QUALITY AND TASTE ALWAYS GO TOGETHER

www.european-quality-poultry.eu
Poultry is a valued type of meat and it comprises an important part of the human diet. A soft tissue, delicate flavor, and nutrition value make poultry the first type of meat introduced to infants. Additionally, poultry cooks quickly and easily. This type of meat can comprise a basis of many dishes – it can be added to salads, soups, or tarts. It ideally pairs with dishes from the world cuisines. Poultry cold meats are also very popular.

Chicken meat has a low fat and collagen contents. It results from a short feeding period, among other factors. Consumers appreciate its nutrition value – it is a good source of easily digestible proteins. Chicken is recommended to consumers of all ages – from children to the elderly.

Turkey is comprised of two types of meat – low in fat and easily digestible white turkey breast that is valued by dietitians and dark leg meat that has an intense flavor and a structure similar to red meat. Thanks to this diversity, turkey ideally pairs with world culinary traditions. In general, turkey does not demand long cooking or tenderizing. Therefore, it is easy and quick to prepare.

Goose is very tender. This is a result of high fat contents. A favorable profile of fatty acids (56% and 11% of goose meat are monounsaturated and polyunsaturated fatty acids, respectively)\(^1\), oat-based diet, and breeding environment similar to the natural make goose meat a premium product. Goose meat has attracted palates of many gourmands.

Grilled chicken wings

**Ingredients**
- 20 chicken wings

**Marinade**
- juice from ½ lemon
- zest of 1 lemon
- 3 seedless chilli peppers, finely chopped
- 1 Tbs dried vegetables
- 2 tsp sweet pepper
- 2 Tbs cilantro, chopped
- 3 garlic cloves
- 1 tsp olive oil
- pepper

**Preparation:**
- Mix all the ingredients of the marinade: lemon juice, lemon zest, seedless chilli, cilantro, dried vegetables, sweet pepper, crushed garlic, olive oil and pepper.
- Wash and pat dry chicken wings. Cover with marinade and let rest in the fridge overnight.
- Grill for 20 minutes turning occasionally.


**Introduction**

*We are pleased to present to you our scope of activities. We represent poultry farmers, poultry producers, and poultry processing factories, and provender producers. We encourage you to broaden your knowledge about the production of high quality poultry in line with the unique European Union quality standards. We would appreciate if you dedicated your time to read this brochure.*

National Poultry Council – Chamber of Commerce

**Why do we promote European poultry?**

Europe is an important poultry producer in the world. The EU producers have developed optimized solutions which base on a systemic integration of quality and food safety management and supervision and control of the entire poultry production process. Therefore, European poultry producers are proud of their products which every year gain on popularity and are sold around the world.

Poultry is a valuable type of meat and it comprises an important part of the human diet. A soft tissue, delicate flavor, and nutrition value make poultry the first type of meat introduced to infants. Additionally, poultry cooks quickly and easily. This type of meat can comprise a basis of many dishes – it can be added to salads, soups, or tarts. It ideally pairs with dishes from the world cuisines. Poultry cold meats are also very popular.

Grilled chicken wings
Poultry breed selection
These are not only the breeds which guarantee proper muscle structure and growth that are produced, but also these that have quality characteristics proper for culinary poultry, i.e. tenderness and juiciness.

Breeding conditions
Breeding conditions. Poultry producers are obliged to respect birds’ welfare. Animals have to be provided with a proper breeding area and the air temperature and humidity in a henhouse need to meet specified norms. Additionally, spaces where birds breed need to be equipped with specified ventilation and lighting systems. Employees who are responsible for rearing and fattening need to possess documented knowledge about poultry breeding and they need to present up-to-date sanitary examinations. It needs to be emphasized that the entire breeding process is strictly supervised by the Veterinary Inspection.

Feeding
Feeding. The provender provided to poultry needs to be adjusted to meet demands of particular stages in birds’ development. Recommended amounts of the provender and the energy value, balanced levels of protein, controlled presence of the ingredients influencing sensory quality of meat guarantee an optimized animal growth. Additionally, the fattening of young poultry needs to take place in the farms supervised by a veterinary physician.

European standards of poultry production
The European Union has one of the strictest poultry production standards in the world. All the member countries are obliged to implement integrated quality management systems, such as: Hazard Analysis Critical Control Point (HACCP), Good Manufacturing Practices (GMP), Good Hygienic Practices (GHP), and Good Agricultural Practices (GAP). They guarantee that the poultry products that reach consumers’ tables are completely safe.

