



Chances and Challenges due to the introduction of in the Austrian layer feed – *economic aspects*

DI Michael Wurzer
Austrian Poultry Federation(ZAG)
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Differences EU und AT

The following requirements must be complied with

System	 EU	 AT
unenriched cage	⇒ 31.12.2011	→ 31.12.2008
enriched cage	✓ (open end?)	→ 31.12.2019 max. (cages built before 1 st January 2005 may be used for 15 years)
alternative system	9 hens/m ²	<ul style="list-style-type: none"> • 7 hens/m² with one usable level • 8 hens/m² with additionally elevated feedings or roofed scratching room • 9 hens/m² with additionally elevated feedings and roofed scratching room • 9 hens/m² with several usable levels

since 2010: GMO-free feed

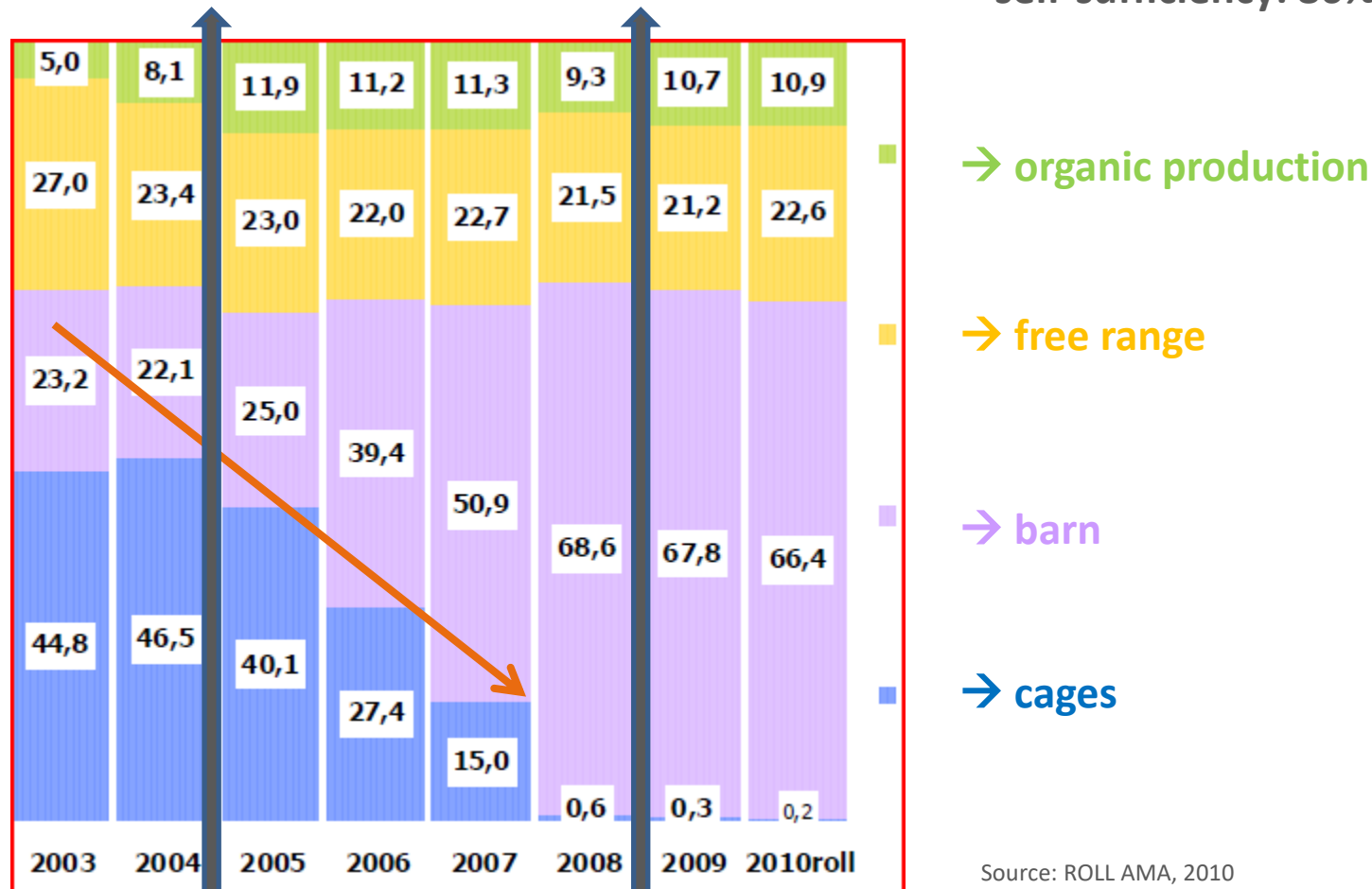
since 11/2013: Quality Soya of the Danube Region
regional, GMO-free, sustainable



