



EUROPEAN POULTRY closer than you think





MEAT QUALITY

The European Union is famous for its high-quality poultry meat and meat products. This quality is the result of restrictive EU requirements for food production. These strict requirements and high environmental standards affect every stage of production – from the cultivation of plants for feed through animal welfare during transport all the way to slaughter and processing.

One effect of the operations of the EU in the food production sector is the quality of products originating here in comparison with similar products produced in other parts of the world. Additionally, the "From farm to fork" strategy implemented in 2020, an element of the European Green New Deal, is meant to guarantee that EU countries will continue to raise quality, environmental and ethical standards, showing producers from other regions how meat can be produced in an environmentally friendly way.

Poultry produced in the EU features a range of qualities with a decisive impact on its quality and which are highly valued commercially. The quality of poultry meat includes its nutritional properties as well as its technological properties, that is its pH (between 5.8 and 6.0) and its sensory qualities such as tenderness and flavor, color and aroma. These features are the result of a series of requirements that must be met during the production process and which are a permanent part of European law.

These restrictive production principles enshrined in European law mean that European poultry is highly desirable not only for demanding individual consumers, but also for the HoReCa and processing industries. The key norms which set EU countries apart from other global producers include:

- A ban on the use of antibiotics in feeds to increase livestock growth rate
- A ban on the use of synthetic growth hormones to increase livestock growth rate
- The maintenance of high levels of animal welfare and low stocking density of flocks in line with Directive 2007/43/ EC – the stocking density may not exceed 33 kg/m2, pos-



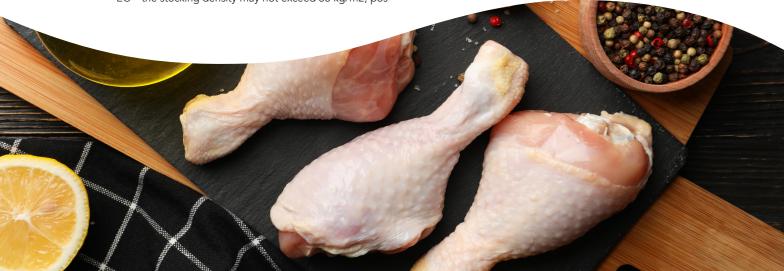
欧盟以优质的禽肉及其产品闻名,该质量源于共同体对食品生产的严格要求。高环保要求和标准适用于生产的每个阶段——从饲料和福利作物的耕种到运输、屠宰和加工。

欧盟在食品生产方面所采取的行动使得此地生产的禽肉质量远高于世界其他地区,2020年推出的「从田间到餐桌」策略属《欧洲绿色协议》的一部分,旨在确保欧盟国家不断提高质量、环境和道德标准,向其他地区的生产者展示如何以环保的方式生产肉类。

欧盟生产的家禽具有决定其质量的一些特性,具有很高的贸易价值。禽肉的质量取决于营养价值和技术特性,即pH值(介于5.8和6.0之间)和感官特性,如适当的嫩度和适口性、适当的颜色和气味等。这些特点因生产过程符合欧洲法律中永久规定的多项要求而产生。

- 禁止在饲料中使用抗生素来促进动物生长速度;
- 禁止使用合成生长激素来促进动物生长;
- 符合第2007/43/EC号指令的高度动物福利和放养,放养密度不得超过33公斤/平方米,此有助于改善动物状况和减少疾病压力。







itively affecting the condition of the animals and disease transmission

- A ban on the use of meat-and-bone meal in feed mixtures
- A ban on beak trimming and other surgical procedures conducted without anesthesia
- High levels of care animals must be checked at least twice a day, and every producer must systematically report changes occurring within the flock¹
- Provision of adequate infrastructure, including bedding, lighting and ventilation, in order to maintain correct levels of humidity, temperature and gas concentration
- The requirement to stun animals before slaughter in order to limit their suffering
- A ban on chemicals disinfection of carcasses

The production of poultry in the European Union also takes into account care for the natural environment. Thanks to technical and organizational innovations, the EU is the global leader in sustainable meat production and environmental protection. The technologies which are currently being implemented to reduce greenhouse gas emissions deliver a range of benefits including clean air, energy savings and lower production costs.

