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Polish Poultry Conference  
22<sup>nd</sup> of May 2026



Mark den Hartog  
*Secretary General*



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# Content presentation

1. Structure Dutch poultry sector

2. There are NGO's and NGO's

3. The influence in and cooperation with politics

4. The lessons we learned in the Netherlands

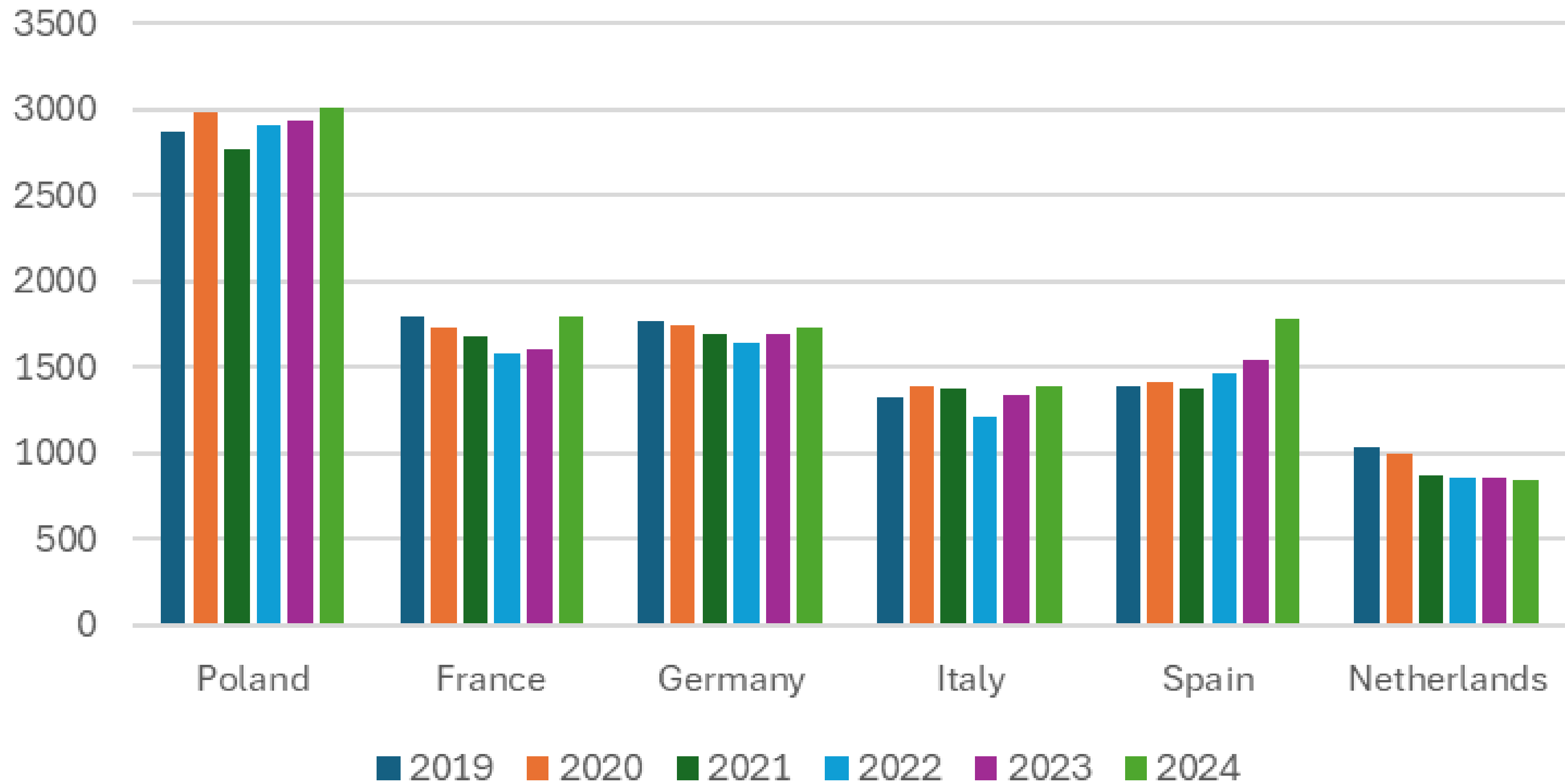
5. Do's and don'ts

# NEPLUVI

- Represent interest Dutch poultry processing industries
- ± 60 members
  - 14 broiler slaughterhouses
  - 1 laying hen slaughterhouse
  - 1 parent stock slaughterhouse
  - 1 duck slaughterhouse
- Member of AVEC and IPC



# Poultry production EU countries



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# There are NGO's and NGO's

We see 3 types of NGO's:

- A) NGO's with possibilities for cooperation;
- B) NGO's with no possibilities for cooperation, but which actions are legal;
- C) NGO's with illegal actions.

