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Food, Facts and Future

On 26th October 2023, European meat & livestock representatives discussed plans for the future in the UECBV General Assembly in Barcelona, Spain. With the motto “Times are changing, we as well”, UECBV set the tone for its future, affirming its commitment to animal welfare, sustainability and proactive communication.

UECBV is the European federation for meat production, meat & livestock trade. The meeting in Barcelona was hosted by the four UECBV member associations in Spain. It featured three interesting speakers.

Ms. Joanna Stawowy, representing the Cabinet of EU Commissioner for Agriculture, called for special attention for the protection of animals during transport. She highlighted the importance of proactive communication by the livestock and meat sector in the upcoming strategic dialogue. Ms. Stawowy further shared an update on the Protein Strategy to be published during the first quarter of 2024.

Mr. Jordi Alavedra, marketing and communication professor from Barcelona, showed how fake news can influence social media and policy making. He provided interesting examples regarding meat production and consumption. Mr. Alavedra also launched several creative ideas for proactive and positive communication on the consumption of meat.

Mr. Abel Mariné, professor of Nutrition and Food Science at Barcelona University, explained the connection of meat consumption, health and sustainability. He emphasised that meat is an essential part of the human diet, which cannot easily be replaced by alternative proteins.

UECBV members elected Mr. Laurens Hoedemaker, DVM from the Netherlands as their new President and Mr. Roland Ackermann from Austria as Vice-President and chairman of UECBV's Meat Industry Section.

ENDS

Note to the Editors:

The **European Livestock and Meat Trades Union (UECBV)**, founded in 1952, is the EU voice of national federations representing livestock markets, livestock traders (cattle, horses, sheep, pigs), meat traders (beef, horsemeat, sheep meat, pig meat), and meat industry (slaughterhouses, cutting plants and meat preparation plants).

Brought together within the UECBV are:

- an international association i.e. the [European Association of Livestock Markets \(AEMB\)](#),
- a [Young European Meat Committee \(YEMCo\)](#),
- the [European Natural Sausage Casings Association \(ENSCA\)](#),
- the [Organisation of European Ship Suppliers \(OCEAN\)](#),
- fifty-two national or regional federations in twenty-four of the twenty-seven Member States of the European Union, as well as Japan, Norway, Switzerland, Ukraine, and the United Kingdom.

In total, some 20,000 firms of all sizes and 230,000 jobs are represented within the UECBV through its national member federations.

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