



**SPAIN**

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





# Industry Challenges

## PRODUCTION: EU REGULATORY ISSUES

- **Animal welfare:** Forecasted new, more demanding standards
  - Ban of cages – even enriched –
  - Transport of animals
  - Ban of male chicks culling
  - Lower densities at farms
- **Other rules:** prevention of deforestation (in force), directive on industrial emissions, animal health law (in preparation)...

## CONSUMPTION

- **EU regulatory issues:** Promotion of less consumption of animal products, more information in packs (nutritional, animal welfare, sustainability)
- **Market trends:** Inflation, increase the expenditure in cheaper food, interest in more regulation BUT at no cost for consumers
- How to **maintain/increase the interest in (more expensive) egg consumption?** – Promotion?

## UNCERTAINTIES

- **Increasing costs** of production
- Ability to **convert the installations** on time and to implement the rules (support for investments AND permits)
- **Loss of productive tissue** and food sovereignty
- Fair **competition** versus third countries...
- **Image of eggs (+/-?)**
- **New demands/attacks from activists:** will lead to more regulations?
- Threat: **Avian influenza** evolves



# Opportunities

## PRODUCTION & CONSUMPTION

- **Good prices to producers in 2022-2023:** Boost investment in innovation, new housing systems and technologies (for sustainability in production, product development), more expenditure for promotion and marketing activities.
- **Environmental performance of egg production** and high implementation of BATs at farms to reduce emissions: a good chance to promote eggs as a sustainable food option (versus meat).
- **More investment in promotional activities**, to increase **knowledge** about **the egg** and the European **model of production** and improve the **demand** from consumer groups with lower consumption rates (families with children and young independent adults).
- **Good strategy in promotion:** 3 years of Spanish campaigns, focused in the dual benefits of eggs **"Today, egg. Good for body and mind"**
  - Increasing consumption in Spanish householders: **+7.7% 2023/22**, (+13.4% 2023/2019)
  - Better perception of eggs and the egg sector in the target groups

**...BETTER IMAGE, MORE EGG CONSUMPTION!**





## Future of the industry

- **More concentration/less production?:** EU regulatory initiatives will impact in the structure of the productive sector (depending on the final rules and the protection to the EU production).
- **Threats to the egg sector are not controlled** (EU/national regulatory initiatives, avian influenza, anti-livestock activists...): Generate **unaffordable and unpredictable costs** and difficulties for producers that affect the investments needed for improving our activity.
- **Good forecast for egg demand** at national/EU/global level – THE protein of reference for people of any age, physiological situation and income level.
- **New products and uses:** adding market value to the egg chain (flavoured eggs, egg protein peptides, membrane components...).
- **Communication on THE EGG and THE EGG PRODUCTION MODEL** and the ability to **impact younger consumers: ESSENTIAL for companies and egg associations** to maintain the role that eggs deserves in the food basket AND the social support for egg farmers.