In order to guarantee high and repetitive quality of the EU poultry, a set of unique systems designed for the meat industry has been developed. Thanks to these systems, the meat is produced in a way that guarantees high quality, natural tenderness, delicacy, and juiciness. Moreover, in order to guarantee safety of the EU poultry, all of the stages of the production process are strictly monitored:

POULTRY BREED SELECTION
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POULTRY PURCHASING
Poultry purchasing. Young slaughter poultry needs to possess up-to-date veterinary documentation. Additionally, during the purchase a breeder needs to be able to document the provenance of chicks and needs to present the environmental and feeding conditions, if asked to.

PREPARATION OF POULTRY PRIOR TO THE TRANSPORTATION TO A SLAUGHTERHOUSE
Before the poultry is transported to a slaughterhouse, it is required by the European Union that the herd undergo an examination to check the presence of salmonella. Obtaining a negative result documented by a proper certificate issued by the veterinary physician allows the herd to be slaughtered.

TRANSPORTATION
Additional regulations specify maximum period of transportation and they aim at reducing the presence of animals’ pre-slaughter stress. It directly translates into lowering the risk of technological flaws of meat.

EVISERATION AND POST-SLAUGHTER PROCESSING
Evisceration of a whole poultry takes place immediately after the termination of plucking process. This stage of the production process can be performed only by a trained team that obeys GMP and GHP. After this process terminates, the whole poultry undergoes post-slaughter examination.
AGEING AND COOLING

In order to allow the biochemical processes to take place in the meat structures, it has to undergo an ageing process at a low temperature for at least 4 hours after the slaughtering. Thanks to that meat becomes tender and flavorful. Selected quality systems, e.g. QAFP, and the systems implemented by the trade chains include the examination of pH in the cooled meat, for example. According to the QAFP standards, meat pH value needs to be between 5.8 and 6.0 in the chest muscle and this level needs to be reached in less than 10 hours after slaughtering. It guarantees high quality of the meat.

CLASSIFICATION

In the European Union, whole poultry and poultry elements are divided into two trade quality classes. They differ in the degree of muscle development, presence of fat tissue, and potential damages and bruises.

QUALITY AND CULINARY CONTROL OF WHOLE POULTRY

Poultry quality control includes organoleptic assessment of the products obtained. Meat’s color and smell are examined. Special attention is paid to potential blood effusions on the skin and muscles. Their presence lowers trade quality of meat.

PACKAGING

Poultry confectioning takes place in a specific temperature in a microbiologically clean environment. Meat is packed using modern technologies. Styrofoam trays with stretch foil packed in a modified atmosphere MAP or a vacuum packaging prevent the meat from drying and stop the development of microbes guaranteeing freshness and proper color. It should be emphasized that the labels on the poultry produced in the European Union contain all the information about the product. It includes the name of the product, trade quality class, thermal state, series of production, basic information, storing conditions, net weight, manner of preparation, country of origin, product packaging method, veterinary seal, information about the producer or distributor.

FREEZING

Poultry industry applies freezing to prolong the “best before” period without using any preservatives. In the European Union, the modern technologies applied guarantee full safety of the frozen food. The pace of freezing is the key parameter guaranteeing optimization of the process. Apart from the traditional poultry freezing methods, liquid nitrogen systems are also used within the European Union. Thanks to the low temperature, liquid nitrogen allows cryogenic systems to freeze food in a few minutes. A cryogenic freezing is an exceptionally effective way of preserving organoleptic qualities of poultry.

Control at every stage of the production process: “from farm to table”

In the EU countries a great emphasis is put on the full identification of poultry.

It means that every stage of the production process needs to be completely transparent allowing to track the entire “from farm to table” process.

Monitoring and controlling animals’ health from birth to slaughtering guarantee retaining health safety at each stage of poultry breeding. The mere process of slaughtering, cooling, portioning whole poultry, packaging, and transportation also influence its quality. That is why one of the basic requirements of the EU legislation is the possibility to define not only the origin of meat, but also the processing facilities. Every EU producer has a right to identification of the suppliers and, if such a need arises, has to inform which producer he or she supplied.

This notion is known as “one-step-backward, one-step-forward” and it is the basis of “from farm to table”.

