

# TÖNNIES

Food integrity in the food chain:  
How can the animal production sector  
contribute

Egbert Klokkers  
Toennies, Germany

Brussels, October 26<sup>th</sup> 2017

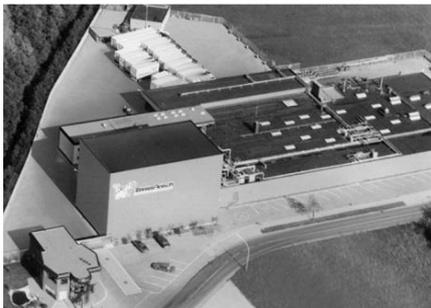


## Agenda

1. Our Company
2. The situation on the markets
3. Food integrity: Our Strategy



Our company history began with a small butcher shop. The company was founded in 1971 by brothers Bernd and Clemens Toennies.



### Numbers 2016:

<b>Coworkers</b>	Ca. 12.500
<b>Pig slaughtering:</b>	Ca. 20 Mio./Year
<b>Beef slaughtering:</b>	Ca. 425.000 /Year
<b>Exportrate</b>	More than 50 %

## Agenda

1. Our Company
- 2. The situation on the markets**
3. Food integrity: Our Strategy



# Different global agricultural structures in the World.

Farm in Bavaria/Germany (below);  
Feedlot in USA (right above); Pig farms  
in USA (right below)



Consumer trends are moving.

**TÖNNIES**



The challenges for the meat industry are growing.

Food safety becomes the most important topic.



## Market

- Rising costs
- Inadequate revenues
- Castration tails
- More complex framework conditions

## Society

- Media
- NGO's
- House breaking in stables
- Public discussion about animal welfare
- Alienation of society from livestock farming
- New trends in food- and meat consumption



**Food safety and traceability become more and more important!**

## Agenda

1. Our Company
2. The situation on the markets
3. **Food integrity: Our Strategy**



In order to keep and regain the trust of the consumer, we must look at the entire value chain.

## Our quality strategy is based on 8 pillars:

- The columns are cross-linked.
- Basis of all quality is the qualified handling of the animal, on the basis of scientific knowledge.
- Problems in the production chain can be effectively mitigated and avoided.



## Science with Toennis Research.

# TÖNNIES

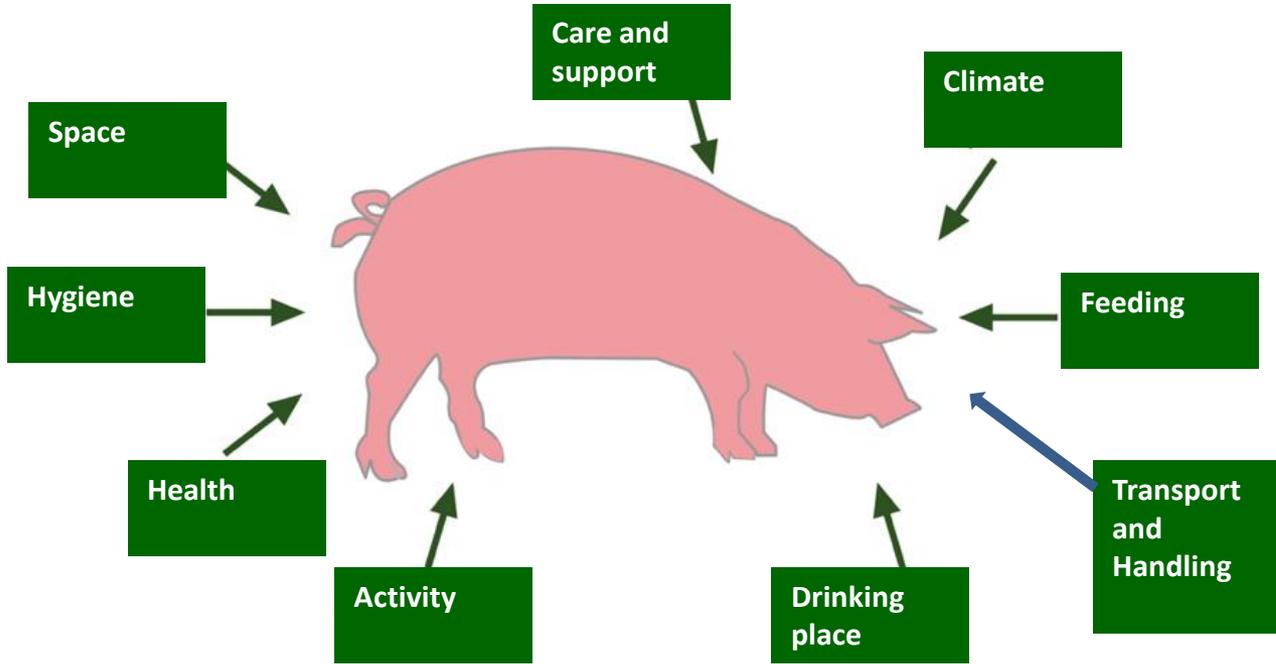


- Targeted promotion of research projects
- Competent practice for applied research
- Dialogue with research and science
- Pioneering role in the scientifically based improvement of animal welfare

**tf** TÖNNIES  
FORSCHUNG



# Checks: We improve animal protection and food safety.



Animal protection starts with the piglet. We know our farmers. We are committed to a chain-wide system for the improvement of food safety, quality and animal health as well as the further development of friendly animal husbandry systems.