The „Cage-ban“ in Austria

Fresh eggs at the retailers

new **Animal welfare act** **cage ban in Austria**
01.01.2009

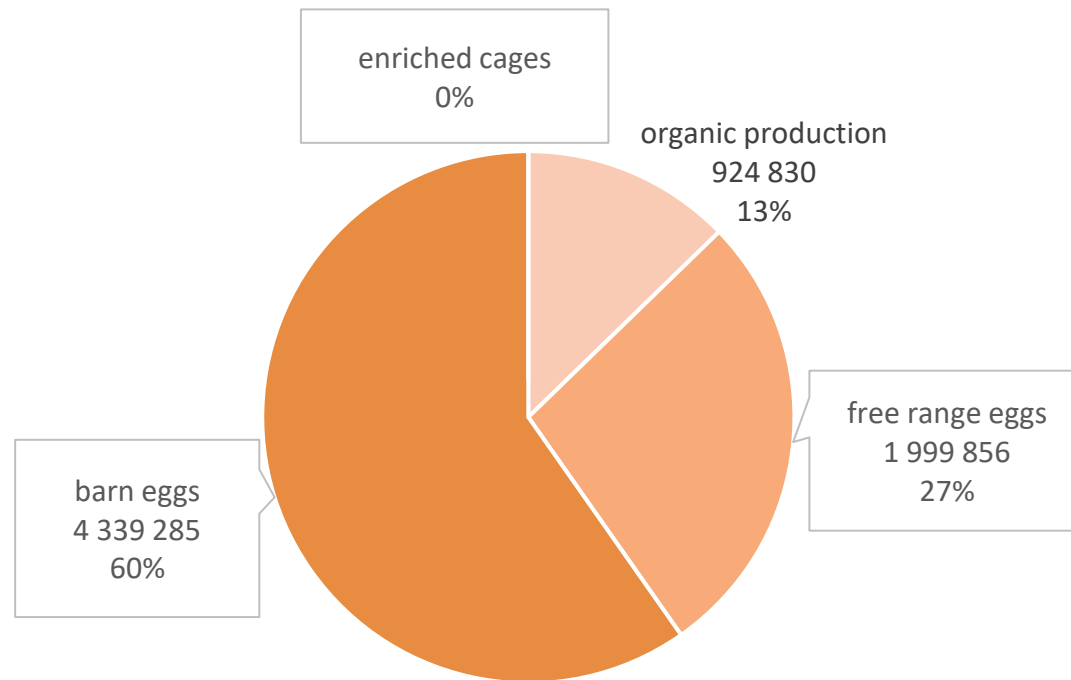


self-sufficiency: 86% (2018)

