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Export offensive for Swiss meat

Swiss quality products are (of course) not unknown outside Switzerland. Indeed, Swiss watches, Swiss cheese and Swiss chocolate enjoy the highest reputation with consumers throughout Europe. And now other products are coming in for growing appreciation – typical Swiss meat specialities, for example. Our long-term goal is to achieve for Swiss meat products a similar positioning on the international markets. In that process, the idea should come across that the three concepts of quality, food safety and Swiss meat all blend into one.

Swiss meat industry aims to actively develop new markets

The Swiss meat industry now wishes to open up new markets for its meat specialities. Against the background of a possible free trade agreement between Switzerland and the EU, the European single market will offer many an opportunity for sales channels to expand. In addition, the markets outside Europe also offer good prospects for Swiss meat products.

Proviande – the branch organisation of the Swiss meat industry – support its members in all their business activities. On behalf of the meat industry, we operate the marketing communication “Swiss Meat” that, in 2008, was also extended to countries outside Switzerland. The aim of Proviande’s transnational activities is, under the joint brand of Swiss Meat, to provide the Swiss meat processing companies interested in exporting their goods with a joint platform for the presentation of their specialities. The setting up of this platform will take place step by step and will be directed at the needs and requirements of our industrial members. In a first phase, it is intended that trade-fair appearances and selected media information be our priorities.

The joint presentation made by the Swiss food and farming industry at the International Green Week in Berlin is one established platform that we are using to present typical Swiss meat specialities to visitors. The goods on offer range from the traditional dried beef delicacy of Swiss buendnerfleisch to cervelat, the Swiss national sausage, to beef jerky-type specialities made by the Traitafina Company. During this presentation, we like to highlight an eating experience that is sensuous and memorable. Only by seeing, smelling and tasting can the visitor truly experience Swiss meat in its fullness.

Swiss meat specialities of the highest quality

Switzerland is a country famous for its specialities and thus the producers only process the choice raw ingredients. Each region has its own meat specialities – with an unmistakable local character but of the highest standard. Our strict animal protection laws, Swiss food legislation (the equivalent of EU food laws) and independent controls all go to ensure the safety of our products. Intensive endeavours along the entire production chain serve as a guarantee for the high quality of our meat specialities. All these factors offer customers in German shops outstanding quality and the required safety. Swiss products deserve your trust. So why not see (and taste) for yourself?

The text of this talk will be available in electronic form from 15 January 2008 (p.m.). Please click on www.swiss-meat.com → Press → Media releases

Contact

Heinrich Bucher / Director

Stephan Scheuner / Head of Export Marketing & Market Research

Phone +41 (0)31 309 4111, fax +41 (0)31 305 2279

info@proviande.ch, www.swiss-meat.com