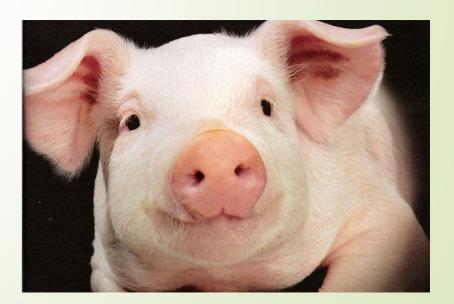
# Portuguese pig farmers launch their own brand

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- Decrease of meat consumption in the EU
- More evident in pork
- Increased exportations
- Increase internal consumption is critical



# Why this decrease in pork consumption?

- Several consecutive attacks to meat image
- Scandals concerning meat
- Change of life style in the younger generations
- Vegan associations
- Lack of information of the consumer



#### What should we do?

- It's important to adapt meat consumption to reality
- It's critical to inform the consumer
- EU has the safest and best quality meat on the market



#### Consumer information

- Very difficult if we address the issue of meat in general
- Consumer wants quality versus prices
- It's important to differentiate
- We have to show a quality product, superior to the set standards



### Porco.pt

- Portugal has only 65% of self-provisioning
- There is a strong pressure from the supermarkets
- The industry imports at the lowest prices without any regard to quality
- Lower quality leads to lower consumption



## Porco.pt – what's different?

- Total traceability
- Pork feed is based on cereals
- Animal welfare is above standards of current legislation
  - More space for the animals
  - Transportation conditions
  - Castration under anaesthesia



#### Problems

- Program developed by the producers alone
- Negative reaction from the industry
- Distribution is alerted but not supportive



### Positive aspects

- Great acceptance from the consumer
- Great communication with consumer
- Strong commitment from the producers leading to improved products



# Examples of successful brands in Europe

- Swedish pork
  - Project in collaboration between producers, industry and supermarkets
  - Very high standards of production
    - Animal welfare
    - Environment



#### Conclusions

- We need a balanced diet
- Mediterranean diet is UNESCO heritage

