



# Where quality meets tradition



The best pieces of Belgian  
poultry, straight from the  
heart of Europe



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THE EUROPEAN UNION SUPPORTS  
CAMPAIGNS THAT PROMOTE  
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EUROPE





# Where quality meets tradition

**straight from the heart of Europe**

The world loves European poultry products. And for good reason: rigorously controlled from feed to fork, and in accordance with local standards, it is a healthy and obvious alternative for your current imported meat. From the heart of Europe, the Belgian poultry-meat suppliers offer you the unique combination of modern craftsmanship, solid quality assurance, and customized service.

## Flexibility runs in the family

The Belgian poultry sector consists mainly of family businesses – from hatcheries to slaughterhouses and cutting plants. The typical company culture of these independent players – put into practice by great commitment – results in the best quality and service. That’s your guarantee of flexibility and customized service.

## Exemplary enterprises

Model businesses. That’s the best way to describe the Belgian poultry-meat suppliers. From hatcheries to slaughterhouses, they all have invested heavily in hygiene and productivity: an advanced hygienic approach goes hand in hand with sophisticated automation.

## Swiftly provided solutions

A comprehensive quality guarantee, modern professionalism and the ability to work to measure for every customer: those are the Belgian poultry sector’s main assets. By creating such a customer-focused business environment, Belgian suppliers vouch for a rapid response to your specific commercial question

### Quick bite

#### Poultry products from Belgium in numbers



**Slaughtering** (x 1,000 heads)

**303,392**



**Production** (in tons slaughter weight)

**455,115**



**Export fresh & frozen** (in tons)

**525,421**

Source: Eurostat



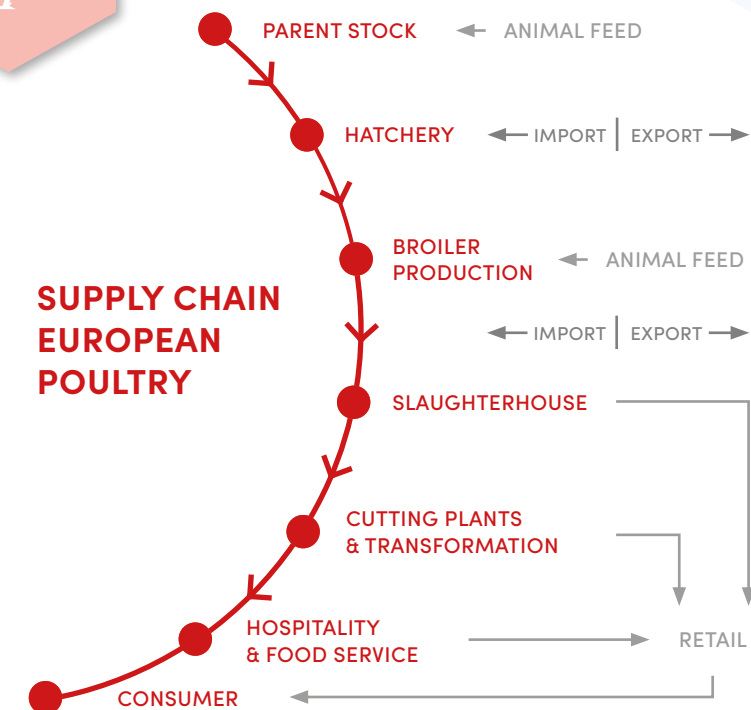
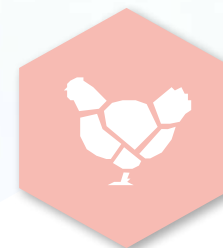
# State-of-the-art generations of craftsmanship

## Where tradition...

Belgian poultry-meat suppliers invite you to join the family. Literally, because it's family businesses that call the shots. Short communication lines, familiar contacts: highly committed to their business, they make every effort to answer your needs with the best solutions, service and products. As true experts, obviously, since their skills are passed on from generation to generation.

## ... meets technology

An advanced hygienic approach and sophisticated automation: that's what makes the European poultry sector stand out. Belgian poultry-meat suppliers have invested heavily in those assets. For good reason, because their innovative approach enables them to diversify their offer – in products and packaging – and thus increase their performance.



# In constant control of quality

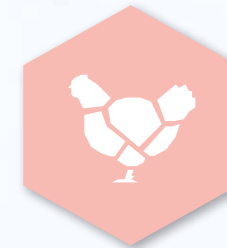


## Where safety...

Protecting the consumer's health: that's what the entire chain of European poultry production is set for – from breeding to transportation, slaughtering, cutting, processing, packing, exportation and consumption. Food safety, animal welfare and transparency without compromise are the pillars of this approach. Over the past decade, Belgium has put itself on the top in the field of food safety. The Federal Agency for the Safety of the Food Chain (FASFC), together with the Federal Public Service of Health, Food chain safety and environment, has created a framework that guarantees food and plant safety throughout the entire chain.

## ... meets traceability

Each series of products is fully identifiable, in line with the transparency of the EU production systems. Hence, poultry-meat buyers and consumers can obtain full information on the meat's origin – as far back as the animal's feed. Being at the forefront of technology and innovation also means having an eye for sustainability. Production systems have been adapted to improve the environmental efficiency – through the entire supply chain. Addressing climate challenges through innovation, that's how success stories are written in a sustainable way.



## **Halal, such a huge potential**

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



## **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

# 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



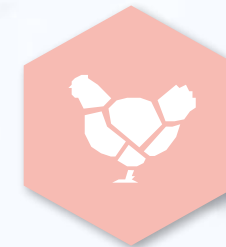
Wing

## Where questions...

Cut to your liking? Processed to meet your market's needs? Packed to fit in your offer? Just ask. As family enterprises, the Belgian poultry-meat suppliers have the agility to offer customized solutions. Solutions that meet the strictest quality standards, obviously. And brought to you freshly frozen.

## ... meet answers

A collaboration that spreads over almost 10,000 miles needs a firm basis. That means rock-solid agreements, sure, but not without creating a climate of trust and confidence. Rest assured: in their efforts to establish continuity, Belgian suppliers create a long-term partnership with you – a flexible, personal, responsive and trustworthy collaboration



### **TIME FOR TURKEY**

There's more to poultry than chicken. Belgium is home to the only turkey slaughterhouse in the region. The standards that apply to chicken production and processing also apply to turkey: an integrated chain, controlled from egg to end product – leading to quality meat parts, charcuterie, culinary and breaded products, chilled and frozen. And **fully customized**, of course.

### **PROCESSED MEAT**

In addition to the different parts and cuts, the Belgian poultry meat suppliers also offer processed poultry products: charcuterie, breaded and culinary products (proportioned for food service). Like the parts, this processed meat easily finds its way to markets around the world.

# Fine poultry products from Belgium

## Your trusted partner

As you can see, we take pride in our work at all stages of the process. That continues, naturally, into the commercial side. Our poultry producers work hard to become their customer's trusted partners with reliable, guaranteed delivery that always meets their needs. Our goal is always to build mutually-rewarding, long term relationships with our partners.

### 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:

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**020714** Frozen chicken parts and offal

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**020712** Frozen whole chickens

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**16023119** Prepared and preserved chicken and turkey

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**16023219**



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

# 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.  
[www.europeanpoultry.eu](http://www.europeanpoultry.eu)



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