



## Press Release

# Swiss Meat to Build on Export Successes of Cheese and Chocolate

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**Swiss quality and Swiss values – it is on the basis of these inimitable attributes that in future Proviande, the umbrella organisation of the Swiss meat industry, is planning to boost its export activities. In that process, with a view to increasing awareness of the Swiss Meat brand in the retail sector, Proviande will bring in a wide range of services and marketing measures. The long-term goal is to reach the degree of popularity enjoyed by cheese and chocolate made in Switzerland.**

"One of the most visible activities is sure to be our appearance at InterMeat in Düsseldorf", said Heinrich Bucher, Managing Director of Proviande. "Working together with companies such as Ernst Sutter AG, Micarna SA and Orior Deutschland GmbH, we will be presenting our products to an international expert audience, building up a new network of connections with retail sector decision-makers and intensifying existing contacts."

In addition to the supply of extensive advertising content, Proviande is also planning to be active at various tradefair events. That includes participation at a special show entitled *Sustainability and CSR* and an appearance at the highly popular *InterLive* tradefair party.

### **Information centre for interest groups from abroad.**

Under the project title of "Swiss Meat Info Centre", Proviande is working on a further information platform, to be launched in 2010. Firstly, a major component will be the website [www.swiss-meat.com](http://www.swiss-meat.com) and this is to be continually expanded over the coming weeks and months. Secondly, an information centre is to be set up, providing media workers with a channel for fast and comprehensive information about latest developments in the Swiss meat industry. It will also give them the opportunity to have their questions answered by experts.

### **Traditional meat products of first-rate quality**

Only the best selected raw materials are used in Swiss meat specialities, the origins of which – thanks to a central animal transport database – can be traced back to the initial farm. Regulations under the Swiss Food Act, which is the equivalent to the EU Food Act, and other independent controls ensure the safety and the high quality of traditional Swiss meat products such as Valais dried meat and Bundler dry-cured ham.

"In our dealings with the export market, we deliberately draw on time-honoured attributes such as Swiss quality and Swiss values", Mr Bucher continued. "So we aim to communicate these features – using the Swiss Meat logo and typical images of Switzerland for emotional appeal and using specialised background knowledge for a rational appeal. In this way, we intend to keep on increasing the export volume of Swiss meat specialities year for year."

Contact:

Stephan Scheuner, Head of International Marketing Communications

Phone: +41 (0)31 309 41 15

E-mail: [stephan.scheuner@proviande.ch](mailto:stephan.scheuner@proviande.ch)

Proviande, «Schweizer Fleisch»

Finkenhubelweg 11

P. O. Box 8162

CH-3001 Bern

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