

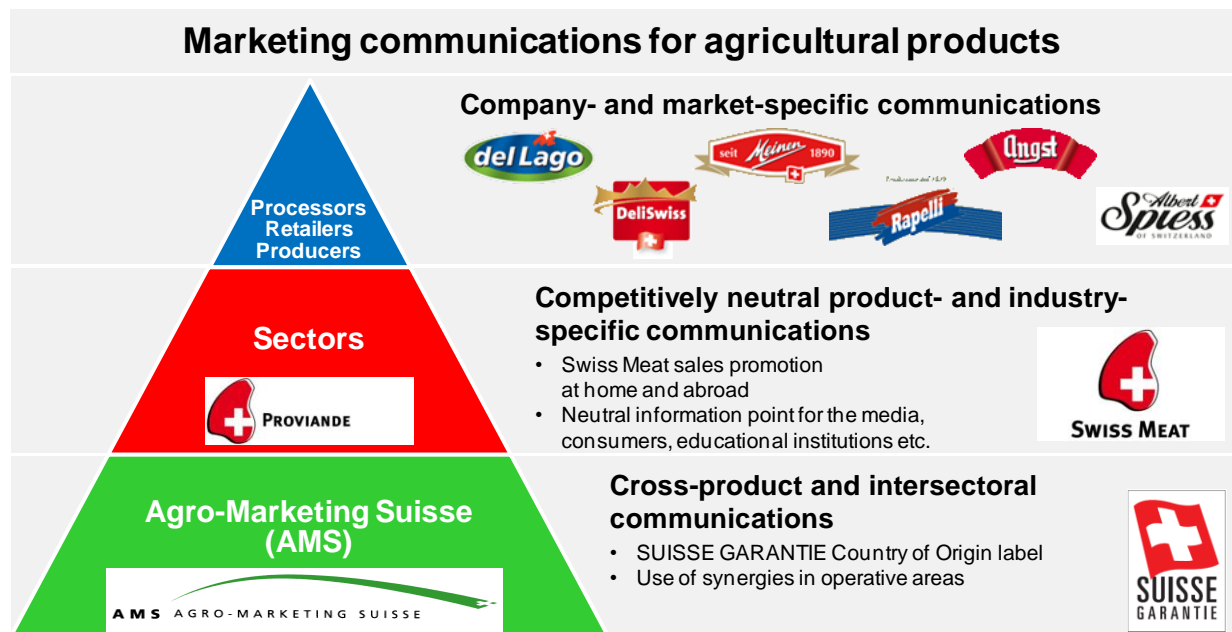


Organisation of Sales Promotion Activities in Switzerland

As the association of the agricultural sector organisations in Switzerland, AMS Agro-Marketing Suisse lobbies to promote sales of local products with targeted information and marketing measures and is also responsible for cross-product and intersectoral communications.

The individual sectors themselves are responsible for competitively neutral communications for the respective products and sectors. Proviande, the umbrella organisation of the Swiss meat industry, coordinates “Swiss Meat” marketing communications for the promotion of Swiss meat sales and organises the related activities at home and abroad. This basis communication serves the industry as a self-help instrument not only to promote the positive image of meat as a foodstuff but also the sale of Swiss meat and sausage products. It pursues the interests of all Proviande members (producers, processors, retailers).

Individual company and brand communications are taken care of by the specific producers, retailers or processors themselves.



Within the framework of current agricultural legislation in Switzerland, the federal government is supporting measures for coordinated sales promotion. This support is provided in the form of subsidies – thereby augmenting the activities of the organisation – and is WTO-compliant.

For further marketing information on «Swiss Meat»:

- International marketing communications: www.swiss-meat.com
- Marketing communications in Switzerland: www.schweizerfleisch.ch.