



Promotion campaign for European pork in China and Hong Kong

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& Food Council



Basics

- Simple programme
- Product: frozen pork
- Target countries: China and Hong Kong
- Responsible organization: Danish Agriculture & Food Council
- Total budget: app. 4.8 million euro (80 % support from the EU-Commission)
- Project period: 01.01.2019 – 31.12.2021
- Value of EU pigmeat export to China and Hong Kong in 2020: 7.6 billion euro
- Main competitors: USA, Canada and Brazil



Action objectives



Exports to China and Hong Kong are key factors in maintaining the **sustainability** and **competitiveness** of European pork production.

The action supports this through three primary objectives:

- Educate and raise awareness among middle class consumers
- Increase EU market share
- Increase the share of higher value products exported

Action strategy and activities

Target groups:

- Trade importers and distributors
- Modern retailers and food service operators
- Urban middle class consumers

Measures:

- Digital and social media (WP3)
- Communication tools (WP5)
- Events (WP6)
- Point-of-sale promotion (WP7)



Measures

- Social media
- Printed materials
- Exhibitions
- Workshop seminars
- Study tours
- Retail promotion
- Food service promotion



Key messages



Driven by recent market developments, **sustainability** is a key element in the communication strategy. The sustainability of EU pork production is leveraged as a unique sales point vis-a-vis competition from third countries.

Consistent high **quality** remains a key message, as consumers traditionally prefer local meat. Maritime shipping of frozen meat is a reliable and actually more climate efficient than many believe but consumers must be convinced that the taste and quality is intact.

Concerns about **animal welfare** are rising among Chinese consumers. The action demonstrates how EU pork is produced to the world's highest animal welfare standards.

Transparency and **food safety** are vital concerns for Chinese consumers. Key messages in the action include EU advantages such as tight controls on antibiotics use, no use of hormones and very low levels of residues.