# There are NGO's and NGO's

NGO's are not new



altijd beter

Started in 1864

# There are NGO's and NGO's

- More active and serious allegations followed by new NGO's



2001



1997

Mens en dier  
samen naar  
herstel

2014



2005



2010



Eyes on  
Animals

2008



2008



2010

There are well funded,  
have empathy from society

### aantal donateurs

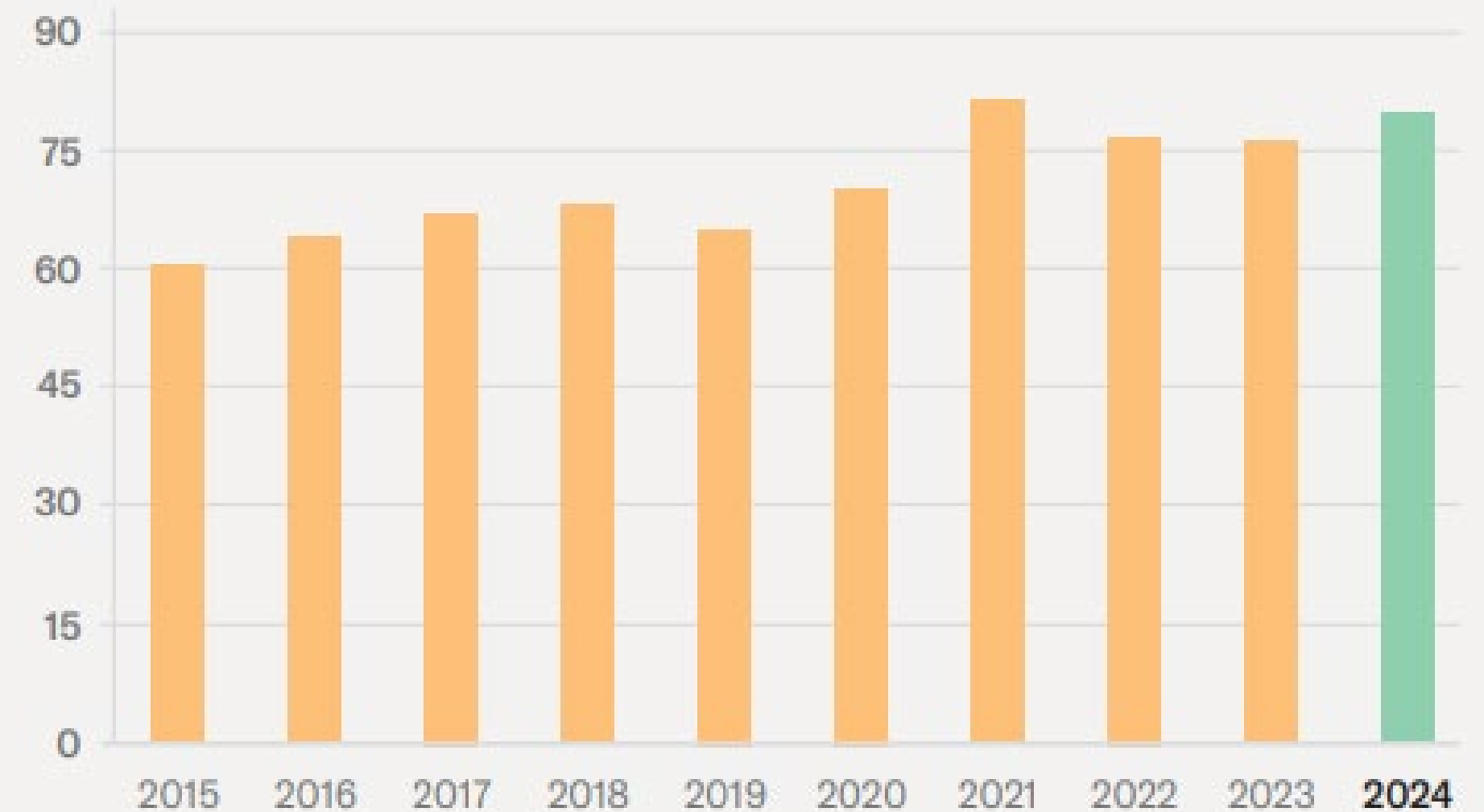
x 1000



bron: donateurs database

### gemiddelde jaarbijdrage

per donateur in €



bron: boekhouding

$40.000 * €80 = €3.200.000$  euro

And their marketing is brilliant.

