

## European Livestock and Meat Inter-Branch Organisations join forces to create SELMA: Sustainable European Livestock & Meat Association



**Europe, 30 October 2023** - In a historic move, prominent European livestock and meat industry organizations, including INTERBEV (France), FEBEV (Belgium), EDOK (Greece), OI Intercarneitalia (Italy), Provacuno and Interovic (Spain), and PZBM (Poland), came together to officially launch the first European association dedicated to the beef, sheep, and goat industries: SELMA, which stands for Sustainable European Livestock & Meat Association. The establishment of SELMA marks a significant milestone in the industry, with other European countries expressing keen interest in joining the association.

SELMA's primary objective is to foster unity among industry stakeholders, aiming to preserve the sustainable European ruminant farming model. This collaboration seeks to collectively represent the interests of the livestock and meat sector to European decision-makers on a wide spectrum of issues that impact their operations.

The creation of SELMA is the result of ongoing cooperation among these European associations, who have previously collaborated on various initiatives. This has included the submission of joint letters to the European Commission, advocating for measures such as reciprocal trade agreements, reform of the INCO regulation, and continued promotion of European meats to consumers.

With many pivotal decisions regarding the livestock and meat sector originating in Brussels, rather than individual Member States, the need for collective action on shared concerns has become indispensable. A notable example of this unity is the call for a cohesive European policy concerning free trade agreements, which is supported by numerous European countries. It is imperative to ensure that imported agricultural and agri-food products meet the same rigorous standards and regulations enforced at the national and European levels.

Furthermore, SELMA has identified other critical subjects for joint collaboration, including ongoing trilogue negotiations on the IED directive, proposals for directives on environmental claims, and revisions to legislation governing animal welfare, among others.

#### SELMA OFFICERS ELECTED:

Following the recent elections, the officers of SELMA are:

- Chairman: Guillaume Gauthier (INTERBEV)
- Vice-chairman: Alessandro de Rocco (OI Intercarneitalia)
- Treasurer: Michael Gore (FEBEV)

The elected officers will play key roles in steering SELMA's mission to represent and advance the interests of the European livestock and meat industry.

The association is set to embark on its next work program by the end of 2023, continuing its commitment to advancing sustainable practices and representing the interests of the European livestock and meat industry.

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#### About INTERBEV

INTERBEV is the French National Livestock and Meat Trade Association, founded in 1979 on the initiative of organisations representing the French livestock and meat industry. It reflects the desire of professionals in the beef, sheep, horse and goat sectors to offer consumers healthy, high-quality products that are identified throughout the supply chain. It federates and promotes the common interests of livestock farming and the craft, industrial and commercial activities in this sector, which is one of our region's leading economic activities. In order to

better integrate society's expectations, the industry's professionals have come together around a societal responsibility initiative, certified by AFNOR as a "confirmed CSR commitment" at level 3 out of 4 in June 2018: the "Societal Pact", which aims to better respond collectively to the challenges in terms of the environment, animal protection, fair remuneration for the industry's players and the attractiveness of its professions in the service of reasoned, high-quality food. Today, this approach, which commits the industry to the responsible and sustainable promise "Love meat, eat it better", is supported by a collective communication campaign of the same name, signed "Naturellement Flexitariens".

### **About FEBEV**

FEBEV is the National Belgian Federation of slaughterhouses, cutting plants and wholesalers for pork, bovine, sheep and equidae. The industry association counts 120 members from the three regions within Belgium. They represent more than 90% of the national turnover of the red meat industry.

The food industry, and moreover the meat sector, is characterized by a great number of stakeholders, and FEBEV defends its interests in negotiating with authorities, animal rights activists, the political scene, etc.

FEBEV maintains unique monitoring systems and a self-checking guide including a recently developed sustainability monitor for the meat sector as a means of providing extra guarantees to meat clients worldwide. These are part of a unique certification scheme for market access: FEBEV<sup>plus</sup>.

More information can be found at <https://www.febev.be/en/home>.

### **About EDOK**

EDOK is the National Interprofessional Meat Organisation of Greece (of all types) and was founded in 2013 by representatives of the production, processing and trade sectors.

Subsequently, municipal slaughterhouses, meat schools and catering professionals became members of EDOK. Greece is an importing country and its total production in all species is 35% and the rest is imported. The great advantage of Greece is sheep and goat farming, which is oriented towards milk production only. A major target of EDOK is to bring and develop the branch of meat production because it is the only branch that can significantly increase meat production in parallel with employment fulfilling the green agreement. More information at <https://edokhellas.com/>

### **About OI INTERCARNEITALIA**

OI Intercarneitalia is the inter-professional organization of Italian beef, recognized by the Ministry of Agriculture, Food Sovereignty and Forestry, made up of all the recognized Producer Organizations and Producer Associations of the beef sector gathered in the AOP Italia Zootecnica (Association of Producer Organisations) also recognized by the Ministry. It is divided into National Product Committees and the main sector organizations ASSOCARNI and ASSITAMA, which represent the majority of Italian slaughterhouses, sit at the slaughter industry table. OI Intercarneitalia participates in the National Beef Plan and is one of the three fundamental pillars of the project for the development of beef cattle breeding in Italy. For further information [www.intercarneitalia.it](http://www.intercarneitalia.it)

### **About PROVACUNO**

PROVACUNO is the Interbranch Organization of the Spanish Beef, a private, non-profit, nationwide organization, made up of the main organizations of the production sector and the

processing/marketing sector for the defense of the interests of the beef sector, a meeting place and discussion forum for the improvement of the situation of the sector's food chain. More information at <http://www.provacuno.es/>

### **About INTEROVIC**

The Interprofessional for Sheep and Goat Meat –INTEROVIC– is an Interprofessional Organization, - recognized by the Spanish Ministry of Agriculture, Food and Environment -, which represents the interests of producers, industry, marketers and tanners in the sheep and goat meat sector from Spain. Our main functions are :

1. To promote the consumption of Spanish lamb and goat meat, keep the sector united and improve its competitiveness.
2. The dynamization of the sector through promotional activities that improve the product's positioning.

INTEROVIC is also a dynamic organization for the implementation of actions that allow a better knowledge, efficiency and transparency of the Spanish sheep and goat market, promote exports and consumption trends. One of the fundamental objectives of Interprofession is the benefits it brings to society, highlighting its sustainable nature by informing consumers that by purchasing this natural meat they are contributing to the maintenance of the environment and the rural environment.

More information at <https://interovic.es/>

### **About PZBM**

The Polish Beef Association is a professional beef farmers' organization registered in 2005. It associates beef farmers rearing beef cattle and young fattening cattle, producers of suckler cows and people directly related to the nature of their work with agriculture and interested in rearing beef cattle. Polish Beef Association is a founder and administrator of quality assured scheme named Quality Meat Programme, which is focus on sustainable beef meat production in entire value chain. PBA is also involved in answering the market and consumer challenges in scope of beef meat and beef industry by developing ecosystem of farmers, processors, academics and retailers with implementation of innovative solutions.

PBA is involved in elaborating initiatives and programmes within Polish National Strategic Plan for Common Agricultural Policy 2023-2027, as animal welfare ecoschemes.

PBA is also active in launching flagships farms of beef farming, which are ambassadors of knowledge and innovation transfer for beef farmers in whole Poland.

More information at <https://pzpbm.pl/>