Safety of the food produced is one of the major goals of the “farm to table” philosophy. Implementing quality and safety management systems in the EU meat processing factories thanks to a constant control over the production process and an identification of CCP is an effective tool allowing to eliminate abnormality at every stage of the production process. Thanks to an obligatory implementation of many quality systems in the EU meat processing factories, clients obtain not only entirely safe poultry, but also high quality product of perfect nutrition value, culinary characteristics, and flavor.

The “farm to table” philosophy applies also to the distribution and labeling of poultry. Preserving the cooling chain is confirmed by a report describing a particular series of products. Product labeling allows to fully identify it. The packaging includes information about the type of meat, a producer, its series, and the best before date. It allows to fully identify a product at every stage – from its production process through distribution to a final consumer.

Halal poultry

There is a possibility of producing poultry in line with QAFP with Halal certificate. The production process, procedures, and slaughter conditions are presented in a few elementary points. A Muslim who provides up-to-date doctor examination and has a Halal slaughtering license issued by the certified Muslim Confessional Association performs slaughtering.

The behavior of the EU food producers following “from farm to table” philosophy and common responsibility of the persons involved in the production process guarantee not only high safety of the food produced, but also high quality of poultry produced.
European poultry producers take care of animal welfare

The EU regulations concerning animal breeding and husbandry, including poultry, also apply to animal welfare. They result from taking great care over the ethical aspects of meat production. Animal welfare also greatly influences the quality of meat produced.

The EU regulations concerning this aspect have been developed to guarantee animals’ “five freedoms,” which are commonly regarded as the ideal animal welfare:
- freedom from hunger and thirst;
- freedom from pain, injuries, and illnesses;
- freedom to realize natural behavior;
- freedom from fear and stress.

Therefore, the EU poultry producers need to comply with strict regulations which guarantee respecting the above enlisted freedoms – they apply to breeding, husbandry, transporting to slaughterhouse, and slaughtering. Therefore, poultry needs to be provided with sufficient space and the rooms where birds breed need to be equipped with specified ventilation and lighting systems with security alarms. The producers are obliged to respect the norms concerning the amount of dust, humidity, and the concentration of gases. The pastures given to animals need to be come from the certified sources. The dosage is always documented; the ingredients, nutrition value, and the amount need to be customized depending on the age of animals and particular stage of animal husbandry. Poultry, according to law, cannot be fed with antibiotics, growth stimulators or hormones. The exception to this rule is an illness that requires application of pharmaceuticals. In that case, a vet monitors the application of antibiotics and respects grace period. Additionally, the EU regulations oblige producers to minimize the time required for the transportation to a slaughterhouse and to guarantee that animals do not experience injuries and pain during the transportation. The vehicles used for poultry transportation need to be constructed in such a way that animals remain safe regardless weather conditions. The poultry producers are obliged to minimize animals’ pain during slaughtering.

Quality Assurance for Food Products (QaFP)

Food products produced within the European Union need to be crafted in line with the regulations specified by the Common Agricultural Policy and the EU regulations which aim at guarantying food safety. In order to reach this goal effectively and entirely, food safety and quality management systems were created. They serve as an additional warranty that the producers are concerned about high quality at each stage of the production process.

One of these systems is Quality Assurance for Food Products (QaFP) that was adapted to the poultry market and it applies to: whole poultry, the elements and entire chickens, turkeys, Young Polish Oat Goose, and poultry cold meats. The experts from the leading academic institutions were engaged in creating the system. Adapting the QaFP system is a response to high demands of the ever conscious European consumers who take into consideration the conditions in which the poultry they intend to buy has been raised; they also want to be sure that at every stage of the meat production strict quality norms have been obeyed.

WHO CAN OBTAIN QaFP CERTIFICATE?

Choosing poultry with QaFP certificate, a customer obtains assurance that the chosen meat comes from responsible producers who are constantly monitored by the Veterinary Inspection. In order to integrate one’s production facility with QaFP system, producers need to meet a set of outlined requirements and undergo a certification process. At the end of this process, a producer obtains a certificate and signs an agreement concerning usage of QaFP seal. Participation in the QaFP system obliges all the producers associated to undergo regular compulsory controls and audits that are profoundly analyzed and documented. It needs to be emphasized that a strict control is performed at all stages of the production: from feeding and breeding to transporting, slaughtering, partitioning, processing, packing, storing, and selling. It guarantees that a product with the QaFP seal is a repetitive high quality safe product.

WHAT MAKES QaFP POULTRY EXCEPTIONAL?

