



Press Release

Swiss meat industry presents itself to an international audience of industry experts at ANUGA

6 October 2009

The Swiss meat industry will be presenting itself to an audience of international meat specialists from 10 to 14 October 2009 at the ANUGA Meat trade show in Cologne, Germany. Six companies will be using the platform (Booth B-051) created by Proviande, the umbrella organisation of the Swiss meat industry, to make contact with meat purchasers and demonstrate their range of export products.

“The six exhibitors are presenting themselves at the leading international trade show of the meat and sausage industry with the specific intention of coming into contact with and meeting the national and international top decision makers in commerce and catering” explains Heinrich Bucher, Managing Director of Proviande. “At the same time, Proviande is positioning itself and promoting awareness of the organisation among the international meat purchasers and trade journalists of Switzerland’s neighbouring countries.”

Goal to promote awareness of the «Swiss Meat» brand

Proviande supports the Swiss meat industry in setting up contacts and, in making a joint appearance, heightens awareness of Swiss meat specialities. The medium-term goal of Proviande marketing measures outside Switzerland is to promote the introduction, positioning and awareness of «Swiss Meat» as a brand. A platform has been created under the auspices of this umbrella brand to support the export activities of the Swiss meat industry with a wide range of marketing and sales promotion measures. Joint use of the platform across the industry is intended to continuously boost sales of Swiss meat specialities outside their home borders over the coming years.

Traditional meat products from ecological production

In Switzerland, family-run farms operate in accordance with the “Proof of Ecological Performance”, the Swiss standard for environmentally friendly agricultural practices. The stringent Swiss animal protection code with independent control instruments ensures that farm animals are fed correctly and kept in conditions appropriate to their species and wellbeing. Animal transport times are short as the slaughterhouses are distributed evenly throughout the major animal production areas.

Only choice quality raw materials are used in the production of Swiss meat specialities. The origin of all meat used can be tracked back to the source farm thanks to a central animal transport database. The Swiss animal protection code, together with its national food code (equivalent to EU food legislation) and independent control measures, guarantees the safety and high quality standards of traditional Swiss meat products such as Valais air-dried beef and cured Bündner ham.

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