



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

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

December 2025



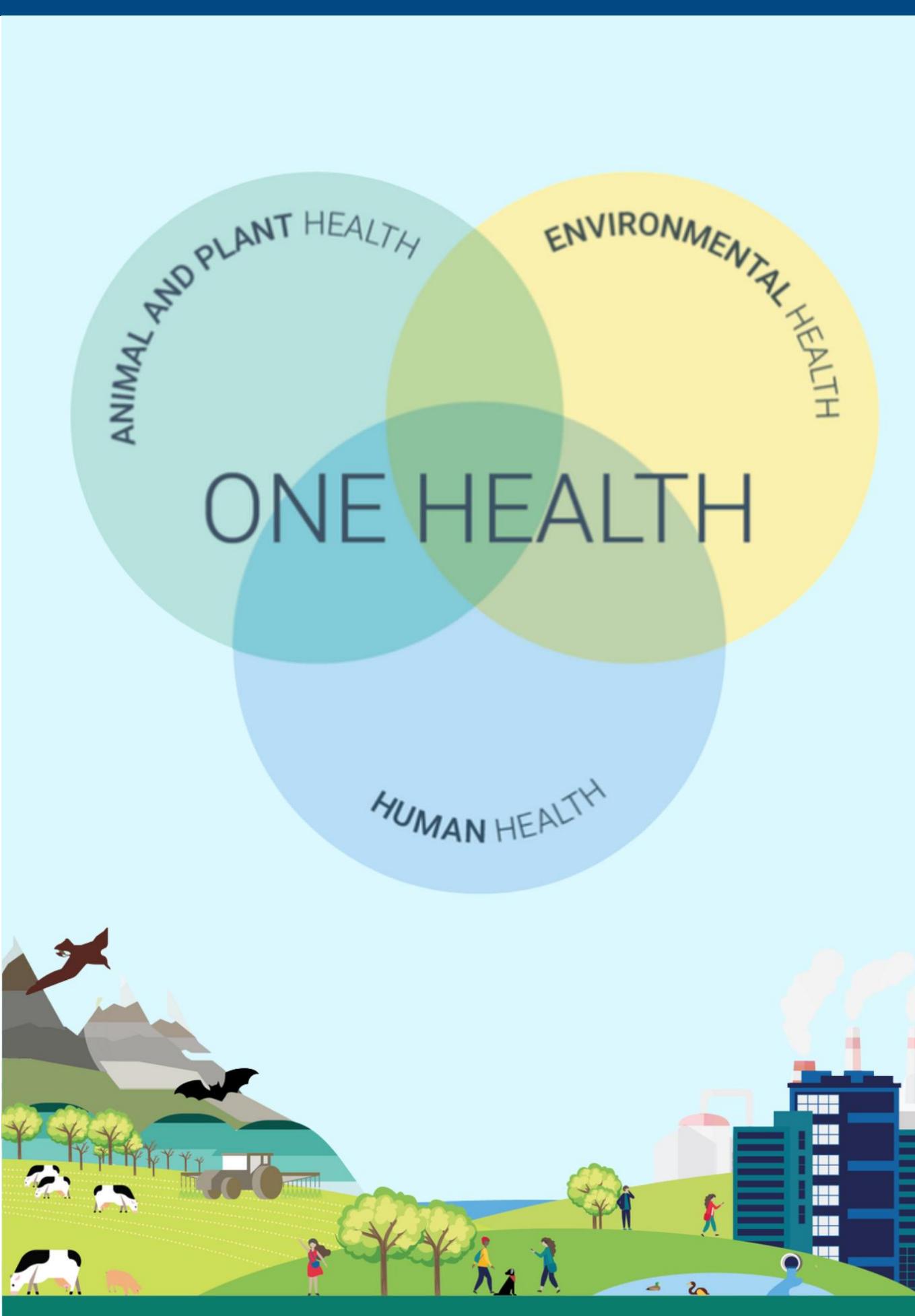
AVEC, ELPHA & EPB



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

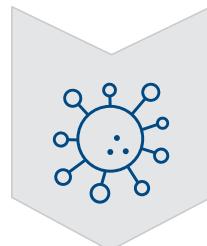
Prevention is not a cost—it is a strategic investment for Europe's future competitiveness.



Coordinated Action

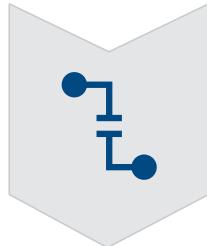
Cross-border threats require synchronised EU action rather than fragmented national responses.

