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Press Release

EUROPEAN PORK MEAT IS PRESENTED IN SHANGHAI AT SIAL 2024 THE “EAT&THINK PINK CHINA” PROJECT

This is an important presence to demonstrate that European pork meat from Italy is guaranteed by EU legislation aimed at protecting the environment, animal welfare and satisfying the consumption of the Chinese population.

This is the message that the “Eat&Think Pink - Say yes to the Best, Eat European Pig Meat” project intends to bring to the 2024 edition of Sial Shanghai. Visitors will be able to learn and deep their knowledge about all the qualities of a product that fully satisfies consumers’ needs. The product will certainly be missing due to the import ban imposed by the authorities of the People's Republic of China due to ASF, African swine fever, which developed in Italy. However, the project intends to convey the thought that Opas’ associated farmers – (Opas is the largest Italian Company in the pig farming sector with 14% of the national heritage) - have erected so solid barriers that, to date, only wild boars are the animals affected and the carriers of this disease. Pork meat therefore is now suffering a problem that could be defined as a precaution by the authorities of the People's Republic of China. Professional farms, in fact, are not affected and the entire European scientific world - and other entities - agrees in declaring that the disease is not transmissible to humans: therefore, providing absolute guarantees. Although the Italian product is not allowed to enter China, the Eat&ThinkPink project will continue in the coming months, foreseeing a series of events that will involve a large part of the territory of the People's Republic of China. This is evidence of the desire to overcome the difficulties and bureaucratic obstacles that to date, prevent the resumption of the trading of Italian pork between Italy and China. The invitation to consumers in Shanghai and to those who intend to be present at Sial 2024 is to go to the stand of the Eat&Think Pink project to learn more about the guarantees that Italian - and European - farmers can give to consumers.

For those who frequent the digital world, the website <http://eatandthinpinkchina.eu> is available



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