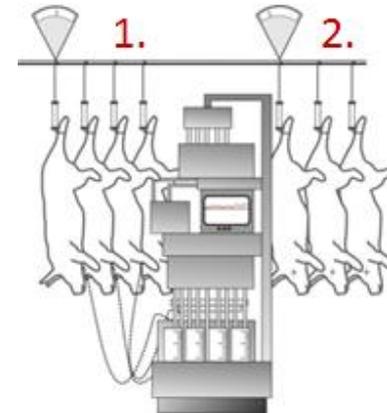
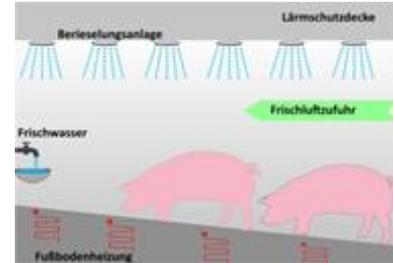


Care: Animal welfare at the slaughterhouse. Product quality influenced by the handling of the slaughtered animals



Our slaughterhouses have reference character for the EU Animal Protection Commission and for NGOs.

- Underfloor heating, water drainage, soothing music.
- Waiting area with fresh water, feel-good light.
- Gentle and thorough CO<sub>2</sub> Anesthesia.
- Control of the slaughter = 3-fold control; Eye closure test.
- Our project "Antibiotic free Fattening".
- Regular employee training.



3.



**Lab:** In the Toennies laboratory we check and analyze all important Parameters.

From a few drops of blood or meat juice we analyze the risk reference level and the possibility of use.

### Laboratory parameters:

- Salmonella single-animal study
- MRSA detection
- Optional: Toxoplasm, Hepatitis E
- Inhibitor monitoring (Tetracycline)
- Mycobacterium Avium
- Activation of further laboratory parameters possible at any time.



**Safety:** The highest level of security.



**Our Salmonella-free raw material - Procedure:**

- Antibody screening of all farms
- Classification in risk classes 1 – 3.
- Sampling of animals from risk classes.
- Targeting the negatively tested animals according to the use category.
- Quarantine deboning for processing raw materials.

