

Marketing opportunities for pork products from autochthonous pig breeds

Stakeholder Meeting

27th of February 2019 - Ljubljana

Selling their meat on the market at fair prices is one of the biggest challenges for breeders of traditional local breeds throughout the EU. In-depth market analysis and the development of a trademark to promote products of traditional breeds are provided by the TREASURE project. Breeders, breeding organisations, producers, processors and other stakeholders of traditional breeds are invited to a stakeholder meeting to learn about the results of the TREASURE project and to discuss how they can benefit from the outcomes.

Agenda:

- 8:30 Research & strategies for local breeds
- Innovative marketing strategies – results from choice experiments with different pork products
 - Marketing strategies – suggestions for the future
- 9:30 Treasure Trademark – a tool to promote products from autochthonous pigs
- Intention of Treasure Trademarks
 - Trademark Labels und Status of protection
 - Terms of use
 - Participation: Membership / License Model
- 11:00 Coffee break
- 11:20 Discussion of Future Perspectives & Reports from the practice
- Future perspectives (e.g. EIP Operational groups, Network of Breeders, joint application for EU Food Promotion, applications for Geographical Indications etc.)
 - Reports from the practice
- 12:00 End of Meeting

Costs: Free of charge

Application: Until 20th of February to Chema Gil: chema.gil@upc.edu

Venue: Hotel Lev
Vošnjakova ulica 1
1000 Ljubljana, Slovenija
www.union-hotels.eu/en/hotel-lev/

About Treasure:

The EU funded project TREASURE aims at improving the knowledge, skills, and competences necessary to develop existing and to create new sustainable pork chains based on European local pig genetic resources (local breeds), which correspond to the highest consumer demands for quality and healthiness of pork products, and to the societal demands regarding animal welfare, environment, and rural development. For more information visit: <http://treasure.kis.si/>