



## Origin labelling of Pork

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# Introduction

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## Bert Urlings

- Farmers-son from Maastricht
- Veterinarian
- PhD: Safety of food of animal origin
- Director Food Safety Veterinair Instituut Lelystad
- Professor Wageningen University
- Corporate Director Quality Assurance and Public Affairs Vion Food



# Vion is a leading European producer of pork and beef



**4,7**  
Revenue for 2021  
in billion euros



One shareholder  
Zuidelijke Land- en  
Tuinbouw-organisatie (ZLTO)



**Employees**

**12,150**

Average number of employees in  
FTEs in 2021 (including flex workers)



**Part of top 100**  
largest global food  
companies



**Production locations**  
The Netherlands –  
Germany-Belgium

**Market  
leadership**  
In the Netherlands  
and Germany

**13 Sales  
support  
offices**  
worldwide

# Strong supply chains with the basis at the farm

## Vion Business Units



Pork



Beef



Food Service



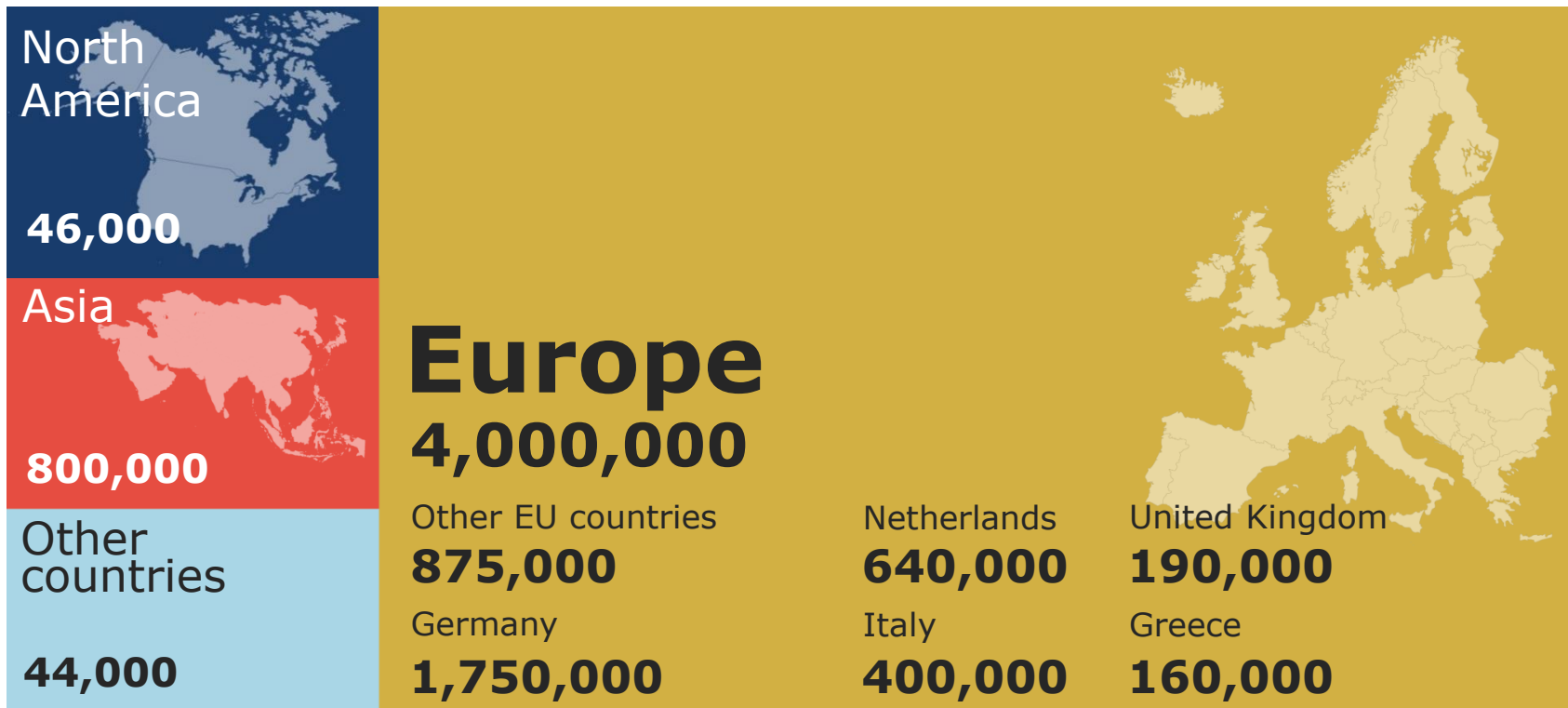
Retail

## Vion brands and concepts



# Over 100 million consumers per day enjoy our meat

Markets served (Net turnover in 2020 per market in thousands of euros)



# What is on in the Stakeholder Dialogue?

## Materiality matrix



## SUSTAINABLE DEVELOPMENT GOALS



## Many demands

- Society
- Consumer