The initiators of Quality Assurance for Food Products were fully aware that the system they were creating was based on an assumption that every single step at every stage of the production process influences the final product. Therefore, a strict poultry control at every stage of the production process, strict norms applied to the QaFP certified meat, and constant and strict controls of the standards’ obedience by the producers associated therein comprise the basis of the Quality Assurance for Food Products Program.

A consumer who selects QaFP certified meat obtains a warranty that the meat is reliable – its quality is high and repetitive, its color, structure, tenderness, juiciness, aromas, and flavors are proper.
Meat cuts

WHOLE CHICKEN – the meat is characterized by a large diversity thanks to the fact that it contains all the anatomical elements of a chicken. Additionally, this type of meat is exceptionally juicy. A proper execution will result in soft, tender, and juicy meat.

CHICKEN BREAST – a very delicate element of a chicken extracted from the collarbone and wishbone; sold skin-on or skinless. The meat is smooth and muscular. It has a light pink color and mild flavor.

CHICKEN TIGHT – an element from the upper part of a chicken leg. It contains muscles and a thin fat layer. The meat is tender, soft, juicy, and quite firm. Its color varies from white to light pink.

CHICKEN DRUMSTICK – is comprised of a tibia and a peroneal and the muscles attached. The meat is delicate, juicy, light pink with a thin fat layer.

CHICKEN WINGS – they are obtained during cutting. Thin skin embraces delicate, soft, and juicy meat. They are delicately marbled; their color is beige and light pink.

ARM AND QUILL – the final elements of a chicken wing. It has a small amount of delicate meat on the arm bone and a large amount of skin. It is predominantly made of cartilage and bones.

CHICKEN LIVER – this is an element of chicken’s intestines. A liver has thin, delicate, slightly spongy tissue. On the outside it is covered with translucent edible membrane. The gourmands around the world appreciate its characteristic flavor.

CHICKEN HEART – this is also an element of chicken’s intestines. A heart has an intense deep red color. It has a thin fat layer and delicate flavor. It is soft and juicy.

CHICKEN QUILLS – the elements of chicken wings. They are predominantly made of cartilage and bones. They are covered with delicate membrane skin.

CHICKEN FEET – are predominantly made of skin and tendons. Their structure is different from other chicken cuts. They contain many jellifying substances, which cooked make for a thick sauce.

WHOLE GOOSE – a whole goose after exsanguinating, plucking, and disemboweling is offered for sale with intestines (heat, liver, stomach, and neck) or without them. A high culinary utility of goose meat is connected with its high intramuscular fat content. This type of fat creates delicate, slightly sweet meat.

GOOSE LEG – is made of tight bone, shinbone, femur, muscles, and skin. Thanks to its anatomy it has a wide spectrum of utility. It is a high fat content.

WHOLE TURKEY – a whole turkey after exsanguinating, plucking, and disemboweling is offered for sale with intestines (heat, liver, stomach, and neck) or without them. A turkey is delicate meat with relatively low fat contents. It is often prepared whole or divided into such elements as: breasts, legs, tights, drumsticks, and wings.

TURKEY LEG – is made of a tight bone, a shinbone, a femur, muscles, and skin. Thanks to its anatomy it is outstandingly tender and juicy.

TURKEY WINGS – thin skin embraces delicate, soft, and juicy meat. Turkey wings have a low amount of fat tissue.
Consumers around the world appreciate the quality of poultry from the European Union

The European Union is one of the major producers and exporters of poultry in the world. In 2014, the European Union produced 14.1 mln tons of poultry and exported 1.3 mln tons. Poland, France, Great Britain, Germany, and Spain are the leaders in the poultry production in the EU and their production comprises 61.3% of the meat produced in the European Union. The changes in meat quality that have taken place on the European poultry market have been translated into a higher competitiveness of the EU meat. A growing number of conscious consumers around the world reach for the EU poultry. Why? Because of its safety and high repetitive quality which in the recent years have become major factors taken into account while shopping for poultry. The result of high security standards in the EU, strict quality systems, such as QAFP that require supervision at every stage of the production is the poultry of premium quality: safe, always of the same high quality, with outstanding sensorial characteristics, and a documented “from farm to table” production process.