It is worth noting that the production of poultry already generates the lowest amounts of greenhouse gas emissions of the different branches of the meat production sector, thus reduction of the amount of these gases using new technology means reducing emissions to nearly zero. Poultry meat is a good choice both for the consumer and for the natural environment.

The welfare of livestock animals has been a matter of concern and the subject of academic study for more than 40 years. New solutions which improve the comfort of livestock and reduce stress are constantly being implemented. The livestock nutrition, healthcare and prevention sectors have been in constant development for a lengthy period and operations to reduce the impact of livestock production on ground waters and soil are being implemented, as are livestock waste management strategies.

1 https://eur-lex.europa.eu/legal-content/PL/TXT/HTML/?uri=LEGIS-SUM:f82002&from=EN

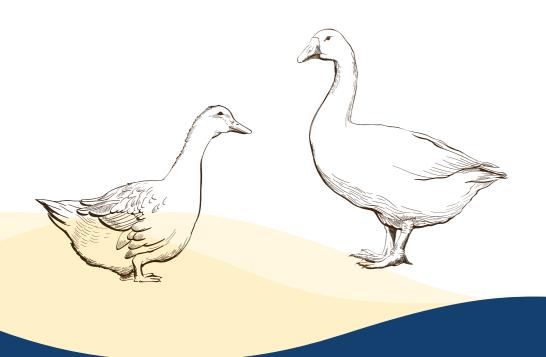
- 禁止在人造饲料中添加肉和骨粉;
- 禁止在未麻醉情况下修剪鸟喙和讲行其他外科手术;
- 高水平的护理——所有动物每天至少检查两次,所有生产者都必须定期报告畜群变化;
- 提供足够的基础设施,包括: 垫草、照明和通风,以保持适当的湿度、温度和气体浓度;
- 屠宰前需要使动物昏迷,以减少其痛苦;
- 禁止使用化学品对动物胴体进行消毒。

欧盟的家禽生产也注重环境问题,通过技术创新和组织,欧盟成为可持续肉类生产和环境保护的领导者。当前为减少温室气体排放而引入的技术有很多优点,包括:更清洁的空气、能源节约、生产成本降低等。

值得注意的是,家禽生产所产生的温室气体在整个肉类行业中是最少的。因此,利用现代技术减少其产生意味着将排放量降到最低。无论对消费者还是对环境来说,禽肉都是一个不错的选择。40多年来,养殖动物的福利一直是人们关注和科学研究的重点,不断推出进一步的解决方案,以提高动物的舒适度并减少其压力。动物的营养、治疗和预防的领域也得到了长足的发展,并采取了一些措施来减少动物生产对地下水和土壤的影响,如妥善管理动物粪便等。



¹ https://eur-lex.europa.eu/legal-content/PL/TXT/HTML/?uri=LEGIS-SIIM-f82002&from=EN



ANIMAL WELFARE

The foundation of the high quality of European poultry is the welfare of the animals, protected by EU legislation. In line with the principle of reciprocity, these regulations apply to every poultry-raising entity in the EU, regardless of home country, size of the facility, or other factors. And the basis for the welfare 特定权利和自由的要求,包括: of the animals is five freedoms, and the legal obligation to guarantee these freedoms for farm animals as enshrined in Directive 98/58/EC dated 20 July 1998:

- Freedoms from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury and disease
- Freedom to express normal behavior
- Freedom from fear and distress²

Provision for the general welfare of farm fowl is also included in a series of guidelines and operations outlined in many laws and regulations, including Directive 2007/43/EC. In the EU, poultry rearing is conducted at a fairly low level of animal density, resulting in fewer illnesses and generally greater health of the animals. Due to restrictive sanitary regulations on farms and care for the state of bedding, the birds' feet are maintained in good condition.