## Biologische vleeskip

5½ week oud  
940 gram

## Plofkip

5½ week oud  
2.900 gram



WAKKER  
DIER

NOS Nieuws • Zondag 30 december 2012, 22:56 •  
Aangepast maandag 31 december 2012, 02:32

### Onze Taal: 'plofkip' woord van 2012

De lezers van het tijdschrift Onze Taal hebben 'plofkip' gekozen tot woord van het jaar. Het woord kreeg 44 procent van de stemmen.

Tweede werd 'appen' (een verkorting van 'whatsappen') met 14 procent, 'pandapunt' (soort spaarpunt die je krijgt voor een maand zonder seks) werd derde met 12 procent.

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## Around 2010 some NGO's changed their marketing strategy

- Instead of focussing on consumers
- Bash the producers/retailers publicly

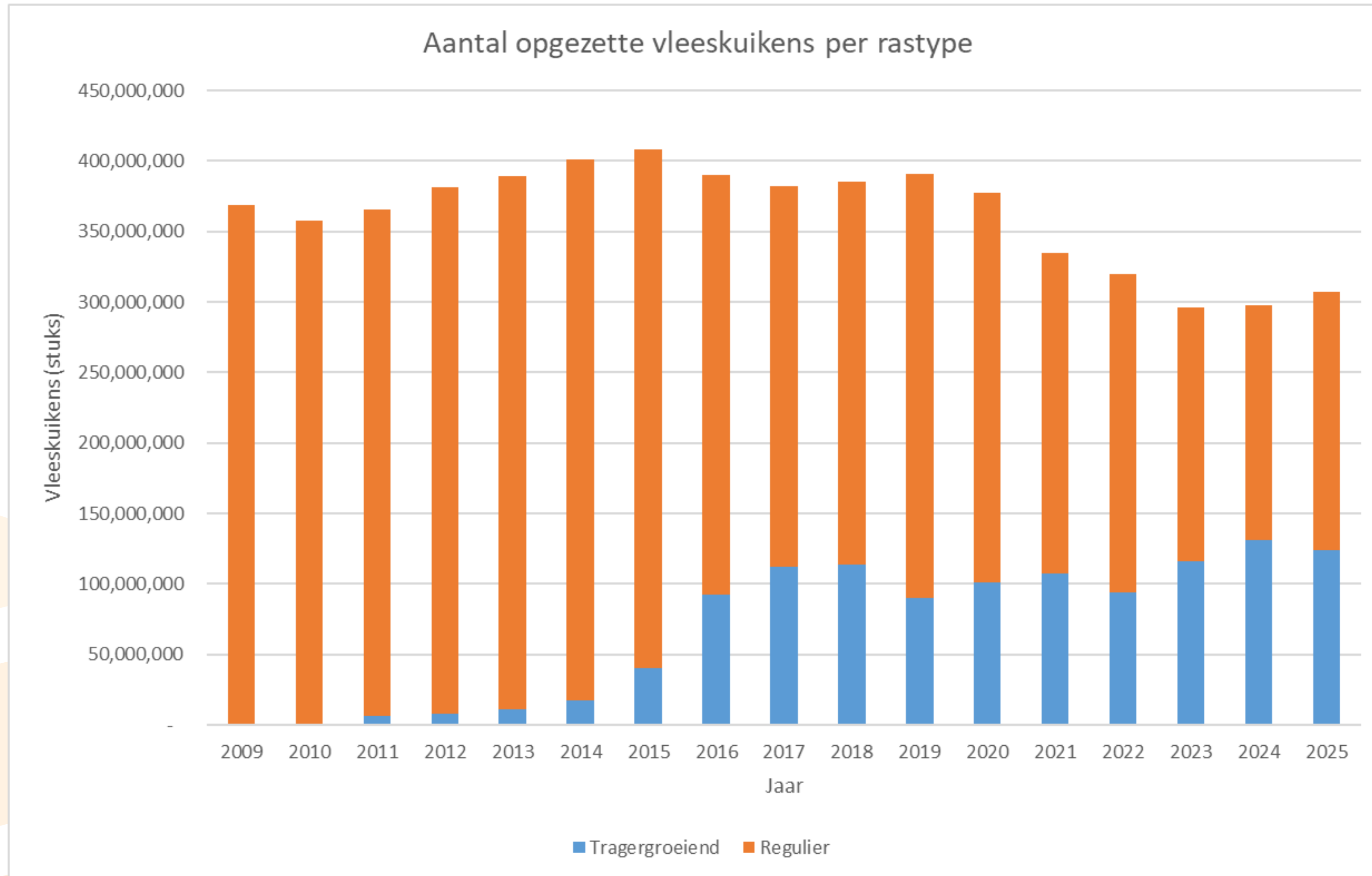


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**UNDER  
PRESSURE**

Something needed to change.

