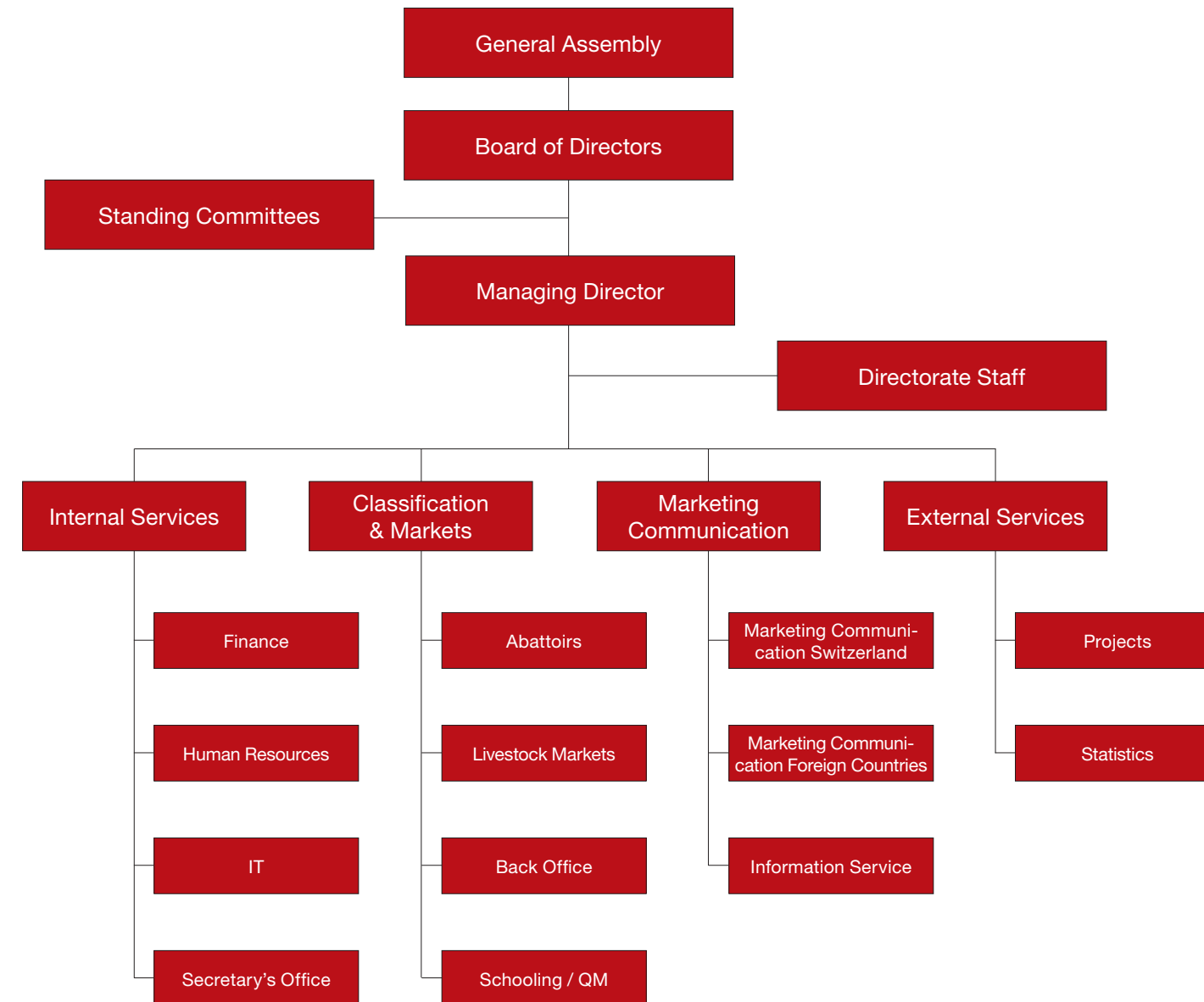


# Organisation Chart



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# Proviande – Your Partner of the Swiss Meat Industry

***Proviande is the central organisation for all issues and questions involving the Swiss fatstock and meat markets as well as meat as a foodstuff.***

Proviande unites the livestock producers and dealers, the retailers, importers, exporters and the processors of fatstock, meat and by-products all within one organisation. As such, Proviande is a unique platform for everyone involved in the meat industry in Switzerland.

***In this way, Proviande provides essential premiumquality services for the Swiss meat industry.***

It is the national competence centre for fatstock and meat. It promotes cooperation between its member companies and represents the meat industry in its dealings with the public at large. Its foremost objective is to foster and promote the further development of a qualitatively high-standing, competitive meat industry in Switzerland.

***For Proviande, the needs of its customers are its foremost priority.***

The organisation is well acquainted with the requirements of its members and partners and can provide them with reliable assistance whenever they need it. To do this it draws on a wealth of experience and wide-ranging knowledge of the industry. It acts with flexibility and delivers innovative solutions. Proviande always preserves neutrality in its dealings with customers.

## Core competencies

- extensive knowledge of the industry, wide-ranging familiarity with partners' needs
- moderating intervention in the fatstock and meat markets to preserve the interests of the industry
- professional sales promotion and marketing communication for Swiss meat at home and abroad
- provision of services to partners

## Proviande, the umbrella organisation of the Swiss Meat Industry

- imparts know-how and provides services to members
- offers a neutral platform for the entire industry
- represents the industry in dealings with political and official bodies
- initiates and assists in research projects for the improvement of meat quality

## Proviande, the government agent

- monitors the public fatstock markets
- classifies fatstock and carcasses neutrally according to quality
- takes pressure off the market where required by means of specific market intervention
- creates market transparency by means of weekly reporting on price developments
- submits applications to the Swiss Federal Office for Agriculture for approval of meat import quotas

## Proviande, the platform for Swiss Meat marketing communications

- operates a neutral information office for media, consumers, educational institutions, etc.
- promotes sales of Swiss meat at home and abroad
- publicises the «Swiss Meat» trademark at domestic and international level

## Proviande, the service provider

- observes sales market supply and consumer behaviour
- has access to the central data of the meat markets
- compiles statistics and analyses
- performs meat animal invoicing for public meat animal market organisers
- conducts schooling and training courses
- leads the specialist working group on animal-welfare compliant transport and slaughterhouse operation
- provision of further services for partners as required

More detailed information is available on the Internet at [www.schweizerfleisch.ch](http://www.schweizerfleisch.ch) and [www.swiss-meat.com](http://www.swiss-meat.com)

