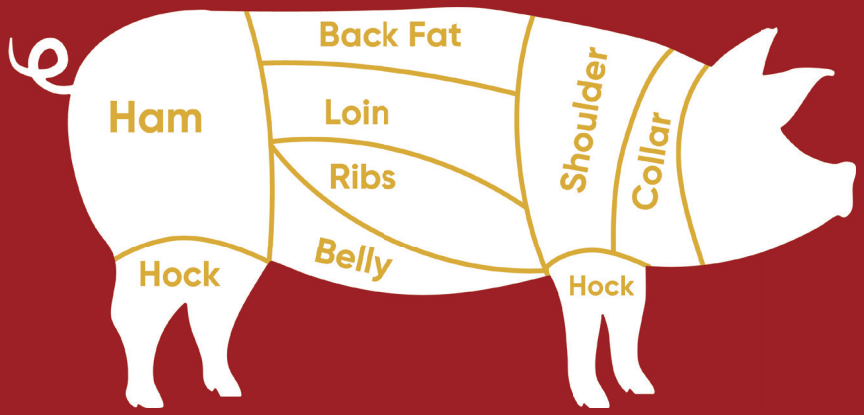


www.eupork.eu

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ENJOY IT'S FROM EUROPE

Spanish Pork

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EUROPEAN PORK

Because ordinary isn't good enough



A CUT ABOVE FROM SPAIN

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About the campaign

EU Pork Extraordinary is a promotional campaign co-funded by the European Union and organized by INTERPORC from 2026 to 2028. Through trade fairs, tasting events, culinary workshops, and digital campaigns, the initiative invites professionals and consumers in Vietnam, Korea, and the Philippines to discover the commitment to sustainability, quality, taste, traceability, food safety, animal welfare, and versability and exceptional flavor of premium EU pork. That is why EU Pork is unique and more than ordinary.

Why choose EU PORK?

EU PORK is Unique!

The European Union has a long tradition of pig farming, shaped by centuries of experience and continuous technological innovation. This evolution has led to a modern production system that controls the entire supply chain and applies some of the highest standards in the world. Today, the EU is the second-largest pork producer globally, producing over 21 million metric tonnes, with Spain, Germany, France, and Poland as the leading producers. Around 20% of EU pork production is exported, mainly to East Asia.

EU pork is unique for its strong commitment to sustainability, quality, taste, traceability, food safety, animal welfare, and versatility. Strict regulations and advanced farming practices ensure responsible production, consistent quality, and exceptional flavours, making EU pork a trusted choice worldwide.



Quality

Strict EU production standards are applied throughout the entire supply chain. Controlled processing environments, consistent methods, and high hygiene standards ensure reliable quality and product integrity.

Taste

EU pork offers a naturally mild and balanced flavor that adapts easily to a wide range of recipes. Its tender texture and compatibility with local seasonings make it ideal for diverse Asian cooking styles.

Safety

EU pork is subject to regular inspections and controls at multiple stages. Strict limits on residues and additives, supported by comprehensive EU food safety regulations, guarantee high levels of consumer protection.

Versatility (Especially for cold cuts)

EU pork is suitable for both hot dishes and ready-to-eat formats. Cold cuts retain their flavor and texture after slicing and packaging, making them easy to use in snacks, sandwiches, salads, or shared platters.

Sustainability

EU pork is produced with a strong focus on reducing environmental impact, achieving one of the lowest carbon footprints per kilogram of meat. Responsible resource use, waste reduction, and long-term practices help protect ecosystems and support rural communities.

Tracebility

Every stage of production is fully documented, allowing products to be traced from farm to shelf. Robust systems ensure transparency, control, and confidence in sourcing and logistics.

Animal Welfare

Clear EU rules govern animal housing, feeding, and care. The use of growth hormones is prohibited, antibiotics are strictly controlled, and welfare practices aim to reduce stress and improve living conditions.



A CUT ABOVE FROM SPAIN