



Press Release

Bocuse d'Or Europe competition requires Europe's top chefs to use Swiss veal

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The continent's top chefs will be pitting their wits against one another at the Bocuse d'Or competition in Geneva this June. As virtuosos of their art, they insist on the very finest ingredients – which is why they will be using Swiss veal for their recipes. Proviande, the trade association of the Swiss meat industry, is a co-sponsor of the event.

The highly prestigious competition forms part of Gourmet, the Franco-Swiss gastronomy trade fair, and takes place on 7 and 8 June 2010, with the winner going on to take part in the worldwide final next year.

The Geneva event is an important showcase for the European culinary tradition, so the chefs leave nothing to chance. They take top-quality ingredients for granted, and the organisers have therefore specified that Swiss veal must be used for the recipes because it meets their high standards.

Celebrity endorsement

Star Swiss chef Philippe Rochat, of the 'Hôtel de Ville' in Cressier, is a figurehead of Swiss cuisine who uses local meat wherever possible and knows all his suppliers personally. It was he who ensured that Bocuse d'Or Europe used only Swiss veal. "The consistently high quality of Swiss produce means there's a level playing field for all the contestants," he explains, proud that his home country's produce can compete with such high standards.

Proviande's Communication Manager, Regula Kennel, says this is a very important endorsement of Swiss veal. "With restaurants accounting for some 50 percent of meat consumption in Switzerland, this international event is an excellent advertisement for the country's exports," she says. Because demand for Swiss products is so high, the Suisse Garantie certification of origin has become increasingly essential.

Ideal conditions

Conditions in Switzerland are perfect for the production of meat, and veal in particular. Farmers place a strong emphasis on animal welfare, and Kennel says: "A small country like Switzerland is ideally suited to natural, environmentally-friendly agriculture; genetically modified feeds are banned, and animals have to be transported only short distances for processing. The processors themselves are relatively small, and strictly monitored."

Seamless quality controls ensure that all meat from hoofed animals can be traced from the supermarket shelf back to the place of birth, while strict animal welfare laws and rigorous hygiene ensure that every link in the processing chain meets the same high standards.

More information

www.swiss-meat.com

www.bocusedor.com/2010

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