



Where quality meets tradition

**Poultry products from Belgium,
straight from the heart of Europe**



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE
HIGH QUALITY AGRICULTURAL PRODUCTS.

**ENJOY
IT'S FROM
EUROPE**





Where quality meets tradition

straight from the heart of Europe

The world loves European poultry products. And that's only logical: they are rigorously controlled from feed to fork, all in accordance with local standards. Looking for a healthy alternative for your current imported meat? Look no further. From the heart of Europe, the Belgian poultry products suppliers are happy to "wow" you with their modern craftsmanship, solid quality assurance and customized service.

Recipe for success

Ask yourself

What's so special about the Belgian poultry sector? From hatcheries to slaughterhouses and cutting plants, most suppliers are family businesses. Typically, they have an independent company culture - which means, in practice, intense commitment, the best quality, and excellent, custom service.

Fine products, fine people

Consider this

So, why join forces with the Belgian poultry suppliers? A comprehensive quality guarantee, modern professionalism and the ability to work to measure for every customer. By creating such a customer-focused business environment, Belgian suppliers respond rapidly, even to very specific commercial demands. Within their model businesses, they all have invested heavily in hygiene and productivity: an advanced hygienic approach goes hand-in-hand with sophisticated automation.

Quick bite

Poultry products from Belgium in numbers (2016)

Slaughtering (x 1,000 heads)

310,239

Production (in tons carcass weight)

452,935

Export fresh & frozen (in tons)

537,837

Source: Eurostat





Outstanding quality and safety

Consider this

Why is Belgian poultry-meat simply outstanding? To meet European standards, hygiene and automation have to be highly advanced. And Belgian poultry-meat suppliers have invested heavily in those assets to remain innovative. So they can diversify their products and packaging for you, and enhance their performance.

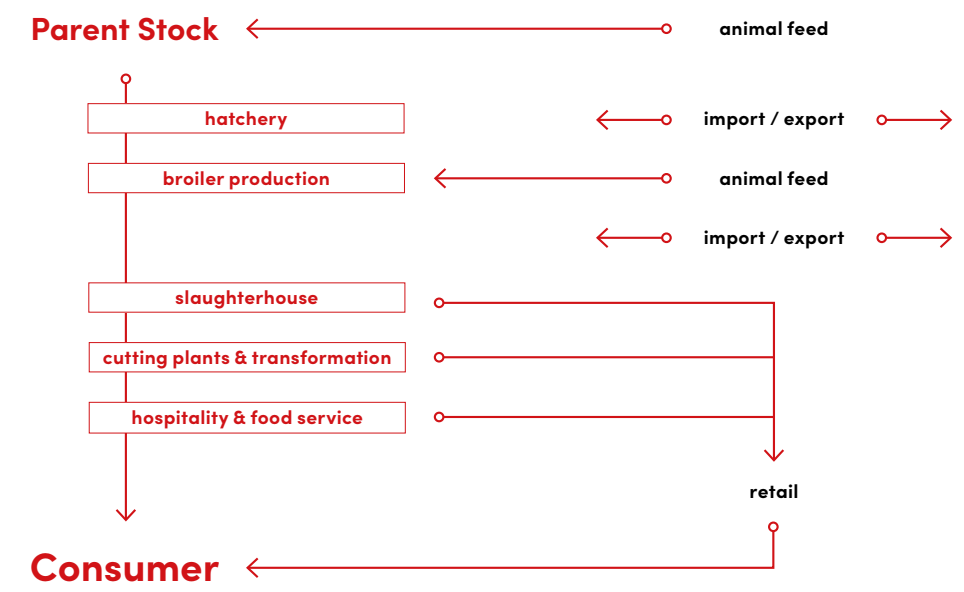
State-of-the-art generations of craftsmanship

A pleasure to work with

Ask yourself

What makes Belgian poultry-meat suppliers a pleasure to work with? First of all, you work with genuine family businesses, with quick responses from familiar contacts. They live their business, so they make every effort to meet your needs with the best solutions, service and products. All as true experts, obviously, since their skills are passed on from generation to generation.

European poultry supply chain



Quality at our fingertips

as safe as can be

Top of the food safety chain

Ask yourself

How safe can Belgian meat be? As safe as can be. There is no room for compromise with food safety, animal welfare and transparency. The entire chain of European poultry production is set for absolute safety – from breeding to transportation, slaughtering, cutting, processing, packaging, exportation and consumption. Over the past decade, Belgium has reached the top when it comes to food safety. The framework created by the Federal Agency for the Safety of the Food Chain (FASFC) and the Federal Public Health Service guarantees food and plant safety throughout the entire chain.



