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European Promotional Campaign of Sustainable Sheep and Goat meat in Spain and Hungary (2018-2020)



CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

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

ENJOY
IT'S FROM
EUROPE



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The production of Spain and Hungary account for more than 27% of EU-27 total production.
This means that one of every four European lambs is involved in the campaign.



The current **communication strategy** of INTEROVIC and SPB, **was originated in 2014** by INTEROVIC, **when consumption of lamb meat in Spain had decreased significantly** (-50% in 10 years), forcing many farmers to abandon production/rural areas and leaving these areas with no future.

Since then we have been working on making lamb meat more appealing for the actual consumer, with a very clear aim:

1. **Adapting our meat category to new forms of consumption** – healthier meats, quick and easy to prepare.
2. **Positioning light lamb and goat meat as highly sustainable.**



EUROPEAN CAMPAIGNS

	European Campaign	European Campaign
YEAR	2018-2020	2021-2023
TOPIC	MULTI PROGRAMME Programmes increasing the awareness of Union sustainable agriculture and the role of the agri-food sector for climate action and the environment	MULTI PROGRAMME Information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products,
COUNTRIES	SPAIN AND HUNGARY	SPAIN AND HUNGARY



2018-2020 CAMPAIGN

OBJECTIVES:



Increase **knowledge and recognition of European sheep and goat meat** in terms of its sustainable production method in the Union, as it is a meat only produced in rural areas contributing to sustainability and respect for the environment, traditions and well-being of animals, amongst consumers in Spain and Hungary.



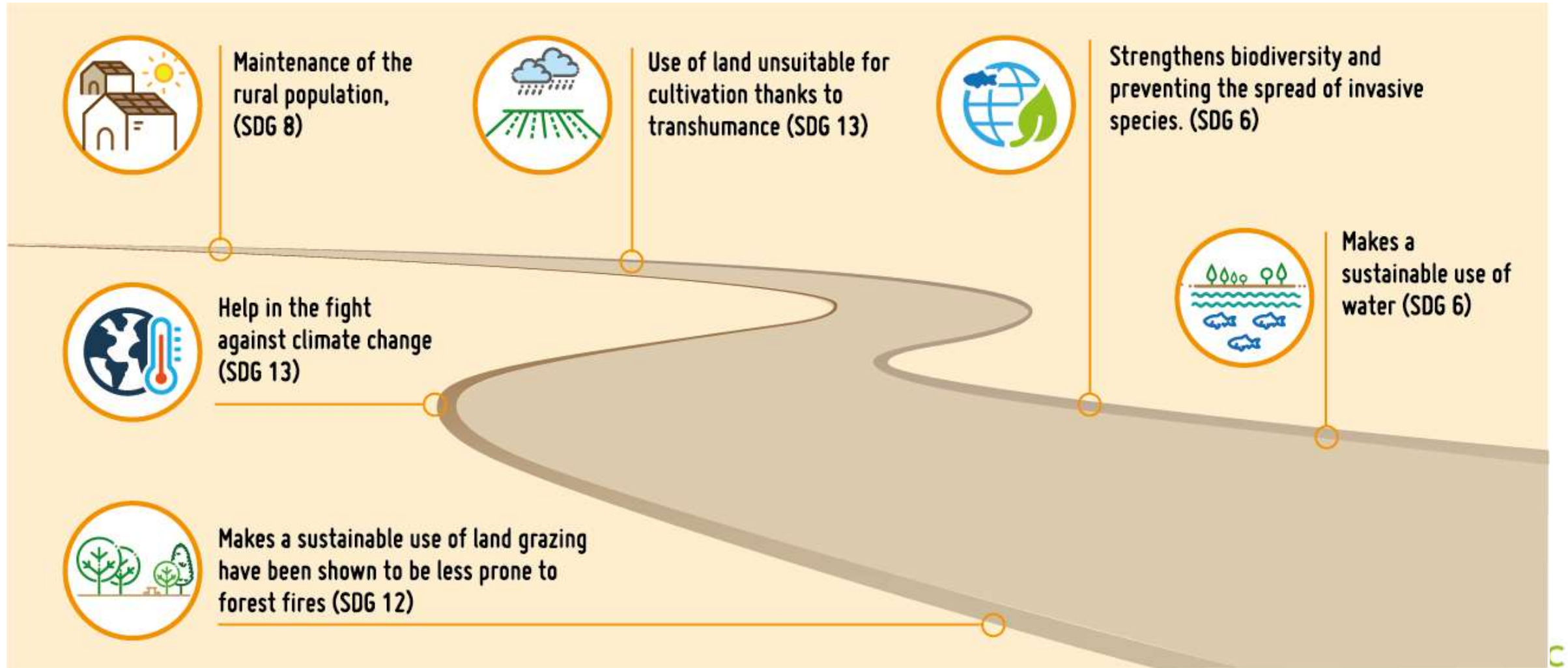
Increase the **consumption** of sheep and goat meat from the European Union by deseasonalizing consumption (promoting consumption outside the usual festivity timeframe).

