Securing the future of EU poultry: competitiveness, animal welfare and resilience

Agenda

9 December 2026 | 17:30–19:30 |Followed by a cocktail reception

European Parliament, Brussels, József Antall Building, Room 4Q2

Description: ***How can the EU poultry meat sector remain competitive while advancing animal welfare and strengthening resilience to animal disease?***

Join AVEC and co-hosting MEPs B. Cassart, M. Grapini, S. Köhler and C. Singer for a discussion informed by AVEC's new competitiveness study. Policymakers, scientists and sector representatives will explore how welfare rules, investment in disease prevention and effective trade diplomacy can support the sector's future.

Time	Topic	Suggested speaker
17:30 – 17.35	**Welcome and opening remarks**	Hosting MEPs (MEP Singer and Köhler)
17.35 – 17.50	**Competitiveness of the EU poultry meat sector** Presentation of the study commissioned by AVEC assessing the competitiveness of the EU poultry meat sector vs main competitors in 3rd countries.	AVEC - Paul-Henri Lava
17:50–18:20	**How to modernise animal welfare rules (transport, indicators) in light of increasing global competition?** Perspectives from policy makers, scientists and producers	Bernard Van Goethem, Deputy Director General for Food Sustainability, DG SANTE Dr Evangelia N. Sossidou, Independent Expert Wolfgang Schleicher, Managing Director, ZDG (German poultry meat association)
18.20 – 18:30	**Panel discussion**	Moderator - George Candon
18.30-19:00	**Protecting the sector from animal disease: from preparedness to prevention and trade diplomacy** • The farmers' experience • How to finance prevention and preparedness? • How to improve trade diplomacy to avoid unfair restrictions?	Manon Dubois, Senior Policy Advisor, COPA COGECA Pierre Sultana, Public Affairs Director, Animal Health Europe Tamara van Riet, Acting Deputy Chief Veterinary Officer, Dutch Ministry of Agriculture, Fisheries, Food Security and Nature

Time	Topic	Suggested speaker
19.00 – 19:20	**Q&A**	Moderator - George Candon
19.20 – 19.30	**Closing remarks** Key messages and follow-up.	Hosting MEPs (MEP Cassart and Grapini)
19.30	**Cocktail reception**	