Transparency built-in

Consider this

Can I track my meat's origin and production cycle? Yes, because every single product series is made fully identifiable, in line with the transparency of the EU production systems. So, as poultry-meat buyers and consumers, you can obtain full information on the product's origin, back to the animal's feed. This state-of-the-art technology benefits sustainability too: by enhancing production systems for improved environmental protection through the entire supply chain. Addressing climate challenges through innovation - that's how success stories are written in a sustainable way.

Look for the Belplume logo



Belplume is Belgium's quality beacon. It provides integral supply chain control through:

- **strict quality requirements for every production stage** with regard to food safety, animal health and welfare
- **transparent information flow** between the different links of the chain
- **consistent production tracing** throughout the whole chain

Halal, such a huge potential

All Belgian poultry-meat companies are halal certified to meet market needs worldwide



Assortment: cuts & processing

**the meat you want, the way
you want it, when you want it**



Back



Chicken



Breast fillet



Drumstick



Foot



Leg quarter



Thigh



Wing



Wing

Customized
service

Ask yourself

Cut to my liking? Packed to meet my market's needs? Just ask. As family enterprises, the Belgian poultry-meat suppliers offer fully customized solutions. Solutions that meet the strictest quality standards, obviously. Brought to you freshly frozen.

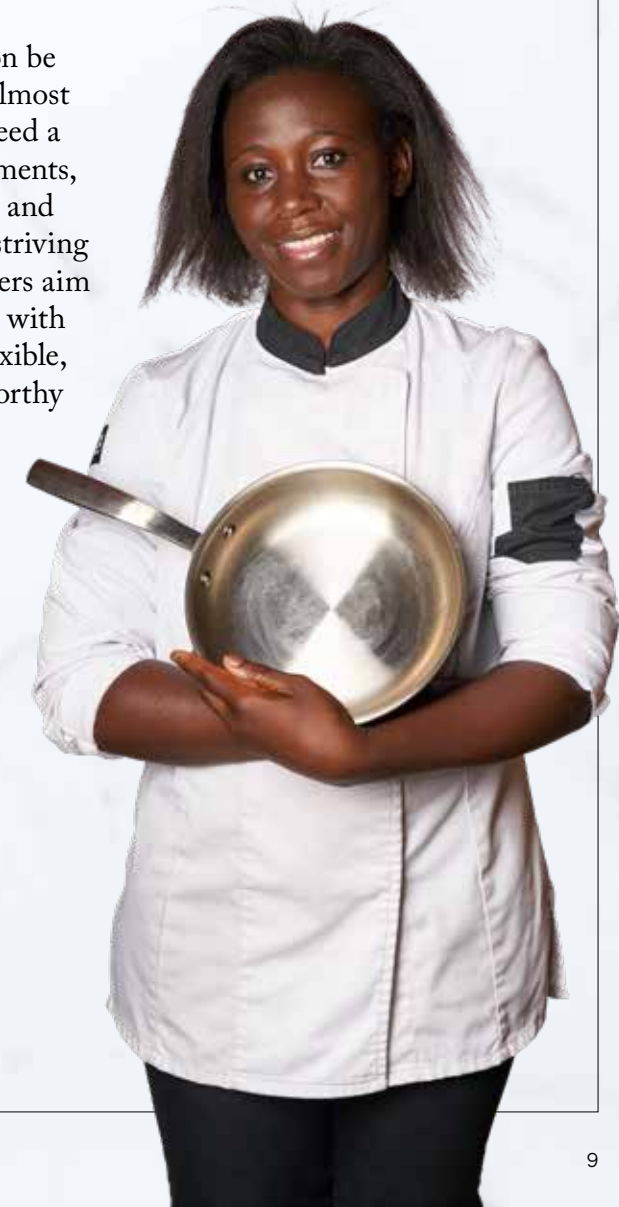
Wide
range

Consider this

What would a collaboration be like? Since it extends over almost 10,000 miles, you would need a rock-solid basis. Firm agreements, sure, but not without trust and confidence. Rest assured: in striving for continuity, Belgian suppliers aim for a long-term partnership with you. So, you will enjoy a flexible, personal, quick and trustworthy collaboration.

“With Belgian poultry-meat,
I create genuinely tastful dishes
in my restaurant.”

Marie-Françoise Ndour



The world loves European poultry

We could go on and on describing what makes European poultry a trustworthy alternative. But the proof of the pudding is in the eating – so, go ahead, try out the service and produce of the Belgian poultry-meat suppliers. You'll soon find out why the world loves European poultry.

Looking for quality meat?

Cut and customized to your needs?
Ready to use in all your applications?
Then discover which Belgian poultry-meat supplier fits you best. Get to know them in the contact sheets in this brochure, or go to: www.meatproducts.eu.

Ready for European poultry-meat? We are.

