



EU Trade Policy WHAT AMBITIONS FOR THE EU AGRI-FOOD TRADE?

10th March 2021 - from 9hrs to 12:30hrs

SECOND PANEL

A Trade policy that promotes sustainable agriculture systems

“Perspective of the meat industry and trade”

Portuguese Meat Industry Association

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The European Livestock and Meat Trades Union (UECBV) is the EU voice of **53 associations** out of:

- **24 EU Member States** as well as certain EFTA countries and **EU candidate countries (Turkey)**.



Healthy and Environmentally-friendly

Healthy food



Farmers' Livelihood

Food Systems Sustainable

Definition of sustainability?

Meat Industry totally committed



- EU standards are high
- (included Animal Welfare)
- Costly for the EU Agri-Food producers

Promotion Policy

Agri-Food Products

- Valorise the efforts of EU producers
- Promoting EU values
- Competitiveness of the Union's agricultural sector

- Consumers would turn to **similar non-EU products**
- Indirectly promote less sustainable production

Stop the Promotion of EU Products



Meat is an important food, with **high-quality nutrients**

It has been consumed for **centuries** and has even been proven to have **enhanced human being's development**

Inception Impact Assessment is to explore how the **scheme** should be **aligned** on the **new Green Deal/Farm to Fork Strategy**, i.e. **sustainable production and consumption, in line with evolving diets, while maintaining or even increasing the policy's effectiveness in supporting the agri-food sector's competitiveness**

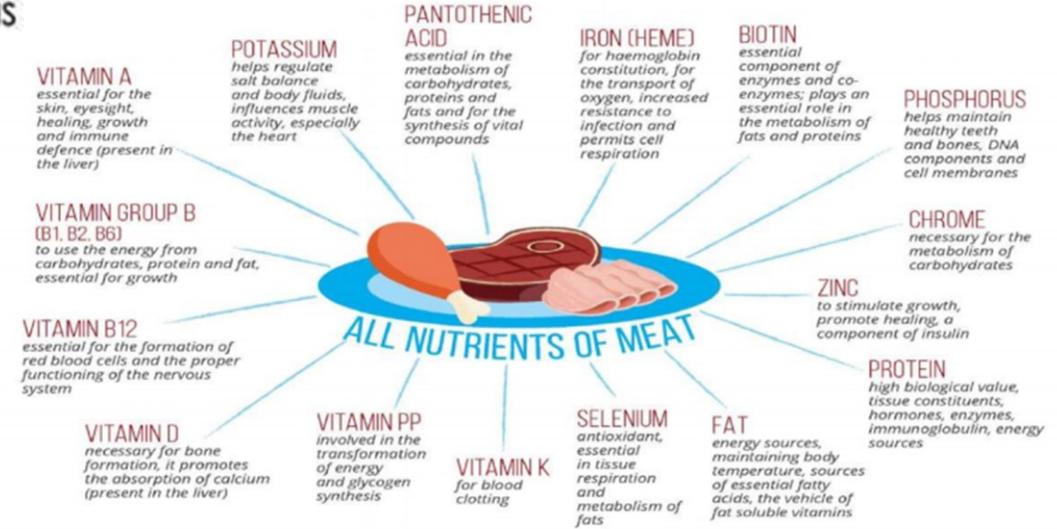


In itself, no product is **Unsustainable** → Production method (Good Practices)