Volume of export of poultry from the EU to Vietnam in 2014

Volume of export of poultry from the EU to China in 2014

In 2015, we have observed a growth in the poultry production by 10% in comparison to 2014 reaching a record-breaking number of 2.16 million tons. At that time, the exports to foreign markets was 90/900 tons of poultry and poultry products, i.e. around 42% of the entire production. It shows the importance of export for this sector.2

Expert opinions

Rajmund Paczkowski
the Head of the National Poultry Council – Chamber of Commerce

High demand for Polish poultry is a result of competitive prices, which are favorable for international customers, among other factors. The market development will base on the rise in production with a special emphasis on the meat and meat products’ quality. The export of all types of poultry is very dynamic. We can expect the EU exports to grow, especially to different destinations than the most popular in the recent years. The emerging markets for the European poultry will be predominantly the Far East.

Łukasz Dominiak
Director General of the National Poultry Council – Chamber of Commerce

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Czesław Brzozowski
Expert of poultry production of the National Poultry Council

The Quality Assurance for Food Products differs from other quality systems as it emphasizes the importance of producing goods in line with the specifically declared by the producer. An independent controlling agent verifies at least once a year if the producer conforms to the norms declared. The certifying unit collects specimens to confirm that the QAFP requirements included in the products’ definitions are met. At the same time, the QAFP obliges the producers to present detailed instructions of producing particular goods specifying the production conditions to guarantee repetitive quality and full identification with the standards adapted.

Leszek Lemke
Head of the National Poultry Council Quality Commission, R&D President, Representative of the Board of Directors for Quality Systems Drosed S.A.

The production process in a poultry processing plant needs to be conducted in line with special procedures and conditions presented in the “hygienic pack” that comprises a series of the EU requirements and has to conform to the norms concerning good production and hygiene practices. These requirements are presented by the HACCP which is obligatory for every production facility. This system aims at monitoring the production parameters that are key for the meat safety, among other aims. Such level of supervision in every production facility is a basis for a final product of high quality.

Izabela Topolska
Quality Expert of the National Poultry Council - Representative of the Board of Directors for Quality Systems Indykpol S.A.

One of the most important advantages of the packed poultry is its hermetic packaging. When purchasing the packed poultry, we are sure that it has not been contaminated with microorganisms at any stage of distribution, storing or displaying in a store’s fridge. Nothing “unwanted” reaches that meat. The fact that no microorganisms can come in touch with the poultry directly influences product’s durability – lack of contamination, controlled storing environment directly translate into longer, safer “best before” period in comparison to unpacked meat.

Aleksandra Porada
Expert on Animal Derived Food Products Safety and Provender

“If food has to be safe, the animals being this food need to be healthy.” The European Union countries approach this assumption with due diligence; therefore, strict law that binds all the Member Countries has been created. Moreover, all the stages of the poultry breeding and husbandry and each stage of the medical treatment are conducted under a strict supervision of a veterinary physician. It guarantees that the poultry and poultry products made in the European Union are safe.
European poultry – the power of quality

“European poultry – the power of quality” is a promotion and information campaign focused on the high quality frozen poultry produced by the European Union member states created by the National Poultry Council – Chamber of Commerce. It is planned for three years. A series of various activities aiming at creating demand for the European poultry and raising consumers’ awareness about the qualities of the QAFP certified products will be conducted on the territory of the United Arab Emirates, China, and Vietnam. The Organizers hope that the activities planned will directly translate into creating a positive image of the high quality frozen poultry produced by the EU member states and strengthening the export position of the EU in the target countries.

The campaign is targeted at entrepreneurs and producers; therefore, the main communication channels will be trade events. The campaign’s stands will be present at the following trade fairs: Sial Middle East, Food&Hotel China, and Food and Hotel Vietnam. There are also many educational and PR activities planned.

The campaign is financed by the European Union, the Republic of Poland, and the Poultry Promotion Fund. The budget is over 4 million EUR.

Turkey leg with oranges

Ingredients:
• bone-in turkey leg approximately 1.3 kg
• 2 oranges, peeled
• 2 white onions, peeled
• 50 ml olive oil
• 2 Tbs balsamic vinegar
• 2 tsp grill spices
• 1 tsp sweet pepper
• salt to taste

Preparation:
• Wash leg and pat dry. Rub with salt.
• Slice orange and onion.
• Preheat the oven to 185°C. Place orange slices on the bottom of a heat-proof dish, leave a few slices for later use. Put onion on top of oranges.
• Mix oil, balsamic vinegar, pepper, and grill spices. Rub meat with the marinade and put it on oranges and onions. Cover meat with the remaining orange slices.
• Roast for 70 minutes. Remove the leg from the oven and discard top onion slices. Pour the roasting juices over the bird and allow to roast for 15-20 minutes.