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

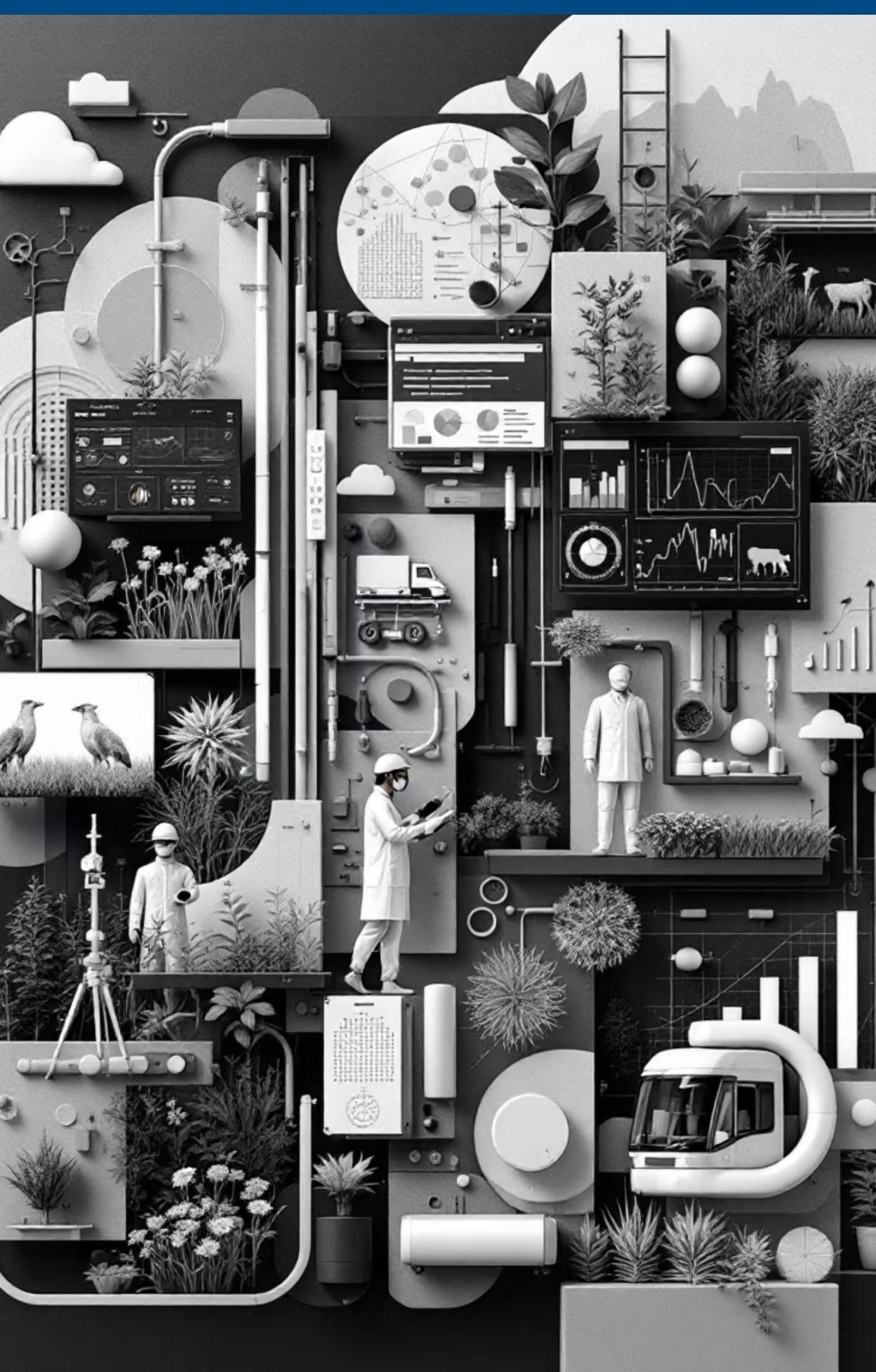
Member States increasingly request EU-level guidance on vaccination.