In the EU, there is an absolute ban on the use of antibiotic stimulators and growth hormones. This ban and other restrictions were introduced by the ratification of Regulation (EC) No. 1831/2003. One consequence of this is that livestock maintain their natural growth rate, and do not experience

2 http://www.fondation-droit-animal.org/proceedings-aw/legal-standards-and-animal-welfare-in-european-countries/

动物福利

健康状况显着提高。由于农场的卫生条件有限,并且要照顾好被

控是强制性的。

2 http://www.fondation-droit-animal.org/proceedings-aw/legal-standards-and-animal-welfare-in-european-countries/

pain as a result of accelerated weight gain. This slower growth also positively affects the optimal structure of the meat and its flavor. Local veterinary services conduct continuous monitoring and maintain documentation on every stage of the animal's life. Records of treatments within a flock and precise monitoring of medications used are mandatory.

At every stage of the production chain, appropriately trained personnel are employed. This applies both to transport from farm to slaughterhouse and to slaughterhouse personnel. Short transport times mean reduced stress and body damage for the animals, which apart from humanitarian concerns also has an effect on the high quality of the final product.

在欧盟、饲料中的抗生素以及使用合成兴奋剂和促进生长激素的 绝对禁止使用。 这些规定是2003年8月22日第1831/2003号法 规/EC引入的。

在生产链的每个阶段都雇用了经过适当培训的人员。 这也适用 于运输和屠宰场。 到屠宰场的短运输时间减少了禽类的压力和 身体伤害,这也有助于提高最终产品的质量。欧盟家禽饲养和肉





PRODUCTION STANDARDS

European Union is governed by a rigorous system of norms and established quality standards.

Biodiversity

The countries of the EU boast a broad diversity in terms of the types of poultry raised: in addition to hens, turkeys, geese and ducks, there are also quail, guinea fowl and pheasants. A wide variety of breeds a represented, displaying different qualities in terms of meatiness and growth rate as well as flavor and adaptation to local natural conditions. Thanks to this, raw poultry form the EU is suitable for the needs of many different types of consumers, from high-class restaurants and HoReCa venues, to fast food chains and processing facilities using elements such as feet, wings and organ meat.

Feeding and living conditions

The feeds which are used in raising the poultry are adapted to the particular growth stage of the bird, ensuring their optimal development by providing recommended amount and energy values, balanced protein content, and controlled amounts of substances which influence the final taste and feel of the meat. The use in feeds of antibiotics and growth hormones is legally banned in the European Union. Veterinary supervision checks for the presence of unlawful additives and for fulfilment of microbiological norms. The animals are provided with appropriate amounts of living space and the atmosphere in henhouses is expected to maintain appropriate levels of temperature and humidity. Additionally, livestock buildings are expected to be equipped with adequate ventilation and lighting systems. Workers involved in raising and fattening are expected to have the appropriate knowledge and experience regarding the raising of poultry.

生产标准

类生产的整个过程都有严格的标准约束,并且必须达到规定的质量标准

生物多样性

欧盟各国养殖的家禽种类繁多:除了鸡、火鸡、鹅或鸭以外,还有鹌鹑、珍珠鸡和雉鸡。饲养的品种经过选择,不仅要考虑肌肉和增重率,还要考虑肉的口感和对当地自然条件的适应性。因此,来自欧盟的原材料可以满足不同客户的需求,包括:高级餐厅和餐饮业场所、快餐连锁店或采用爪、翅或内脏等材料的加工厂等

营养和养殖条件

所用的饲料要能配合禽类发育的各个阶段,饲料的推荐量和能量值、均衡的蛋白质含量或可控制影响肉质感官质量成分的存在,可确保其最佳生长。**欧盟法律禁止在饲料中添加抗生素和激素来刺激生长**。兽医监督检查饲料中是否有禁止添加的添加剂及是否符合微生物标准。必须为动物提供合适的饲养空间,禽舍内的空气应具有一定的温度和湿度。此外,畜禽舍应配备最佳的通风和照明系统,饲养和育肥人员也应具备适当的家禽养殖知识和经验。



Veterinary supervision

Every group of farm animals, including flocks of fowl, is supervised by veterinary inspection in every EU country. This inspection ensures that all aspects of the hygiene and feeding regimen of the animals are respected. This constant control allows for common errors to be avoided, such as excessive numbers of individuals in the flocks, inadequate ventilation or cubature of rearing buildings, or the use of unlawful feed additives such as synthetic antibiotics and hormones.