Source: ROLL AMA, 2010

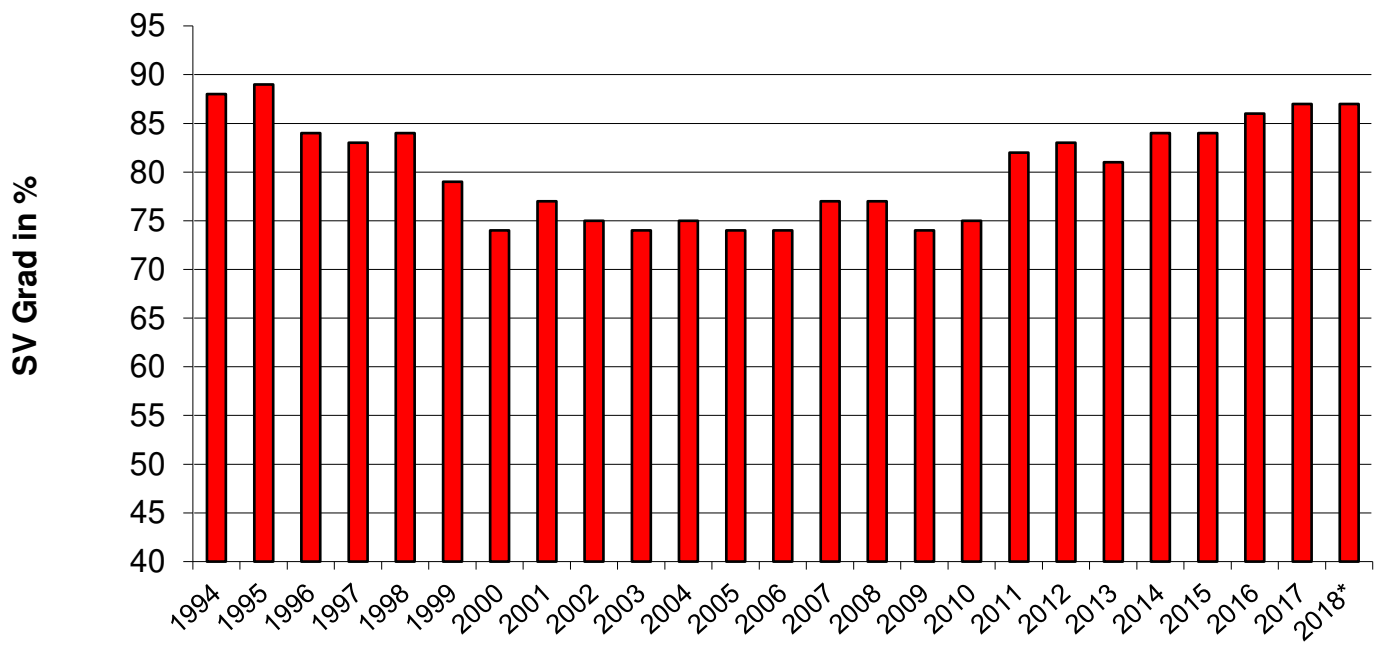
Housing systems in Austria

Housing systems for laying hens in Austria 2021



Trend of the self-sufficiency rate in Austria 1994 - 2018

Self sufficiency rate for eggs Development 1994 - 2018

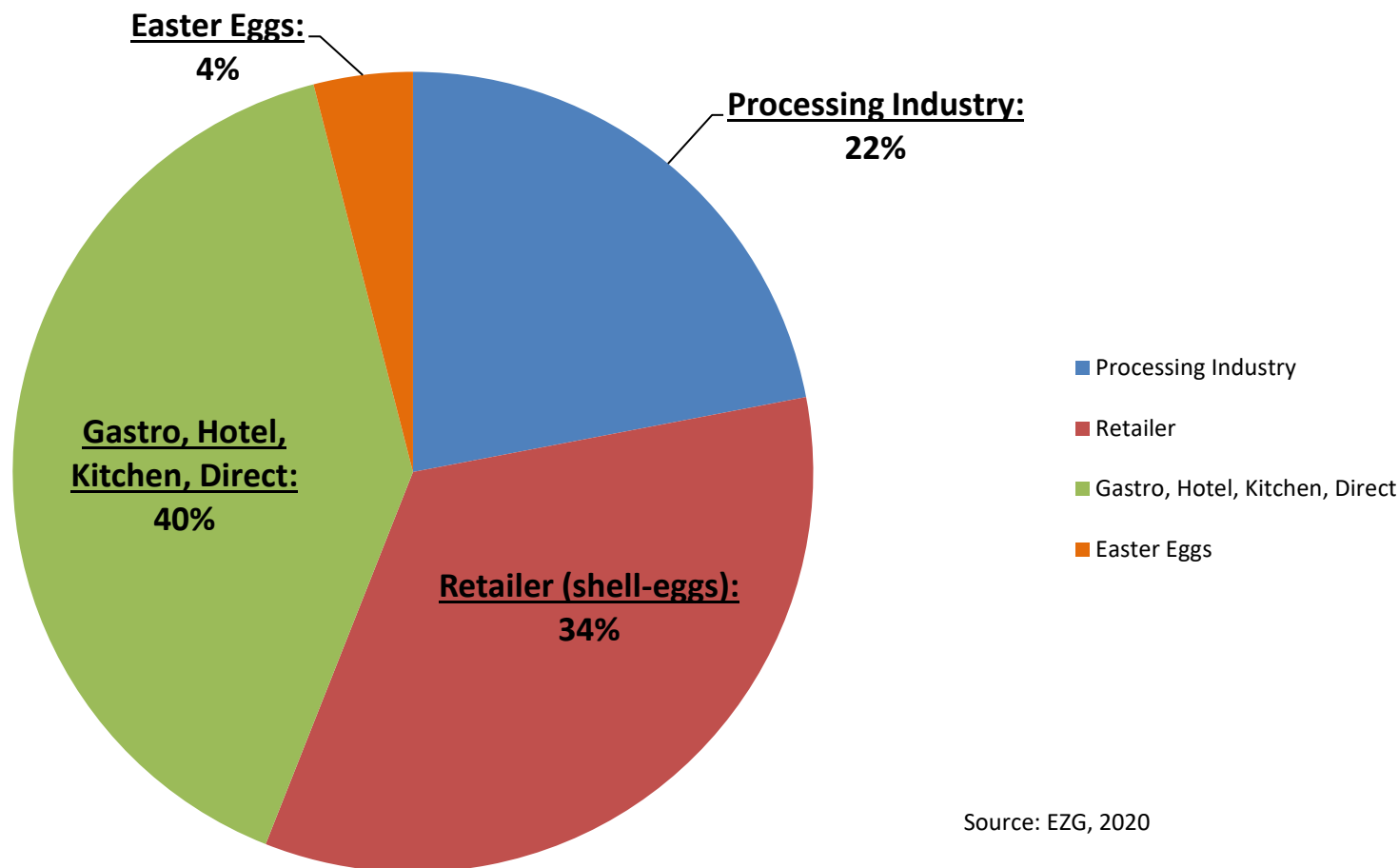


* geschätzt

Quelle: AMA, Statistik Austria;
Bundesanstalt f. Agrarwirtschaft

Grafik erstellt von EZG Frischei, Sept. 2018

Who buys the Eggs? on the Austrian Market



Source: EZG, 2020

