

PRESS RELEASE

The EU Pig Sector Towards 2020

Key Actions and Tools for a sustainable, competitive European Pork Industry

Viewpoint of the key EU pork chain partners COPA/COGECA,
UECBV, FEFAC for the Reflection Day organized by the
Flemish Minister President Kris Peeters

The representatives of the European farmers organisations, the meat industry and the feed industry highlighted the case for a comprehensive action plan seeking to move the EU pig sector out of the present crisis situation. They also insisted on the need to take a long-term approach to reinforce the long-term viability of the pig sector enhancing its capacity to supply sustainable, competitive pork to consumers in the EU and on world markets. They are proposing the following short-term, mid-term and long-term measures to maintain and develop the EU pork sector' position as a world leader:

I : Short-term actions to overcome the present market crisis:

- Strengthen effective market management tools and put measures in place to reduce excessive price volatility for the pig sector including meat and meat products.
- Implement an EU wide protein plan to ensure adequate supplies of protein-rich feed to pig farmers at competitive prices, including
 - incentives to increase vegetable protein production in the EU,
 - the adoption of a GM "technical solution"
 - the lifting of the feed ban for processed animal proteins in pig feed
- Don't hamper competitiveness by imposing restrictive measures that EU cannot impose on third countries.

II. Mid-term actions to improve competitiveness and profitability of the pig sector:

- Grant pork "sensitive product" status in any ongoing or upcoming EU trade negotiation
- Ensure a level-playing field with third-country competitors.
- Increase efforts to capture and increase market share for EU pork exports in growth markets, particular in South-East Asia.

III. Long-term actions to ensure sustainability and viability of pork production in the EU

- Foster product innovation and modernisation in the pork production value chain
- Focus on private and public R&D programmes seeking to improve the knowledge base and to develop & adapt new technologies and their dissemination in the EU pig sector.