

Westfleisch presents "AKTION TIERWOHL" Product Line

After carbon footprints and the GRI Sustainability Report, animal welfare is now the focus of the "Westfleisch Partnership for Quality" / Following the announcement in November a range of 14 products were introduced / Product availability is improving but limited

At the meat conference in Frankfurt last November, Dr. Helfried Giesen, Westfleisch executive board member, put the focus onto a new topic, with the promise not only of verifiable and improved animal welfare, but also making such products available. The Muenster marketer's meat and sausage products team announced the initial results of the intensive work of the previous months on 23rd of February 2011 at the LP-Meat Conference in Koenigswinter.

As a farmers cooperative, bringing sustainable initiatives to the market has always been one of Westfleisch's major concerns. After the first sustainability report and the first carbon footprint for pork and sausage products, the main focus is now on animal welfare.

In the "AKTION TIERWOHL" programme, farmers participate who have adopted numerous measures at their modern premises to clearly and verifiably improve the welfare of their animals over and above the current legal standards. They do not only meet the requirements of the QS, but also the so-called 5 freedoms of the internationally recognised "Animal Welfare Standards".

Furthermore the "AKTION TIERWOHL" campaign guarantees:

- a halt to piglet castration,

Press Release

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- the "Westfleisch Health Index", deriving from farm parameters and summarised in 3 criteria,
- The "Westfleisch Farm Profile", based on 16 official findings and concentrated into 6 parameters, examined and evaluated in the Meat-Centre by independent and official experts,
- Technologically optimised and monitored stunning.

About 60 farmers are currently participating in the "AKTION TIERWOHL"-programme, which represents around 350,000 animals available for marketing. A further 80 producers are on "stand-by" ready to supply the programme.

A range of 7 fresh and 7 processed meat products was presented. These will be available on the shelves at a small premium compared to QS-products.

The first negotiations with the retail are currently taking place, first listings are expected in early summer 2011. Cooperative advertising will accompany the launch onto the market. An information portal has been set up on the Internet at www.aktion-tierwohl.de to make the plentiful information on the "AKTION TIERWOHL" campaign available to interested parties and consumers.

Sales director Hubert Kelliger is convinced that this offer comes at the right time and will strike a nerve with both consumers and the trade. Ministries have often complained of the lack of appropriate offers.

Westfleisch quite simply sums up the current market situation as "Not possible" – just no longer exists.

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"AKTION TIERWOHL" is the registered label of the Muenster meat marketer. A range of 14 products of pre-packed meat, sausage and meat products is available immediately for trade, where animal welfare was especially respected and documented during production.