



EUROPEAN PIGMEAT REFLECTION GROUP

A retail perspective

12 September 2022



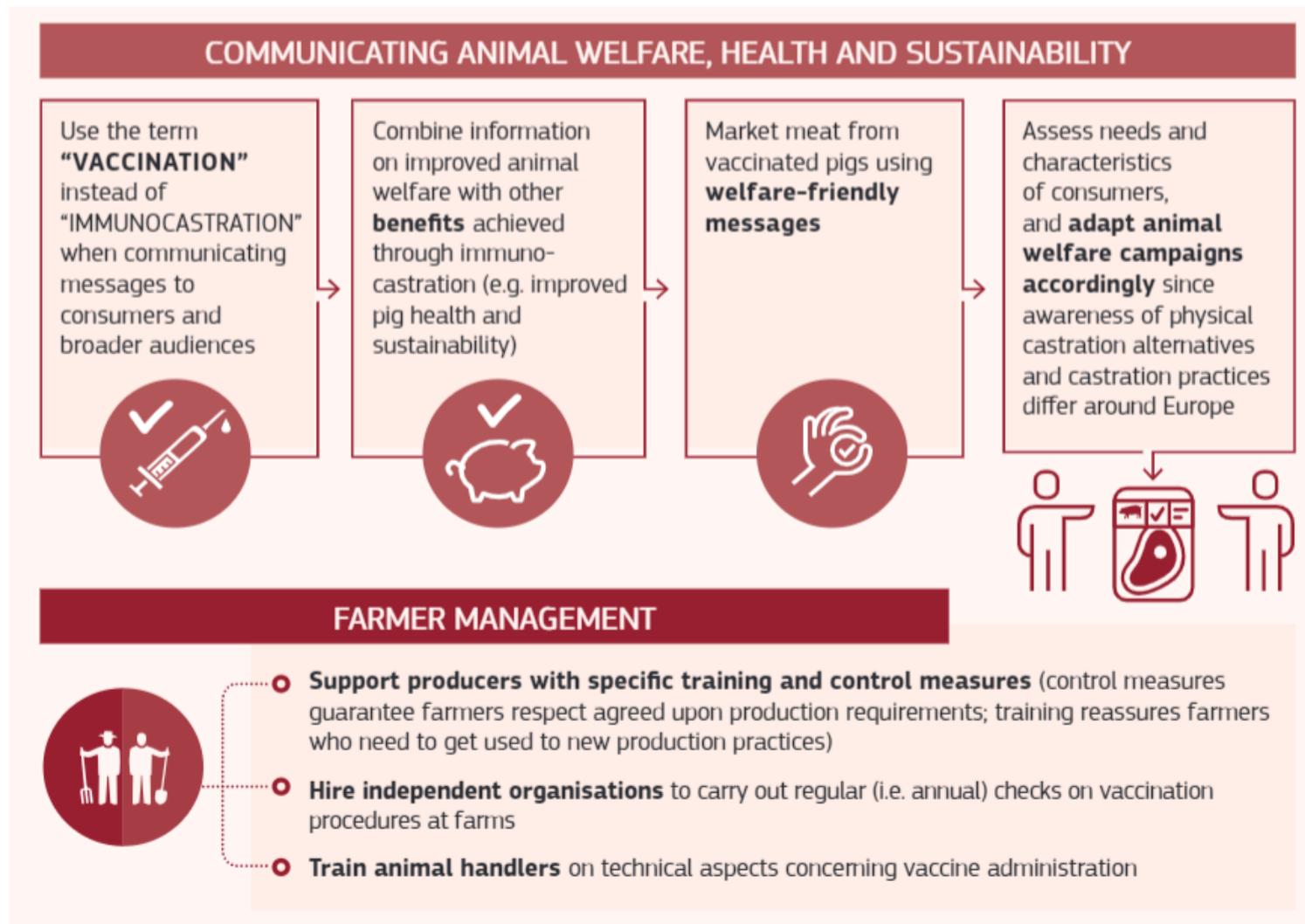
Commission's work on ending surgical castration



- Commission report on best practices
- Collaboration among authorities, the whole supply chain, academia
- In 2021 Germany and France have banned castration without anaesthesia

Source: European Commission

Retailers' role in ending surgical castration



Source: European Commission

Delhaize Better for Everyone



- Line of surgical castration-free pork products
- Promotion of benefits and description of properties and qualities
- Selective breeding – Pietrain breed (no taint)
- Clear guidelines for producers
- Trained staff to identify tainted carcasses

Colruyt and BioVar.be's Responsible Pork Production



a service for the producer
BioVar.be

 **delavi**
HIGH QUALITY PORK SINCE 1946



COLRUYTGROUP

- Feed is 100% vegetable, with at least 60% cereals
- vaccinations but no castration
- 7 more times more natural light than what legally required
- Animals are stunned before slaughter
- Growth promoters are prohibited by Belgian law

University of Evora and Jeronimo Martins' partnership



UNIVERSITY
OF ÉVORA



JERÓNIMO MARTINS
AGRO-ALIMENTAR

- Cooperation agreement for development of R&I and training
- JM will take in trainees from the University Veterinary and Zootechnical Engineering to allow research
- Tests and research are conducted on animal welfare, animal nutrition, efficient use of water and energy

Rewe's partnership with University of Augsburg on the price of sustainability



Penny experimentiert in Berlin mit deutlich höheren Preisen

berliner-kurier.de • 3 min read

150 • 11 comments

Like Comment Share Send

6,194 views of your post in the feed

- Partnership between Penny and University of Augsburg
- Interactive sustainability market in Berlin
- Study on 8 products (including pork) to consider price of environmental impact (emissions, nitrogen, water, organic vs conventional breeding)



Thank You

 www.eurocommerce.eu

 [@eurocommerce](https://twitter.com/eurocommerce)

 [linkedin.com/company/eurocommerce](https://www.linkedin.com/company/eurocommerce)