This results in market needs

## Transforming the Pork supply chain

- Co-creation with all relevant stakeholders
- When you participate you show tangible commitment
- Go step by step
- Share values with each other, outspoken yes / no, doesn't matter (Respect)
- Look for solutions of the weak elements in the supply chain
- Continuous improvement and new attributes
- Further development with new attributes





## Time table: a real example

- 2008: Beter Leven label, BLK, for animal welfare (DB / Unilever / AH / Vion)
- 2011: AH replaces basic pork by BLK\*
- 2015: Dutch retail agrees to follow AH for fresh Pork (LTO / CBL / DB / Vion)
- 2015: CBL / LTO / Vion agree on new Product Integrity Programme >> IFS-PIA
- 2017: Several retailers incorporate also meat products / dedicated Farms
- 2019: Artificial Intelligence animal welfare camera's (Deloitte, NGOs, IKEA, Vion)
- 2020: Vion introduces Blockchain and DNA trace-ability



**Origin labelling is key**



# Attributes

1. Foodsafety



2. Animal Welfare



3. Sustainability



4. Regionality



5. Integrity & traceability / transparency



6. Fair Price for all



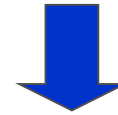
# Vion's responsibility to control e.g. food safety, animal welfare, product integrity



**Europe**  
**USA**  
**China**



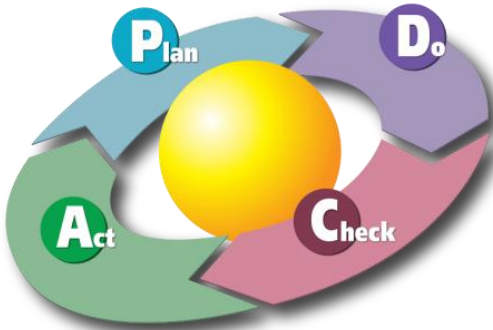
**Responsibility (supply chain of) producers**

