, and food safety).

## Targeted Funding

EU funding must reflect zoonotic and animal-origin risks.



## Joint Mechanisms

Establish joint surveillance, information-sharing, and response mechanisms.



# Recommendation 1:

## EU-wide Surveillance & Early Detection



### Harmonised Surveillance

Implement standardised surveillance protocols across all Member States.



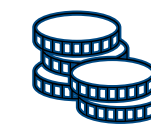
### Strong Monitoring

Comprehensive monitoring of both domestic flocks and wildlife populations.



### Data Sharing

Facilitate data sharing across borders to enable rapid risk assessment and decision-making.



### Funding

Surveillance must be well-funded and consistent.



# Recommendation 2: **Rapid Response & Coordinated Vaccination**



**A predefined, coordinated approach to vaccination.**



## **Alert Mechanism**

Establish a rapid CVO-industry alert mechanism to trigger immediate action upon detection.



## **Common Triggers**

Define EU-wide vaccination strategies with common triggers to ensure uniform application.



## **Market Unity**

Enforce shared rules to avoid internal market fragmentation during outbreaks.



## **Strategic Usage**

Deploy vaccination whenever it can prevent mass culling and avoid the escalation of a crisis.



# Recommendation 3: Vaccine Innovation & Strategic Stockpiling

## DIVA Technology

Promote development of DIVA-compatible vaccines enabling differentiation of infected from vaccinated animals

1

## Support Innovation

Support research in diagnostics and monitoring technologies

2

3

4

## Supply Chain Resilience

Strengthen vaccine availability and supply chains

## Strategic Reserves

EU to consider strategic vaccine stockpiles for priority diseases





# Recommendation 4: International Acceptance of Vaccination

1

Work strategically through the World Organisation for Animal Health (WOAH) and World Trade Organisation (WTO) to **remove unjustified trade barriers**.

2

Encourage **global recognition of "disease-free with vaccination" status**.

3

**Prevent trading partners from penalising preventive vaccination.**

4

**Use EU success stories** – e.g. France – to demonstrate the effectiveness of vaccination programmes to the international community.



## Recommendations 5 & 6: Strengthen Capacity

- Ensure full **implementation of Animal Health Law mandatory farm visits**
- **Support farmers** in applying biosecurity, feeding and resilience strategies
- **Promote breeding** for disease resistance and nutritional resilience

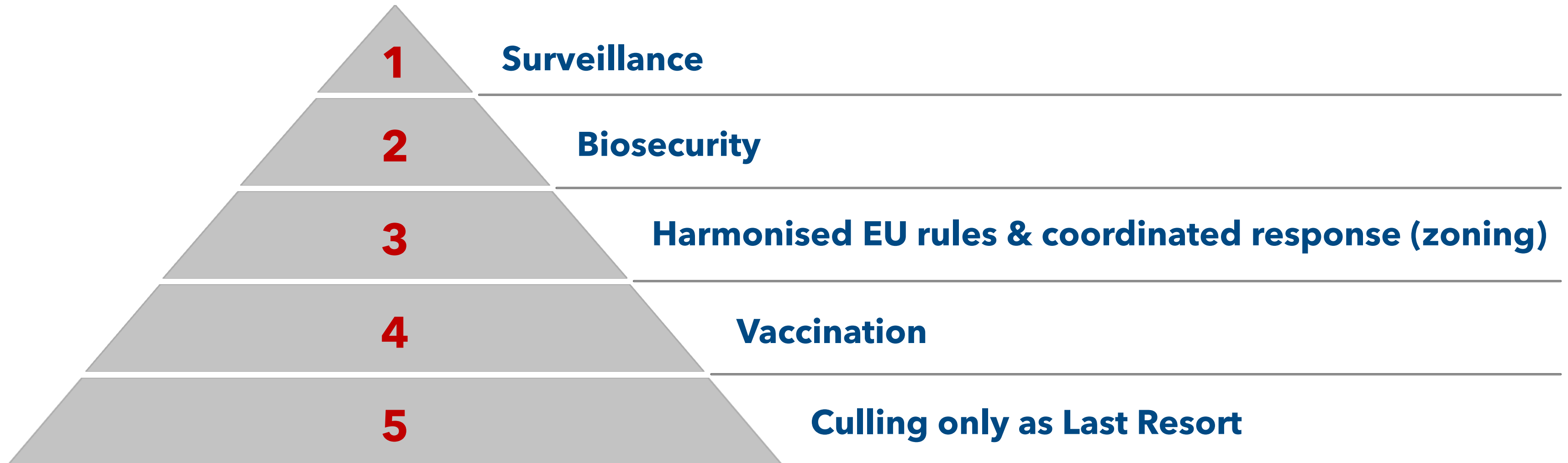
## Ensure Funding

- Establish EU **co-financing mechanisms** for preventive measures
- **Align financial incentives with prevention** (NOT compensation for culling)
- **Avoid cuts to disease-control budgets** during crisis peaks



# Conclusion: **A Prevention-First Future for the EU**

Europe must shift decisively to a **prevention-first approach**, built on:



**"Prevention** is better than cure – and better than culling."

# AVEC's Commitment

Making animal  
disease  
**prevention** a  
**strategic**  
**investment**

**Collaborate**  
with partners  
across the food  
chain

Committed to a  
**resilient,**  
**competitive &**  
**sustainable**  
**poultry sector**

Prevention-first  
**strengthens**  
farmers,  
consumers,  
trade & food  
security



**Read our  
Joined Call**





Always remember

European  
Poultry Meat  
is part of the  
solution