The Austrian Q-Package

Focus Laying Hens & Eggs

- ✓ No “Beak Trimming” for laying hens
- ✓ Single Egg Printing on the farm
- ✓ Egg Data Base for Traceability (OEDB)
- ✓ Poultry Health Service (QGV) Poultry Health Data (PHD)
- ✓ Low salmonella rate due to certain programs (BASGK)
- ✓ Insurance against animal diseases and zoonosis
- ✓ Austrian Quality Label Program (AMA) (80% of LH)
- ✓ Animal Feed: GMO free & certified “Donau Soja”

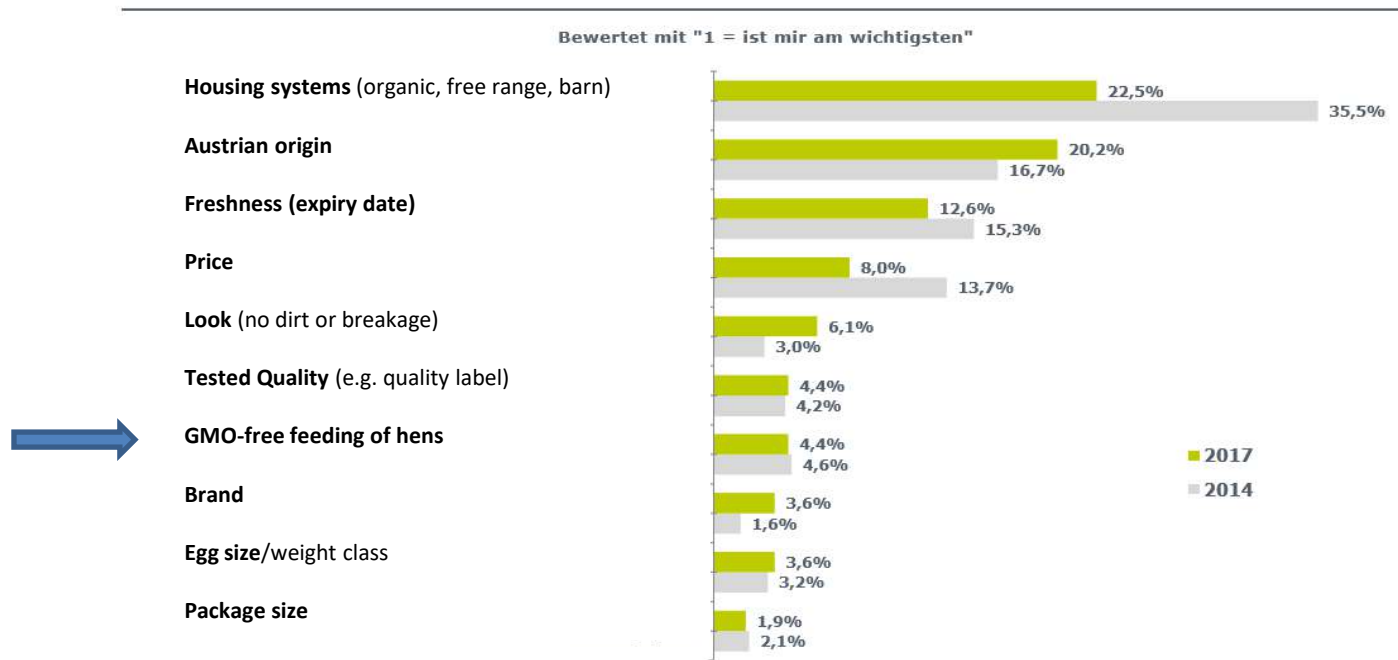
what's next?

