



# 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



Titta efter märket!

# Conclusions

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