Do Belgian/European standards comply with your local regulations? Certainly! All our products are covered by the following CN codes:

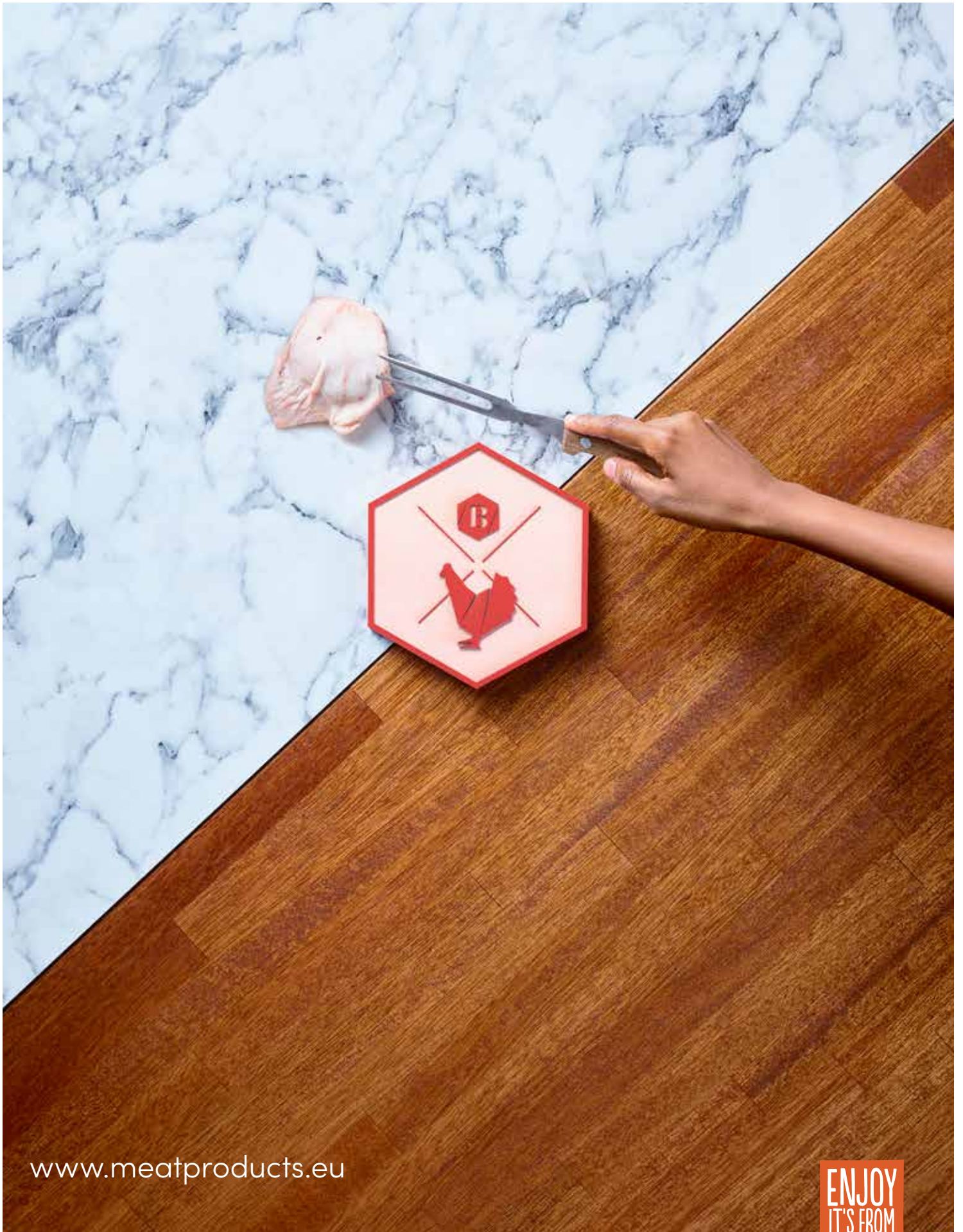
020714 Frozen chicken parts and offal

020712 Frozen whole chickens

16023119 Prepared and preserved chicken and turkey

16023219

The Belgian poultry-meat suppliers, at home in Africa, are looking forward to meeting you.



www.meatproducts.eu



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE CONTENT OF THIS BROCHURE REPRESENTS THE VIEWS OF THE AUTHOR ONLY AND IS HIS/HER SOLE RESPONSIBILITY. THE EUROPEAN COMMISSION AND THE CONSUMERS, HEALTH, AGRICULTURE AND FOOD EXECUTIVE AGENCY (CHAPEA) DO NOT ACCEPT ANY RESPONSIBILITY FOR ANY USE THAT MAY BE MADE OF THE INFORMATION IT CONTAINS.

ENJOY
IT'S FROM
EUROPE