or

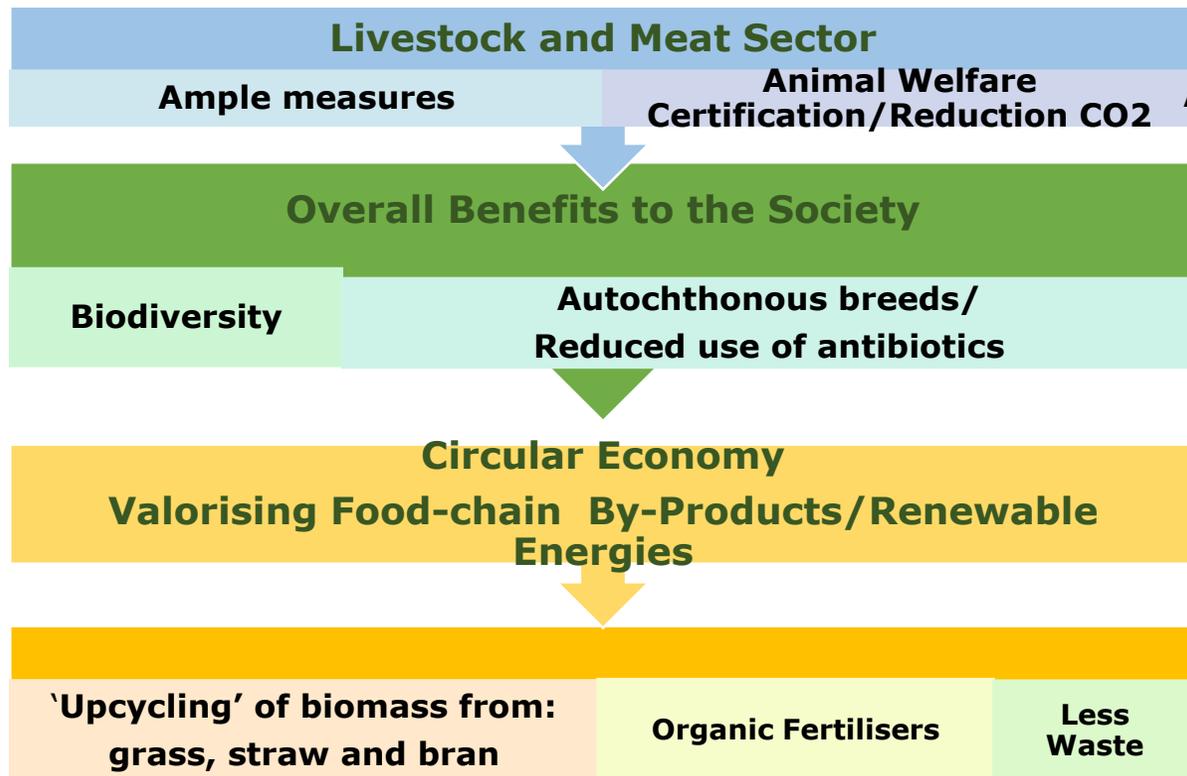
Unhealthy → The way it is consumed and incorporated in an **overall adequate diet**