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**

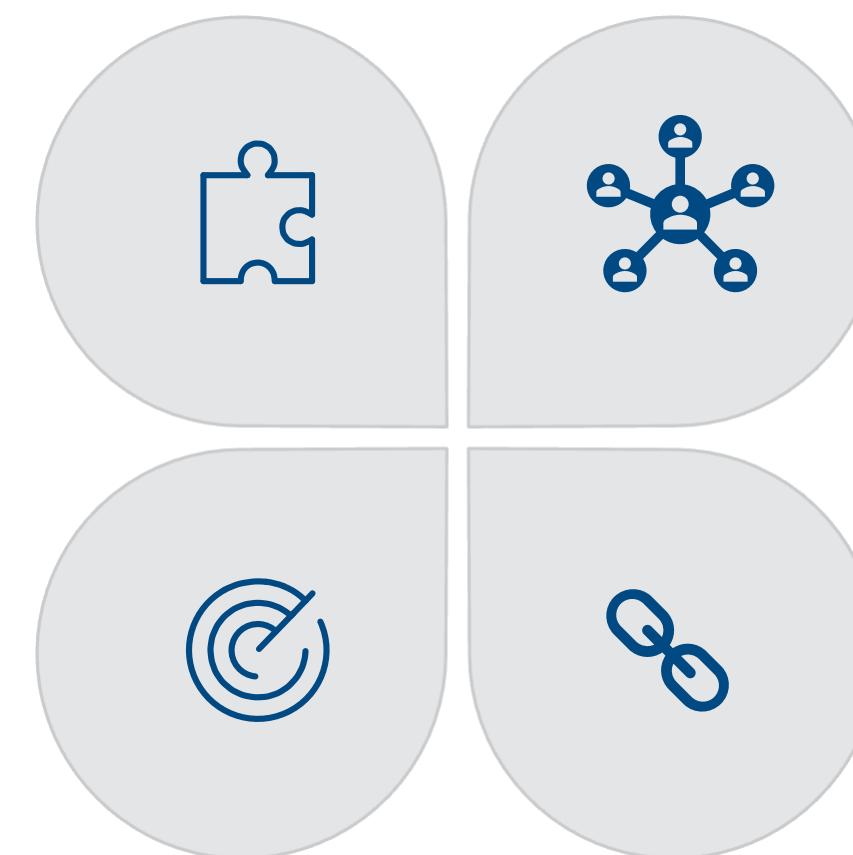
Instill a proactive culture of preparedness that spans the entire food chain.



Making “One Health” Operational

Full Integration

Integrate animal health fully into EU crisis planning.



Targeted Funding

EU funding must reflect zoonotic and animal-origin risks.

Cross-Sector Coordination

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

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

Support Innovation

Support research in diagnostics and monitoring technologies

1

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**

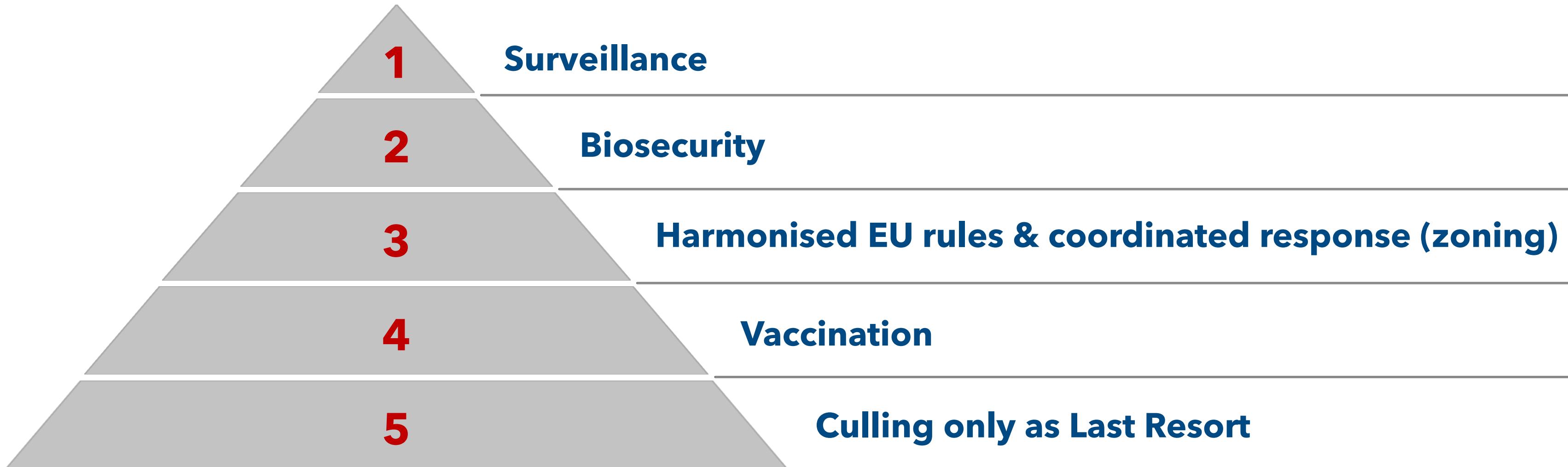
- Ensure full implementation of Animal Health Law mandatory farm visits
- Support farmers in applying biosecurity, feeding and resilience strategies
- Promote breeding for disease resistance and nutritional resilience

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**

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

Collaborate with partners across the food chain

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



**Read our
Joined Call**



Always remember

European
Poultry Meat
is part of the
solution

