

PRESS RELEASE



Ceva's First European Layer Symposium: Driving a New Era for Healthy, Profitable, and Sustainable Poultry Production



Libourne (France), March 5th 2026: [Ceva Animal Health](#) (Ceva), a global leader in poultry vaccines, equipment and services, hosts a two-day European layer symposium on March 5-6, bringing together key stakeholders from across Europe's egg and layer industry to discuss challenges facing the sector under a One Health lens.

Ceva's European Layer Symposium convenes veterinarians, production organisations, researchers and partners under one roof at Ceva's new international headquarters - PULSE in Libourne, France. A pivotal platform to address urgent poultry health challenges, including rising cases of Salmonella and avian influenza (HPAI) in laying hen farms throughout Europe, while also exploring current egg market trends, opportunities, and challenges.

During the event, participants will discuss practical, science-based strategies to support layer performance while safeguarding long-term sustainability. Topics include :

- Market outlook, future perspectives, and evolving consumer trends driving industry transformation

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- Critical operational and production challenges demanding immediate and strategic solutions
- Salmonellosis as a severe public health threat necessitating an integrated, comprehensive Salmonella control strategy across the entire food chain
- Highly pathogenic avian influenza (HPAI), as a significant One Health threat for animals, humans and ecosystems

A strategic kickoff for Europe's Poultry future

This symposium highlights Ceva's commitment to shaping the future of poultry health and food safety in Europe through an innovative and holistic approach. This approach not only aims to improve livestock health and farm performance, but also to ensure the long-term sustainability of the European layer sector.

Nicolas Cadieu, Vice President Poultry Europe at Ceva, emphasises: *"This symposium is more than a gathering; it is a catalyst that brings together all stakeholders to collectively address the current and future health challenges of the egg industry. It reflects our commitment to co-creating, hand in hand with all stakeholders, a high-performing and sustainable sector"*

One Health: The need for an unifying strategy

Throughout this event, Ceva highlights the power of integrated One Health approaches to create a safer and productive future for Europe's poultry industry. Speakers reaffirm that the intersection of disease pressure, market instability, and environmental drivers makes One Health not just a philosophy but a necessity.

The presenters at the symposium are calling for enhanced cross-sector surveillance to monitor Salmonella and HPAI, alongside improved biosecurity measures that are specifically tailored to evolving risk profiles. They emphasise the importance of investing in vaccination strategies and stress the need for data harmonisation across borders to support earlier detection and enable a coordinated response. Additionally, they advocate for sustainable production strategies that reduce environmental risk factors while strengthening safety.

"European layer producers are leading the way in implementing One Health principles, and events like this push us further, faster," says **Pascal Paulet, Poultry Corporate Marketing Director at Ceva.** "By aligning innovation with responsibility, we secure the future of our industry.

Ceva's European Layer Symposium sets the stage for ongoing collaboration and innovation, inspiring a unified path forward to ensure a healthier and more sustainable future for poultry production in Europe.

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About Ceva Animal Health

Ceva Animal Health (Ceva) is the 5th global animal health company, led by experienced veterinarians, whose mission is to provide innovative health solutions for all animals to ensure the highest level of care and well-being. Our portfolio includes preventive medicine such as vaccines and animal welfare products, pharmaceutical solutions for farm and companion animals, as well as equipment and services to provide the best experience for our customers.

With more than 7,000 employees located in 47 countries, Ceva strives daily to bring to life its vision as a One Health company: "Together, beyond animal health".

2025 turnover: €1.92 billion

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