NUTRIENTS OF MEAT

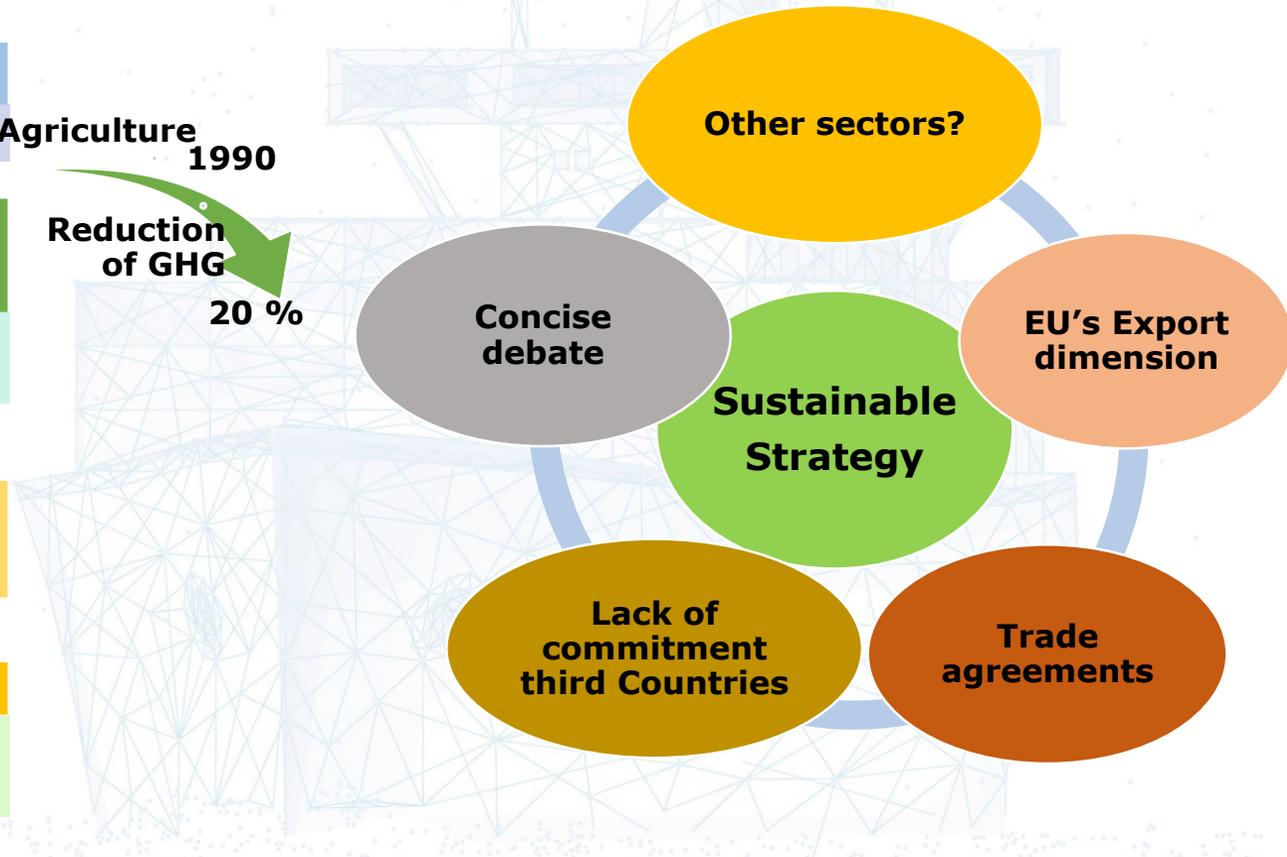


No agricultural good should be excluded from the Promotion Policy or benefit from reduced support

Holistic Approach



It cannot be **only**
at the expense of the
European Agricultural Industry!

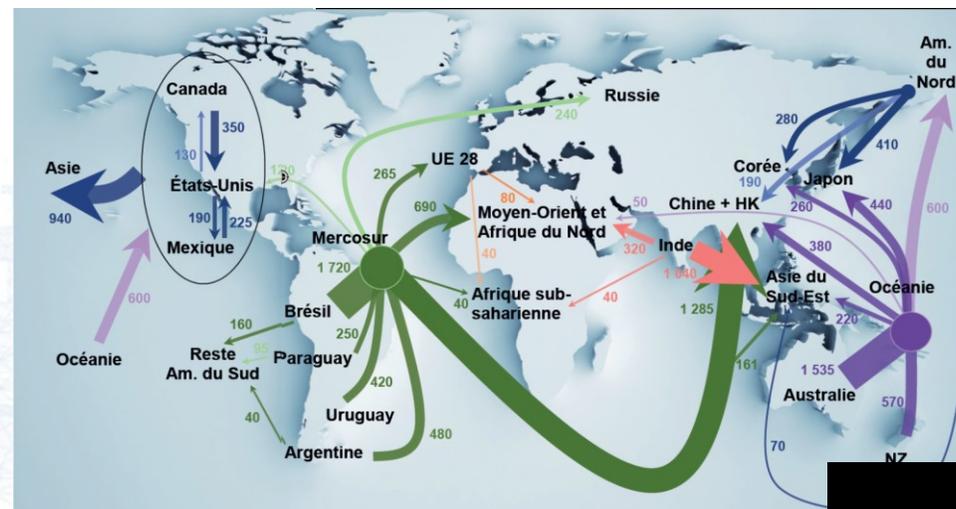
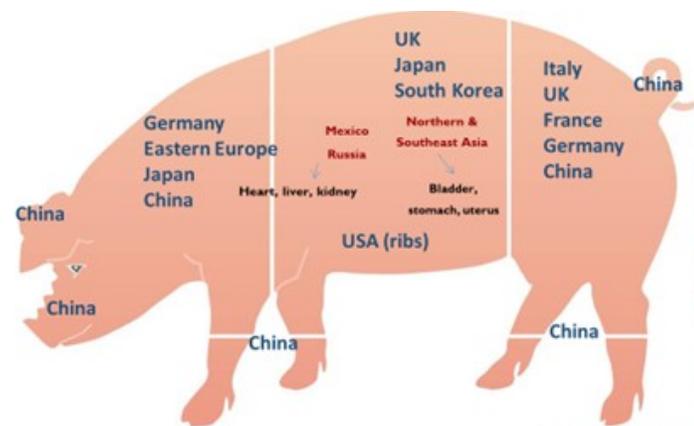


