

# European farmers & agri-cooperatives livestock campaign 2016-17





- **Follow it on twitter**  
**@COPACOGECA @COPACOGECAMEAT**  
**@COPACOGECAFOOD @COPACOGECAMILK**  
**#livestockcounts #enjoyagrifood**

- **Visit our website**  
**[www.copa-cogeca.eu](http://www.copa-cogeca.eu)**

- **Visit us on**  
**<https://www.facebook.com/Copa-Cogeca-1555712338031047/>**



# What's it all about?

The EU livestock sector - especially pigs dairy, cattle, sheep & goats, poultry & eggs - is being hit by increasing challenges ranging from upcoming climate change policy, health issues, animal welfare constraints, trade issues, with a decline in EU meat consumption expected by 2025. Yet eating beef, veal, lamb, poultry, goatmeat and pork provides consumers with an excellent source of protein in the diet. Vitamin B12 is particularly important and animal products, including meat, fish, dairy and eggs are the only primary natural sources of B12 which is vital for children. Meat is also important to help feed a growing population set to rise by 60% by 2050 and help solve hunger & malnutrition.

Too often consumers don't have enough time to devote to cooking or are misinformed of the benefits of eating meat for a nutritious balanced diet. New initiatives to encourage healthy eating habits at an early age and to bring consumers back in touch with nature are being developed by European farmers and agri-cooperatives. More and more, there are on-farm activities and farm open days across Europe with cooking workshops which provide closer contacts with citizens and enhance consumers' connection with farming, food and rural areas. Food camps for children are being developed to bring about a positive change in the lifestyle of children and tackle obesity. This Campaign aims to increase awareness of these activities and to shed new light on the benefits of eating meat, present new easy to cook tasty recipes, show the high production standards farmers meet in the EU and what they are doing to tackle the upcoming challenges including antimicrobial resistance to ensure an even more sustainable sector. It will also present new facts & figures to show that the livestock sector is good for growth & jobs & a vibrant rural economy & attractive countryside.

## How will it be done?

There will be live cooking shows and nutritious advice from a leading chef. There will be press events, farm visits, a cookery brochure and videos presenting new easy to cook recipes from across Europe, hosted twitter debates, leaflets and videos showing what farmers and their cooperatives are doing to tackle antimicrobial resistance and to meet high production standards. A photo competition on good production practices will be launched in November. Events & actions will take place every month throughout 2016 & 17 across Europe. Come and join us to hear more and follow us on social media and on our website!





## Some key dates for Copa & Cogeca Events & Actions



**April 21 2016**

**Launch of Copa and Cogeca Communication Campaign**

with a press event followed by a reception at Thon Hotel. The Campaign and actions can be discovered in Copa and Cogeca magazine, brochures, on social media, video interviews and our website. The reception will be attended by Copa and Cogeca Presidents, the EU Commission, MEPs, Council representatives, media, and the general public and include cooking with top chefs and products from Europe. There will be presentations from the chefs at the reception on the easy to cook nutritious recipes. Recipes from this and nutritious advice will continue throughout the campaign also promoted on videos, social media (@copacogecaFOOD), press releases, the magazine as well as recipes and initiatives from the cook book to be launched this Summer: come & join us!



**May 2016**

**video interviews**

on the farm & on agri-cooperatives & live cooking: watch it on social media & on our website

**May 30 2016**

**Press event**

to present the campaign to the European agri journalist association (ENAJ) in the Netherlands during the Dutch Presidency

**June 2016**

**Copa & Cogeca statement**

on results from the EU sheep reflections group & release of new easy to cook lamb recipes: discover it via the media & on social media & on our website

**June 20 2016**

**Event in European Parliament**

for MEPs, Ministers, Commissioners, media, other stakeholders in European Parliament promoting the EU livestock sector and its benefits with tasting of products from across Europe and innovative uses & live cooking attended by Copa and Cogeca Presidents, and top chefs: come & join us!



## June/July 2016

### new leaflet

promoting **healthy recipes and nutrition** from across Europe: discover them via the media & on social media, our website and at an event with live cooking

## July 2016

### new leaflet

on what Copa and Cogeca are doing to tackle **antimicrobial resistance**: discover it on social media, our website, videos

## September/October 2016

### new leaflet

to promote **good production practices** combined with a press visit to a farm, media & social media actions

## September/October 2016

### new leaflet

on benefits of **pig farming**/transport guidelines: discover it on social media, our website

## October 2016

### new leaflet

on livestock farming contribution to **biodiversity**: discover it on social media, our website

## November 2016

### launch of photo competition

on good production practices with event in 2017 to present a top prize: discover it via the media and social media, our website

## December 2016

### hosted twitter chat/debate

## January 2017

### video interview

on the farm: discover it on social media, our website

## February 2017

### video interview

at an agri-cooperative: discover it on social media, our website

## March 2017

### press visit on a farm



## **April 2017**

**hosted twitter** chat/debate

## **May 2017**

**presentation**

of top prize from the photo competition at a major press event

## **June 2017**

**MEP event**

## **July 2017**

**press visit** to an agri-cooperative

## **October 2017....**

# **Open Farm Days, Cooperative Open Days & healthy initiatives at National Level 2016/17**

**16<sup>th</sup> – 22<sup>nd</sup> of May** • Austrian week of agriculture including open farm events with an opening Event on 11<sup>th</sup> May in Linz (Upper Austria): Theme: “Our Food”: [www.lko.at](http://www.lko.at)

**May 21-22 2016** • DBV German Farm Open Days: <http://www.bauernverband.de>

**May 28/9** • FNSEA French Farm Open Days: [www.fnsea.fr](http://www.fnsea.fr)

**June 3-12 2016** • Second edition of Agricultural Cooperative Week in France open to the public: [www.coopdefrance.coop](http://www.coopdefrance.coop)

**June 5 2016** • Open Farm Sunday (England, Scotland & Wales): [www.nfu.co.uk](http://www.nfu.co.uk)

**June 19 2016** • Farm Open Day, Northern Ireland: [www.ufuni.org](http://www.ufuni.org)

**June 25/6 2016** • Wallonian Farm Open Day (FWA): [www.fwa.be](http://www.fwa.be)

**July 24 2016** • Estonian FarmOpenDay <https://www.facebook.com/events/792255547518477/>

**September 18 2016** • Farm open days in Flanders, Belgium by Boerenbond & Denmark (DAFC) are traditionally organized on the third Sunday of September & this year on the 18<sup>th</sup> of September: [www.boerenbond.be](http://www.boerenbond.be) ; [www.agricultureandfood.dk](http://www.agricultureandfood.dk)



**copa\*cogeca**  
european farmers    european agri-cooperatives

61, Rue de Trèves  
B - 1040 Bruxelles

Telephone 00 32 (0) 2 287 27 11  
Telefax 00 32 (0) 2 287 27 00

[www.copa-cogeca.eu](http://www.copa-cogeca.eu)