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## Germany

**Post:** Berlin

### **Poultry Industry Joins Export Marketing Organization 'German Meat'**

**Report Categories:**

Poultry and Products

Competitor

Market Promotion/Competition

**Approved By:**

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**Report Highlights:**

The German poultry industry has become a shareholder of 'German Meat,' an organization that already promotes German pork and beef exports. By participating in German Meat, the poultry industry hopes to capitalize on export opportunities in overseas markets overseas like Russia, Ukraine and the Far East.

### General Information:

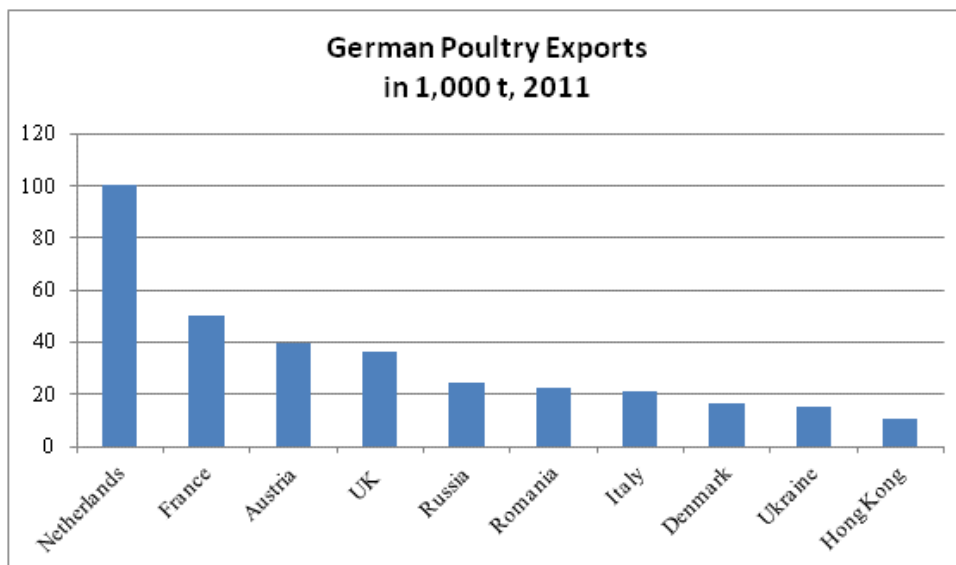
The German Association of Poultry Slaughterhouses (BVG) in Germany has become a shareholder in German Meat, the German meat industry's joint export promotion organization. "The German poultry industry has great potential for the export of its products", explained BVG chairman Gerhard Wagner. He added that BVG wanted to seize these opportunities together with other meat companies through the support of German Meat.

*Official logo for German Meat*



Egbert Klokke, the chairman of the German Meat Advisory Board commented that the association's projects are contributing to strengthen the presence and image of the German meat industry on world markets. Klokke added that recent projects have shown the great interest in high quality German poultry and that this sales potential can now be realized.

German Meat brings together companies and organizations from all levels of meat processing, from growers through to slaughter and processing. The aim of German Meat is to promote the export of products made by the German meat industry. The shareholders in German Meat besides BVG are the German Meat Industry Association (VDF), the German Farmers' Association (DBV) and, the Meat Processors Federation (BVDF). Information about the funding of German Meat is not public. German Meat has no official overseas offices but works through a network of agents/contractors in foreign markets.



Source: [www.gtis.com](http://www.gtis.com)