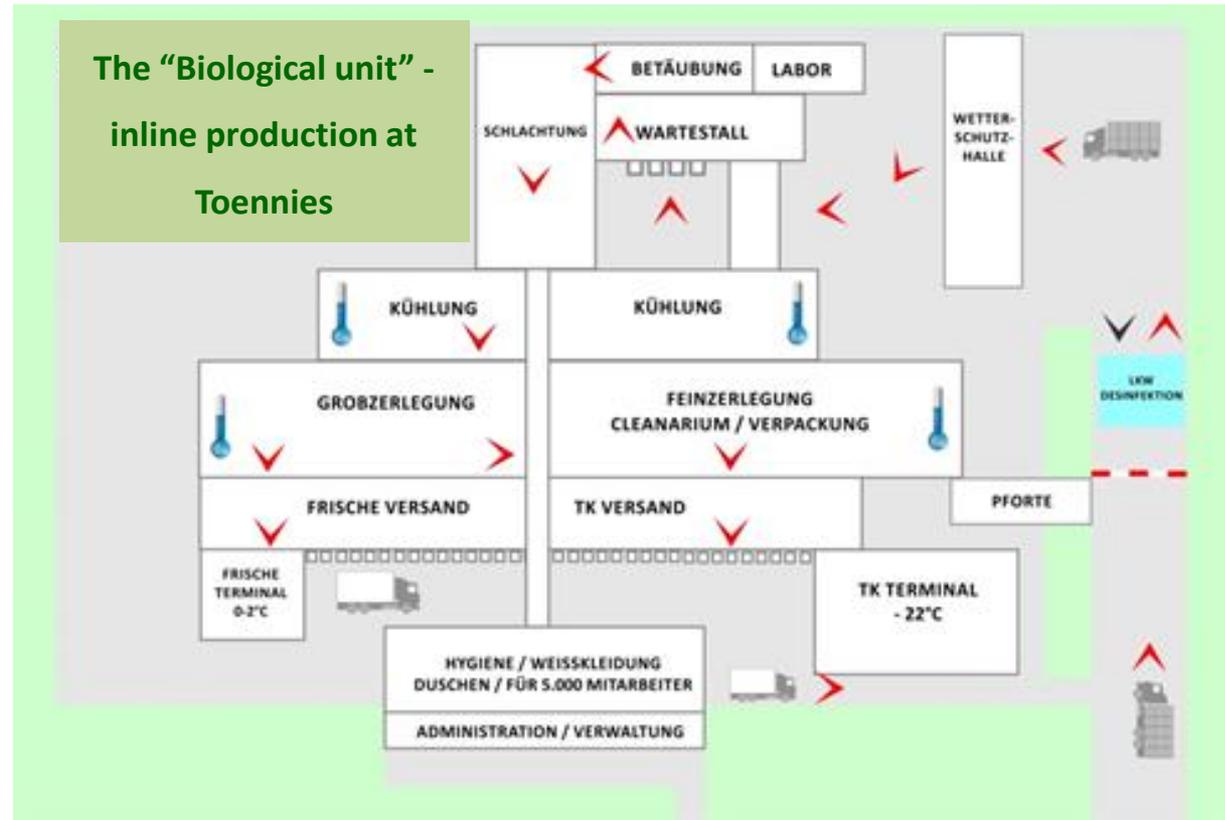


We deliver our meat products **Salmonella free**.



Cooling by inline production to guarantee tenderness and meat quality.

- Highest level of safety: No interruption of the cooling section after slaughtering.
- We guarantee the delicacy and quality of the meat through our unique inline production chain.



## Taste: Guarantee for tenderness.

Results of the new cooling process developed by us:

- Less dripping juice loss
- Improved tenderness
- Juicy
- Color stable
- Improved durability



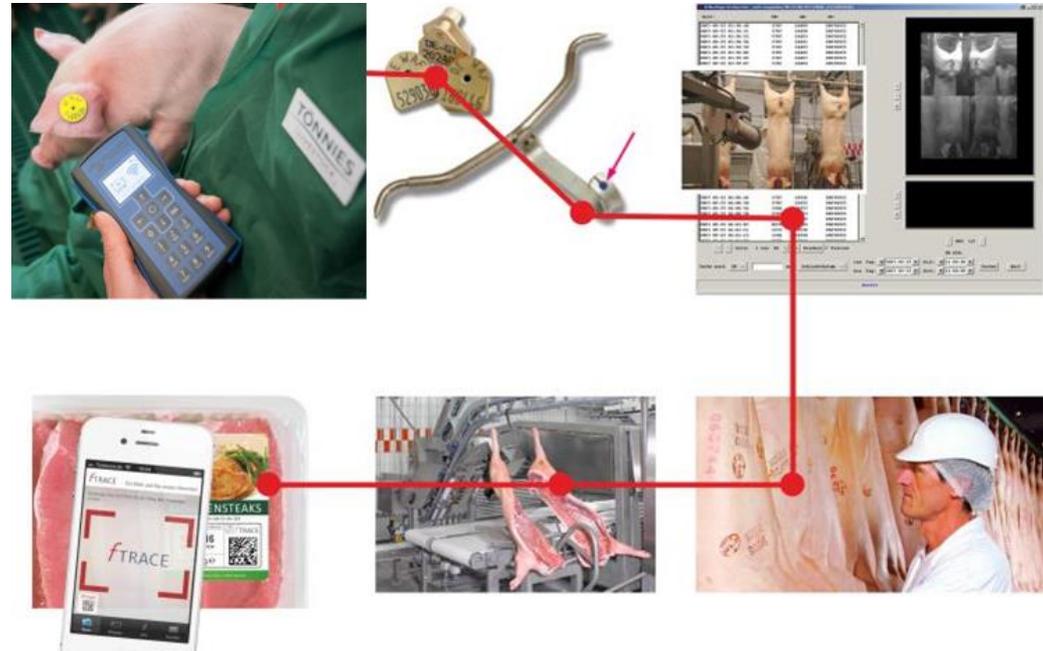
We deliver our quality meat products with the  
guarantee for tenderness.



# Traceability from stable to the plate: One click and the consumer knows



- All agricultural data are verified.
- Personnel ID for each slaughtered animal, the “Toennies Porc pass”, including:
  - Veterinary findings.
  - Results of our laboratory.
  - Photo of each slaughtered pig.
  - Ear tags with RFID transponders.



With **fTRACE**, developed by us, consumers can trace back products at the POS.



**Outlook:** Good prospects for modern entrepreneurs.

Uncertainties remain due to volatile markets.

- Worldwide rising demand for meat. Asia will be a growth market for exports.
- Domestic demand in Europe remains a major weakness.
- Export markets should not be over-valued. EU internal trade declining due to over-supply.
- We have to expand segmented offers because markets are saturated.
- The economic pressure is increasing, especially for small structures.
- Politics are shrinking more and more.
- Let us take the challenges confidently: Regionality! Quality! Animal welfare! Food safety!



**Together we can master the challenges!**

Thank you for your attention!

Questions?