# Regular versus slower growing



# Consumption in the Netherlands

**Tabel 3.1** Vleesverbruik a) per hoofd van de bevolking in Nederland, 2005-2024 (kg)

	Varkensvlees	Pluimveevlees	Rundvlees	Kalfsvlees	Schapen- en geitenvlees	Paardenvlees	Totaal vlees
2005	37,2	20,7	15,9	1,3	1,0	0,6	76,7
2006	37,4	20,8	16,1	1,3	1,0	0,5	77,1
2007	37,6	21,5	16,1	1,3	1,0	0,2	77,7
2008	37,8	21,6	16,1	1,4	1,1	0,1	78,1
2009	37,7	22,5	16,3	1,4	1,1	0,1	79,2
2010	37,7	22,5	16,2	1,3	1,1	0,1	79,0
2011	37,7	22,1	15,9	1,3	1,1	0,1	78,2
2012	37,3	22,0	15,7	1,3	1,1	0,1	77,6
2013	37,0	22,3	15,7	1,3	1,2	0,1	77,6
2014	36,7	22,5	15,5	1,3	1,2	0,1	77,3
2015	36,6	22,1	15,4	1,3	1,2	0,1	76,9
2016	36,6	22,2	15,4	1,3	1,2	0,1	76,8
2017	36,5	22,1	15,4	1,3	1,2	0,1	76,7
2018	36,5	22,5	15,5	1,3	1,2	0,1	77,1
2019	36,7	22,9	15,5	1,3	1,2	0,1	77,7
2020	36,4	22,1	15,1	1,3	1,1	0,1	76,0
2021	36,3	22,0	15,3	1,3	1,1	0,1	76,0
2022	36,3	21,4	15,0	1,3	1,0	0,1	75,1
2023	36,1	21,6	15,2	1,3	1,0	0,1	75,3
2024	35,1	22,0	14,9	1,4	1,0	0,1	74,4

a) Op basis van karkasgewicht (gewicht met been).

Bron: CBS, berekening Wageningen Social & Economic Research.

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# NGO's in the Netherlands

All this negative framing does something with the perception of  
society and politics.

# Debate grows and people ask extra attention



# Activism grows



# Sometimes occupation of a farm



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# NGO's in the Netherlands

It is a thin line between stakeholders which operate legal and/or illegal.



# Debate grows and people ask extra attention



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# Political cooperation makes it harder

- Serious change since 2012. An important player is:



**Partij voor  
de Dieren**

- In NL there are 150 seats in the house of representatives.
- Party for the animals occupies 3 seats.
- Only role is bashing sector and asking for more animal welfare.
- Collaboration between NGO's, media and politics.

# Interaction NGO's and Politics-example 1

rtl **nieuws**

RTL Nieuws

Volg ons



Nieuws Economie Sport Entertainment Tech Lifestyle EditieNL Uitzendingen

18°

EXCLUSIEF

## Opnieuw schokkende beelden slachthuis: varkens en koeien krijgen klappen en stroomstoten

28 juni 2021 13:59

Aangepast: 29 juni 2021 05:12



Een dierenactivist ging twintig dagen undercover en nam deze beelden op met een verborgen knoopcamera.

Op nieuwe undercoverbeelden uit een groot Nederlands slachthuis is

erlandse Pluimveeverwerkende Industrie

NEPLUVI

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# Interaction NGO's, media and politics

- Undercover NGO's
- Media attention
- Pressure from politicians against minister

Consequence: Slaughter line speed in NL is frozen.