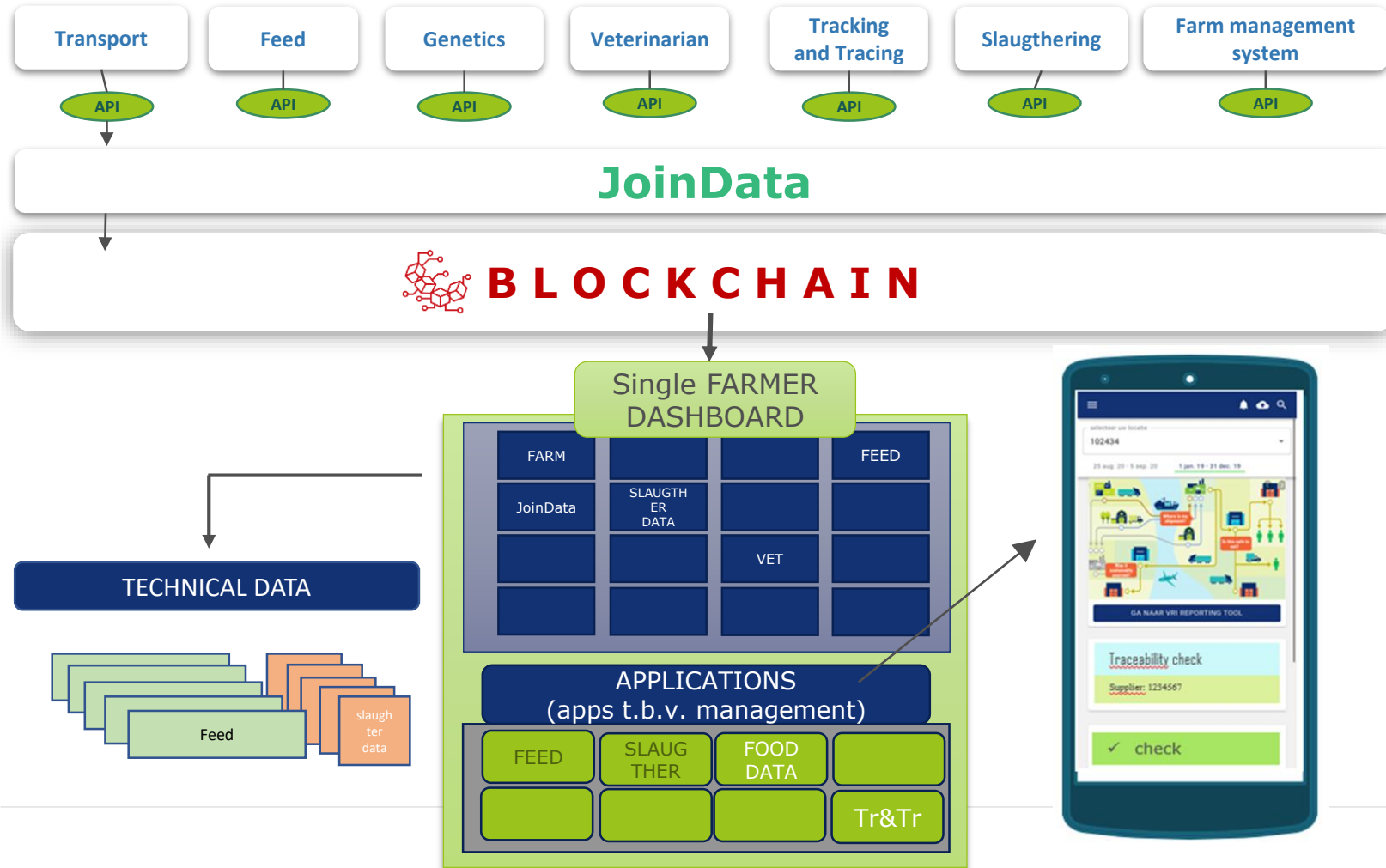


**Show performance of food safety control (eg. Food Chain Information)**



- 1. Systems and procedures**
- 2. Need for transparent and easy data collection**





# Integrity & Traceability

- Individual Animal-Passport at arrival
- Fully closed tracing system from slaughter to dispatch.
- “DNA checked”
  - Vion DNA traceability monitoring able to show the origin of the delivered products.
  - Automated process
- IFS Product Integrity Assessment
  - International Food Integrity Scheme developed with Retailers
  - Whole production chain assessed by 3<sup>rd</sup> party auditor
- Regional farm → Vion slaughterhouse & Vion processing
- **Product labelling: Origin labelling**



# Data control+Process control +Product control

3. Top level



2. Next level



1. Basis



Foundation



Final product labelling enhances new standards

## Conclusions

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- Society and consumer: demand new sustainable supply chains
- The Industry, including Retail, is willing to deliver
- Product Integrity is a backbone and needs support of government
- Product of origin labelling is an indispensable part of it:
  - Fresh Pork
  - And processed Pork
- Add also out of home, the EU is way behind on the US!!