Quality control

Within the European Union, there exists a whole range of technical and sanitary-hygiene regulations which aim to ensure the health safety and broadly understood quality of food products. These regulations are based on complex systems of quality standards, including HACCP, GMP, GHP, SPS, and ISO and these standards are embodied in a series of legal acts which taken together form a "health package". These standards allow for the maintenance of highly restrictive sanitary and hygienic conditions in the facility, including thorough monitoring of particular stages of the production process, and amelioration of any health threats which may arise at any point during the entire process.

Apart from this, European processing plants commonly use private certification systems such as IFS and BRC. The result of this widespread certification is that it is easy to find a European supplier who can meet both requirements imposed by the demands of the public sector as well as the individual requirements of a foreign customer in terms of production systems, processing standards, or packaging and labelling.

Slaughter and post-slaughter processing

Throughout the EU there is a requirement that animals be stunned immediately before slaughter for humanitarian reasons. Immediately after slaughter, poultry carcasses are plucked and gutted. This stage of processing is carried out only by trained personnel who respect GMP and GHP practices. After this, a post-slaughter carcass inspection is carried out.

兽医监督

在每个欧盟国家中,包括家禽在内的所有畜群都要接受兽医检查的监督,检查时应确保家禽在卫生和营养等各方面都维持良好,固定的兽医检查能避免饲养密度过大、通风不足和空间不足或使用合成抗生素、激素等未经批准的饲料添加剂。

质量控制

欧盟有许多现行的技术和卫生保健法规,旨在确保食品的健康安全以及广义上的食品质量,其根据在于复杂的质量标准体系,包括: HACCP、GMP、GHP、SPS、ISO等,并被纳入众多所谓的「卫生包」的法律文件中。以维持工厂内严格的卫生条件,对生产的各个阶段进行详细监控,并检测和消除整个生产过程中可能发生的危害。

此外,欧洲的加工厂普遍使用IFS或BRC等私有工厂认证,因此在生产系统、加工标准或包装、加贴标签等方面,都能找到既满足公共部门要求,又能满足国外客户个人要求的欧洲供应商。

屠宰和屠宰后加工

出于人道主义原因,欧盟国家要求在屠宰前对家禽进行电击。屠宰后立即对屠体进行拔毛和内脏去除处理。此阶段的肉品生产只能由经过培训的人员按照GMP和GHP规则进行,之后对屠体进行检查。



LOGISTICS

Ageing and cooling

The high food safety characteristic of European poultry is the result of, among other things, advanced technology and the maintenance of an unbroken and effective cooling chain. In order for necessary biochemical processes to take place in the meat, after slaughter it must be aged at a low temperature for a minimum of four hours. Thanks to this ageing, the meat acquires the desired qualities of tenderness and flavor. Some quality control systems including those used by large retail networks, implement a pH test of the cooled meat. In the European Union, more than 90% of meat is kept constantly cool during the entire supply chain, while in Asia this is often true for less than half of the meat produced³.

Quality control and identification of carcasses

Apart from post-slaughter testing, testing is also done for texture and flavor characteristics. The color and aroma of the meat are assessed. Particular attention is paid to the possible occurrence of blemishes resulting from burst blood vessels on the skin and in the flesh. The occurrence of such blemishes reduces the commercial quality of the meat. Within the EU, two commercial categories are used for poultry carcasses and products. These are established depending on the meatiness of the carcass, the fat ration, and the occurrence of blemishes and bruises.

3 https://www.bain.com/insights/the-coronavirus-is-accelerating-the-transformation-of-chinas-meat-supply-chain/

物流

熟化和冷却

熟化和冷却。先进的技术和不间断的高效冷链供应可为食品带来高安全性。要使肉的结构产生生化过程,必须在屠宰后进行至少4小时的低温熟化,肉质将因此具有所需的嫩度和适口性。选定的质量体系以及零售连锁店实施的系统包括冷却肉的pH值测量在内。欧盟90%以上的肉品在整个供应链中不间断地进行冷却,而在亚洲往往不到半数的肉类生产能达此程度。。

屠体质量控制和分级

除屠宰后检查外,所取得的产品还必须针对肉质的颜色和气味进 行感官评估,尤其留意检查表皮和肌肉表面是否有血斑,血斑的 出现将降低肉的商业品质。欧盟将家禽屠体和家禽屠体部位分为 两种商业质量等级,依其肌肉、脂肪的比例以及是否有损伤和挫 伤来确定。

3 https://www.bain.com/insights/the-coronavirus-is-accelerating-the-transformation-of-chinas-meat-supply-chain/

Packing

Packing conditions are always sterile. European producers and processors are leaders in terms of limitation of direct contact of the meat with air and the external environment, resulting in maximum protection from mechanical and microbiological contamination.

