



# Country Insights



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WE WOULD LIKE TO THANK THE IEC SUPPORT GROUP FOR THEIR CONTINUED PATRONAGE





# Industry Challenges

## 1. Vegan movement:

Are we doing everything necessary to face this new trend?

## 2. Cage free or not cage free:

At the OIE we can only discuss technical and scientific aspects. And the social, economic, humanitarian aspects, why are they not taken into account?



# Industry Challenges

### 3. Industry commitment:

Very few are committed, there are few who pull the bandwagon.

We must get more involved, producers and suppliers, more teamwork, more professionalism to face the challenges.





# Opportunities

## A. Consumer acceptance:

- 1 - Clean industry, with a low carbon and water footprint, friendly to the environment.
- 2 - Natural, versatile, accessible and economical product.



## B. Change of purchasing habits:

- 1 - Health-friendly product, recommended by our main allies (the medical sector).
- 2 - We went from purchases by the dozen or half dozen to purchases by maples (30 units).





# Future of the industry



**LACK OF TEAMWORK**



**VEGAN**



**AVIAN FLU**



**CONCENTRATED SUPPLIERS  
VS. SPLIT PRODUCERS**