gender identification in the early stage of hatching



Consumer Requirements for Egg Quality

Which requirements for egg quality are important?



(2014***: n=431, 2017*: n=475, Basis: Respondenten sind zwischen * 18/ ** 20 und 69 Jahre alt und kaufen zumindest fallweise Eier)

[...] Auf welche Kriterien achten Sie besonders beim Kauf von Eiern? [...]



Challenges for Austria

- Feed change from Non-GMO to Non GMO Donau Soja was 11/2013;
- Not much practical experience was available in Europe
- All Retailers wanted Eggs out of this production with beginning of 2014
- Feeding change had to be performed during the laying period

- START - PROBLEM: Soya came from different parts of Europe, from different climatic zones with different raw protein percentage; (no high prot. soya) oil mills supplied “not sufficient homogenised” products with different protein percentage, that caused economic & health problems → veterinary help & QGV health service was necessary; → Problems could be solved;

- Research showed that laying hens can be fed by full fat soya;
- 2018 we made a round table discussion with representative farmers and packing stations. Result: Egg producer and seller want to remain use soy out of the Donau Soja system; (approx. total 50.000 tons)

Impressions & Mission Statement

Lebensmittelketten setzen voll auf ökogefütterte Hühner:

Eier-Revolution im Supermarkt: Soja der Heimat erobert Regale

Spar, Interspar, Billa, Merkur, Penny und Hofer – fast der gesamte Lebensmittelsektor also – ziehen an einem Ökostrang! Denn die Großen der Branche sorgen jetzt für nachhaltige Frühstückseier. Ab sofort liegt in den Regalen hauptsächlich Fleisch von Hühnern die mit Gentech-freiem Soja der Heimat gefüttert wurden.

Sie gehen weg wie die warmen Semmeln, diese kostbaren Feldfrüchte. „Unsere erste Ernte ist – kaum eingebracht – auch schon wieder verfüttert“, freuen sich die „Donau-Soja“-Chefs Matthias Krön und Ernst Gauhs.

Vor rund einem Jahr hatten sie die beispielhafte Öko-Initiative gestartet. Edles Anliegen: Statt Soja aus Übersee, für das oft Regenwälder gerodet werden und das allein schon wegen der langen Transportwege alles

andere als klimafreundlich ist, werden die heimischen Hendl nur noch Bohnen aus der Donau-Region in die Tröge bekommen. Das sehr

VON MARK PERRY

Schöne daran: Nahezu alle heimischen Lebensmittelketten ziehen mit. Künftig soll das Öko-Futter auf einer Fläche von 1,5 Millionen Hektar Anbaufläche gedeihen. Auch für Schweindln.



Foto: Bernhard Schwaninger

Donau-Soja-Eierpioniere mit Agrarvertretern und Spitzen der Geflügel- sowie Schweinezüchter




It is our mission to help the Austrian poultry farmers to adjust to the growing expectation of consumers, but we have to make sure, that these efforts also lead to a better economic situation for the farmers and partners along the value chain.

MICHAEL WURZER
Austrian Poultry Federation (ZAG)



Thank you for your attention!

DI Michael Wurzer
ZAG
Dresdner Straße 89/ Aufzug B2 / Top 19
A-1200 Wien
+43 (1) 334 17 21 – 60
+43 (664) 84 53 023
wurzer@zag-online.at
www.zag-online.at