Quality control at every stage of the production chain

Relevant batches of product are tested according to numerous applicable norms, while the European system of veterinary control ensures the maintenance of reciprocal requirements depending on the type of production, processing and region of Europe.

Freezing

The pace of freezing is key to the optimization of the process. Rapid freezing has a beneficial effect on the consistency of the product, its color and aroma after defrosting. This is due to factor involving the size of the ice crystals which form during the process, with larger crystal appearing at lower freezing temperatures which disrupt the internal structure of the product. Apart from traditional freezing methods used for poultry in the EU, LNF – Liquid Nitrogen Freezing is increasingly being used, with great success especially with softer products. This is because the exceptionally low temperature of the nitrogen allows the products to become frozen solid within minutes. This type of cryogenic freezing is an especially effective method which guarantees the best flavor and texture properties of the finished product.

包装

包装条件绝对处于无菌状态,欧洲的生产商和加工商在限制肉类与空气和外部环境的直接接触方面处于领先地位,这可以在最大程度上防止机械污染和微生物伤害

在供应链的每个阶段进行质量控制

相关批次的产品均按照众多强制性标准进行检测,无论生产类 型、加工类型或所处地区为何,欧洲兽医控制体系都确保符合交 叉合规性的要求。

冷冻

冷冻速度是工艺优化的关键参数。快速冷冻对解冻后的产品质地、色泽和气味有正面作用,它与所形成的冰晶大小有关,冷冻速度越慢,冰晶的尺寸就越大,影响产品的内部结构。除了欧盟传统的家禽冷冻方法外,还采用液氮系统(LNF—Liquid Nitrogen Freezing液氮冷冻),特别适合软质产品。由于温度极低,液氮可以在几分钟内冷冻食物。低温冷冻是保存家禽感官特性极为有效的方法。





Ingredients:

- 4 duck thighs
- oil
- 4 cloves of garlic
- 1 sprig of rosemary
- 1 teaspoon of freshly ground black pepper
- 1 teaspoon of salt
- 2 firm pears
- dried cranberries to taste
- 1/2-1 teaspoons of honey
- 1 teaspoon of wheat flour
- a few baby beet leaves

Clean and wash the duck thighs, then dry. Chop the peeled garlic cloves together with the leaves of rosemary. Add salt and grind the dry ingredients into a paste. Lightly dust the duck thighs with freshly ground pepper and rub the herb and salt paste over them. Place the thighs in a bowl, seal tightly and leave covered in the fridge for 6-7 hours.

Remove the marinated thighs from the fridge one hour before the planned cooking time. Place them in a baking dish and add the oil. Put the dish into an oven preheated to 200°C. After 20 minutes, reduce the temperature to 150°C and roast for another 80 minutes, turning and basting occasionally with the sauce that develops. Near the end of the cooking period, raise the temperature once again to 200°C so that the thighs achieve a golden color.

Arrange the ready thighs in a serving dish, and leave the thighs covered in the warm oven. Draw off the sauce, removing the duck fat as much as possible. Peel the pears and remove the seeds and stems, then quarter. In a saucepan, heat up one tablespoon of the reserved duck fat. Add the pears and cranberries, dust with the flour and fry briefly. Add the reserved sauce from the duck. Bring to a boil and cook gently until the pear and cranberries are softened and the sauce thickens. Season with honey.

Serve the roasted duck thighs with the pear-cranberry sauce, decorate with the poached pears and baby beet leaves.

