

Proviande – the Umbrella Organisation of the Swiss Meat Industry

Proviande acts as the umbrella organisation of the Swiss meat industry in the legal form of a cooperative. «Swiss Meat» is a registered trademark and a Proviande product.

All the Proviande member organisations are active along the entire value-adding chain of the meat industry. As the sole platform for everyone involved in meat as a product in Switzerland, Proviande unites the producers, livestock dealers, retailers, importers, exporters and processors of meat animals, meat and by-products within one organisation.

Proviande is the national competence centre for meat and meat animals and in this capacity works to promote cooperation between the member companies while acting as the meat industry's official representative. Its foremost objective is to foster and promote the further development of a qualitatively high-standing, competitive meat industry in Switzerland.

With its extensive experience and broad ranging knowledge of the industry, Proviande knows the needs of its partners and is at hand to provide assistance whenever required. It can address all questions or issues revolving around meat as a foodstuff, from the domestic meat animal and meat markets to international sales promotion of Swiss meat specialities.

Proviande's scope of responsibilities includes neutral quality classification of meat carcasses in slaughterhouses and of meat animals at the meat markets, the organisation and management of public meat animal markets, marketing communications for Swiss meat sales promotion at home and abroad, the compilation and publication of meat statistics and the provision of services to members of the industry. In this way, Proviande provides essential, prime quality services for the entire Swiss meat industry.

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