



# EUROPEAN PIGMEAT REFLECTION GROUP

**A retail perspective**

**12 September 2022**



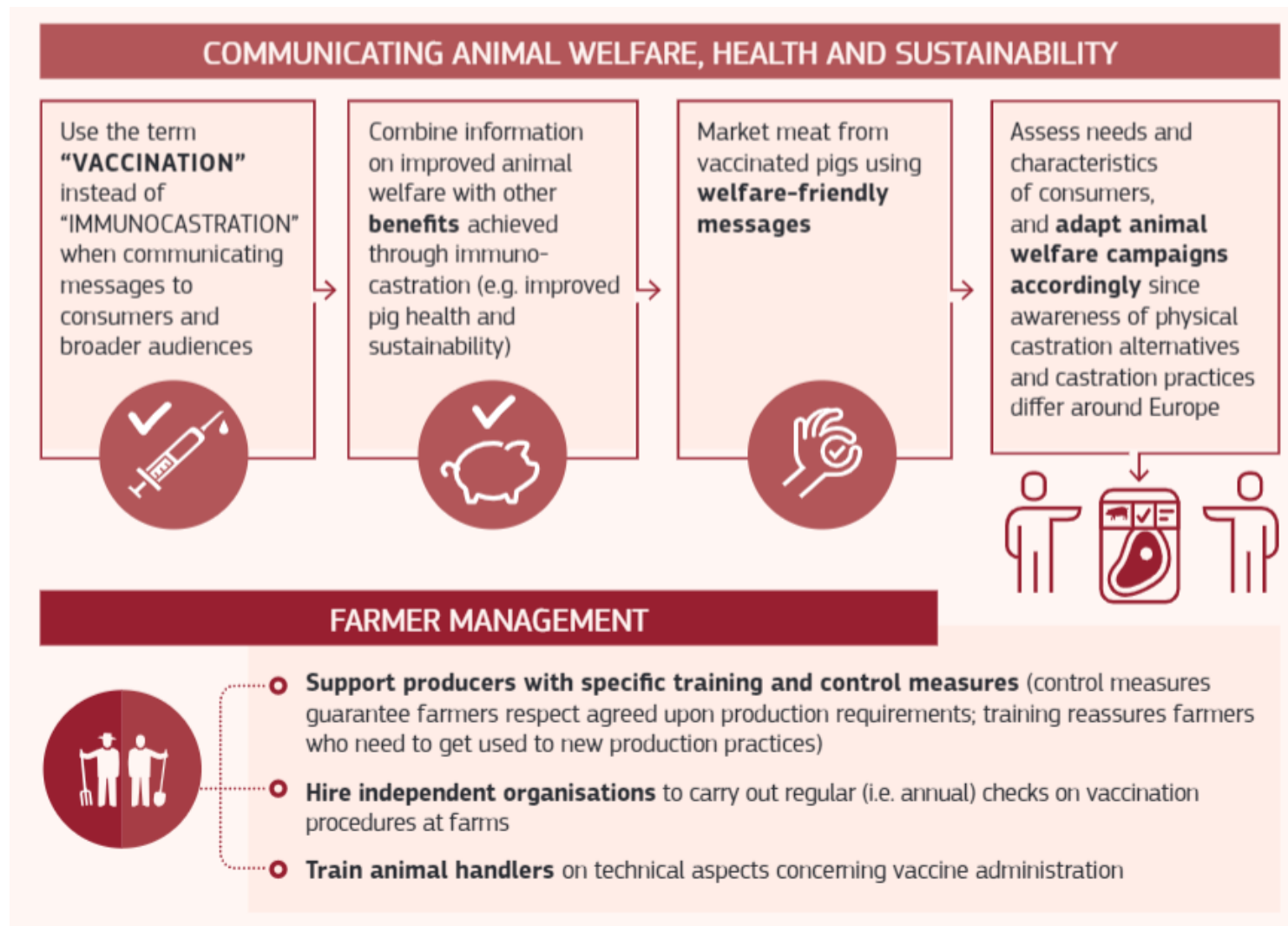
# Commission's work on ending surgical castration



- 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



- 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

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- 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

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