油封鸭腿配蔓越莓酱

材料:

- 鸭腿4只
- 油
- 大蒜4瓣
- 迷迭香1枝
- 现磨黑胡椒1茶匙
- 盐1茶匙
- 硬梨2个
- 蔓越莓干1把
- 蜂蜜1/2-1茶匙
- 面粉1茶匙
- 嫩甜菜叶1把

鸭腿洗净晾干。将去皮的蒜瓣与迷迭香叶一起切碎,加盐并将所有材料磨成糊状。在鸭腿上撒现磨胡椒粉,再抹上蒜泥。放在碗里,盖紧盖子,放进冰箱6-7小时。

腌制好的腿肉在烘烤前一小时从冰箱中取出,置于烤盘中,加入油。将烤盘放入预热至200℃的烤箱中,20分钟后将温度降至150℃,再烤80分钟。不时以酱汁浇淋。烘烤结束前将温度提高到200℃,让腿部表面呈金黄色。

将烤好的腿肉放在另一个盘里,盖上盖子放入已关闭但还有热度的烤箱中,酱汁倒出,取出鸭油。梨去皮,去掉果核,切成四等份。锅中放入1汤匙取出的鸭油并加热,将梨和蔓越莓放入,撒上面粉,煎片刻。倒入烤鸭酱汁,煮至梨子和蔓越莓变软,酱汁变浓稠,用蜂蜜调味。

烤鸭腿搭配梨子蔓越莓酱,再以梨子和嫩甜菜菜叶装饰。

ABOUT THE "POULTRY WITH A EUROPEAN PASSPORT" CAMPAIGN

The European Union is a leading global producer and exporter of poultry meat. European producers have implemented optimum solutions in the field based on raising the animals with a focus on their welfare, integrated quality and food safety management systems, and supervision and control of the entire poultry production chain. Thanks to this, poultry with the "made in Europe" mark is respected around the world and with each passing year is gaining popularity among new consumers who are searching for high quality, systematic deliveries, and a guarantee of the product's safety.

"Poultry with a European Passport" is a two-year program conducted in the Chinese, Hong Kong, and Japanese markets. It is directed mainly to persons involved in the meat sector, including direct importers, distributors, and poultry meat processors, wholesalers, distribution networks, the HoReCa sector, and individual chefs and cooks, as well as representatives of industry organizations and public institutions responsible for food imports.

The campaign was initiated by the National Poultry Council – Chamber of Commerce (KRD-IG), a modern industry organization which brings together poultry breeders and producers as well as producers of down and feathers, and which includes members from agricultural universities, breeders' and producers' associations, processing plants, feed producers, and individual poultry breeders and producers.

Between 2016 and 2019, The National Poultry Council conducted a well-received informational and promotional campaign called "European Poultry – Quality is Strength", among other places on the Chinese market.

The "Poultry with a European Passport" campaign is financed with the support of the European Union. Its activities are aimed towards the promotion of EU poultry meat and poultry products.

关于《持欧洲护照的家 禽》宣传活动

欧盟是全球重要的禽肉生产国和出口国。欧洲生产者已经在此领域开发出最佳的解决方案,其基础是以动物福利为导向的育种、综合质量和食品安全管理以及对整个禽肉生产链的监督和控制。因此,「欧洲生产」的家禽在全球享有盛誉,每年都获得新客户群,他们寻求高质量、有安全保障和定期交货的产品。

《持欧洲护照的家禽》是在中国、香港和日本市场所开展的为期两年的信息和推广计划,主要实施对象为肉类行业的企业家,包括:禽肉的直接进口商、分销商和加工商、批发商、分销网络、餐饮业者,以及主厨和厨师、行业组织和负责食品进口的公共机构的代表等。

该活动是由波兰家禽理事会-商会 (KRD-IG) 所发起,该商会为 先进且领先的行业组织,联合欧盟家禽饲养者和羽绒及羽毛生产 商,其成员包括农业大学、家禽饲养者和生产者协会、禽肉加工 厂、饲料生产商和个体家禽饲养者和生产者等。

2016-2019年间波兰家禽理事会-商会在中国市场上开展《欧洲家禽--以质取胜》等广受好评的信息和推广计划。

《持欧洲护照的家禽》 计划是在欧盟的支持下获得资助的,在其框架内开展的活动促进了欧盟禽肉及其产品的发展。

EUROPEAN POULTRY CLOSER THAN YOU THINK 欧洲家禽近在咫尺



NATIONAL POULTRY COUNCIL - CHAMBER OF COMMERCE

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