



THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE RESPECT
FOR THE ENVIRONMENT.



Let us promote European-branded food products on world markets. This is the objective of the European program "Enjoy it is from Europe" related to the EU Regulation 1144/2014 that sees Opas - the Italian Agricultural Pig Producers - the most important national livestock sector with over 12% of Italian heritage. The project called Eat&Think Pink China and Hong Kong was in fact financed by the European Commission in 2020 and involves the Product Organization in a series of events that will continue over the next two years; for example: participation in trade fairs, training of young Chinese chefs, opening social account (there are two very popular platforms such as Weibo and wechat) up to the hospitality of chinese' operators in Italy.

Precisely for this last aspect and in consideration of the conditions imposed in the China to eradicate the epidemic of Covid 19, Opas has had from Agea - the structure delegated by the Italian Ministry of Agricultural Policies - the authorization for online meetings. The virtual Incomig will therefore begin in the first days of November 2022 and will see the participation of about twenty Buyers rather than Opinion Leader, Ceo of Mass Distribution chains and representatives of the major Chinese newspapers that will visit "remotely" the agri-food facilities of Opas. It will be an opportunity to further disseminate the values of European pink pig meat closely linked and respectful of all the European legislative requirements on animal welfare, environmental protection and sustainability of primary production facilities.

Opas is a Product Organization that combines over 70 farms, mostly located in the Po Valley area, and where farmers in the sector are committed to compliance with specific and certain production protocols that, very often, are even more restrictive than the current regulations. All this, however, following strictly the European strategy "Farm to Fork" aimed at bringing on the tables around the world food products that enhance the characteristics of respect for animals and the environment.



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<https://eatandthinkpinkchina.eu>