What concerns the Meat Industry?

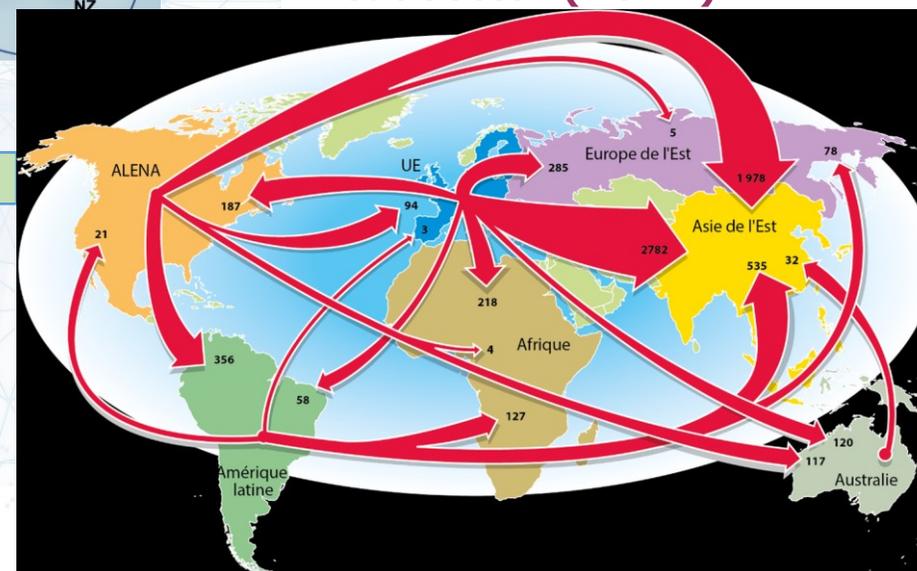
Important role of Exports sustainable transition in Europe

Importance of Trade in Meat / BEEF

The European Commission should **facilitate and encourage** this process. By **facilitating and supporting the export of sustainable meat from Europe**



Importance of Trade in the meat sector (PORK)



Certain **Meat cuts** are **less desired and less valued** by **European consumers**

Less Waste

Value is added to the revenues of the livestock sector

The necessary investment for the sustainable transition can be made

Common sense is needed

There are goals that cannot be combined:

- ❖ Increase **exports** and at the same time **promote short circuits** in the food chain;
- ❖ Consumers want **globalization**, consume food produced in distant lands, but they also want to **reduce their carbon footprint**;
- ❖ Consumers want **extended expiration dates**, but they **don't want additives**;
- ❖ Consumers want **organic** production, more **Animal Welfare**, more **animals produced extensively**.



Consumers are **able to pay the price?**

The industry has to implement the measures in a balanced way

Thanks for your attention

APIC -Portuguese Meat Industry Association-

Graça Mariano