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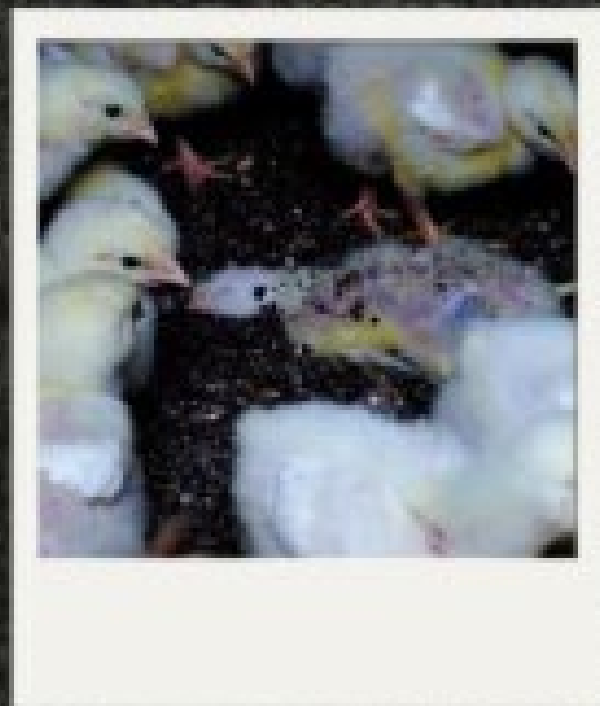
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# The lessons we learned in the Netherlands

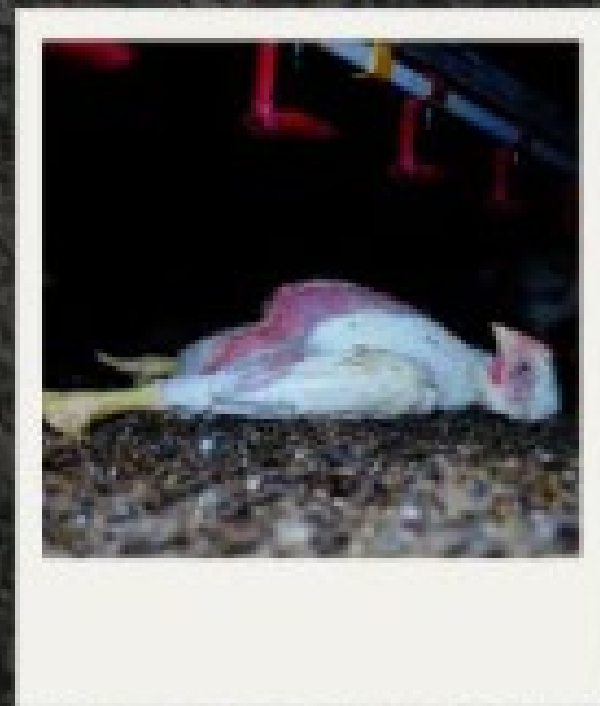
- We reacted too late and did not communicate enough.
- It is a self-reinforcing process. Invest to stop it while you can.
- It is never enough for NGO's.
- Be aware: people work under cover in our sector.
- You want intelligence focusing on extreme NGO's.

## How to deal with framing incidents als structural behaviour?

### Wat er écht gebeurt in de vleeskippenkwekerijen



**DAG 7**



**DAG 28**



**DAG 42**



**TOT SLOT**

# Have counter data!



NVWA Inspectieresultaten

Zoeken... (in alle inspectieresultaten)



Home > Bedrijfsinspecties > **Pluimvee slachthuizen permanent toezicht**

Cijfers

Trends

## Trends: Aantal overtredingen en controles

- Alle thema's -

- Alle thema's -

	Controles	VB	NV	SW
Dierenwelzijn				
Voedselveiligheid				
Diergezondheid	23797	31	83	189
jul - dec 2022	22794	45	67	143
jan - jun 2022	22220	45	60	139
jul - dec 2021	27336	44	114	189
jan - jun 2021	25880	84	34	183
jul - dec 2020	18656	66	87	208
jan - jun 2020	16533	105	41	226
jul - dec 2019	16838	109	18	242
jan - jun 2019	16453	106	20	174

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# Don't s

- Don't think the pressure will go away;
- Don't think they are stupid;
- Don't think they have no influence in politics;
- Don't promise what you can't deliver.

# Do's

- Be pro-active;
- Make long term plans and try to get cooperation (of NGO's and politics);
- Choose for every type of NGO what to do cooperate, dive or fight.
- Decide if you also want to communicate to the big public;
- Don't be afraid.  
Explain, be proud and sometimes fight.



+31 (0) 30 - 6355252

[info@nepluvi.nl](mailto:info@nepluvi.nl)

[www.hollandpoultry.com](http://www.hollandpoultry.com)