

Press release

First time for Swiss meat industry collective at Anuga

12 August 2009

The Swiss meat industry will be represented for the first time by a joint delegation at the Anuga trade show in Cologne this autumn. A group of six companies will be presenting their specialities from 10 – 14 October 2009 (Booth B-051) under the umbrella of Proviande, the trade association of the Swiss meat industry.

“This collective appearance demonstrates the industry’s reinforced efforts in accessing new export markets”, explains Proviande director, Heinrich Bucher. “It puts the synergies within the meat industry to optimum use.” The group appearance at the Anuga will be accompanied by industry-specific media and PR work in Germany and also complemented by background information on Swiss meat and by the international homepage, www.swiss-meat.com. The following companies will be represented in Cologne: Bigler AG, Büren an der Aare (Booth B-055)

- Meinen AG, Bern (Booth C-051)
- Angst Wholesale and Catering Butcher AG, Zurich (Booth B-050)
- Micarna SA, Courtepin (Booth B-054/C-055)
- Orior Deutschland GmbH, Frankfurt am Main (Booth A-052)
- Spiess Europe Sarl, Haguenau (Booth A-052)

Active industry organisation

Proviande has been actively developing sales promotion measures for Swiss meat products outside Switzerland since 2006. The joint platform, which was created in close cooperation with meat exporters under the umbrella brand of «Swiss Meat», not only organises marketing communication measures at international level but also provides services for the Swiss meat industry as well as an information centre. The platform is being built up step by step in line with the requirements of the member companies.

Quality Swiss meat products

The agricultural structures in Switzerland are characterised by their compact, manageable dimensions. Family-run farms operate in accordance with the Swiss “Proof of Ecological Performance” standard for environmentally friendly agricultural practices. The stringent Swiss animal protection code ensures that farm animals are kept in conditions appropriate to their species and wellbeing and that they are healthy.

Switzerland is noted for its specialities, only top quality raw materials go into their production. Each region has its own special meat delicacies – distinguished by a unique local character and of incomparable quality. The Swiss animal protection code together with its national food code (equivalent to EU food legislation) and independent control instruments guarantee the safeness and high quality standards of Swiss meat products. “The traditional values and outstanding quality of Swiss meat specialities are a decisive sales argument and we are communicating this message at Anuga under the umbrella brand of «Swiss Meat»”, says Dr. Regula Kennel, head of Marketing Communications at Proviande.

Daily press brunch

Media representatives will be offered the opportunity of meeting with experts from the Swiss meat industry or the participating companies during a daily brunch from 10:00 to 11:30 hrs at the Proviande booth. Please direct your inquiries to Stephan Scheuner, Head of International Marketing Communications.

About Proviande

The entity behind the «Swiss Meat» marketing brand is Proviande, the umbrella organisation of the Swiss meat industry. Proviande is a cooperative uniting all related organisations along the entire value-adding chain. As the sole platform for companies involved in meat as a product in Switzerland, Proviande brings producers, livestock dealers, meat animal and meat processing companies, retailers, importers and exporters together under one roof. As the umbrella organisation for the industry, it is the central contact address for all issues and questions related to meat – from foodstuffs, domestic meat and animal markets to questions concerning the sales promotion of Swiss meat speciality exports.

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