OUR POSITIONING

We provide value by differentiating ourselves from other meats, as we offer "**tasty meat with a natural, sustainable origin**". Because, while you consume sheep and goat meats, you are **contributing to the maintenance of rural areas**.

"Choose European origin for the lamb and goat meat and enjoy a sustainable and natural meat"

Reaching United Nations Sustainable Development Goals





MAIN ACTIONS : Spain and Hungary

- **PROMOTIONS AT THE POINT OF SALE** with **+5.5 million** consumers reached.
- **+340 million** TV impacts with our spot and 6.5 million **ONLINE** visualizations
- **SOCIAL MEDIA** community of over **90,000 followers** and **8 million users reached**.
- **+1,290 press, TV and online mentions** for the amount of 7 million EUROS.
- **+225,000** impacts on **Hospitality sector professionals**.



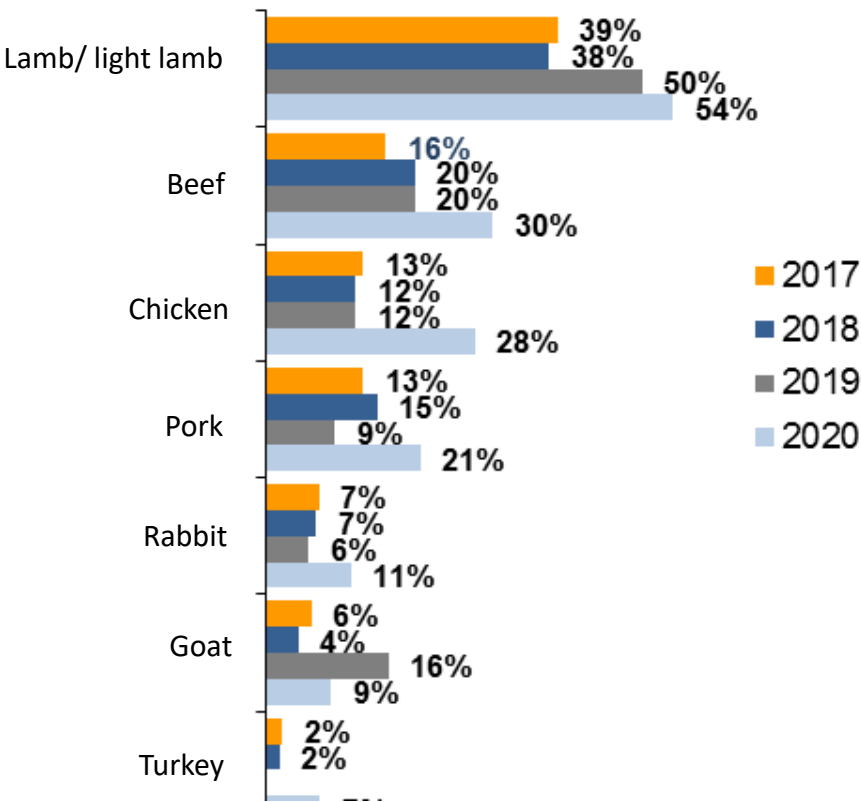
WHAT HAVE WE ACHIEVED...?



COMMUNICATION

SPAIN: We have managed to position lamb meat as sustainable meat: **lamb is positioned by far as the meat most associated with sustainability**, achieving an **increase of 14% compared to the 2017** data collection.

HUNGARY: The **perception** of lamb meat has improved by **10% during the campaign in Hungary**.



WHAT MEAT WOULD YOU SAY IS PRODUCED WITH THE GREATEST REGARD TO SUSTAINABILITY, I.E., USING FEWER RESOURCES AND THEREFORE BEING MORE ECO

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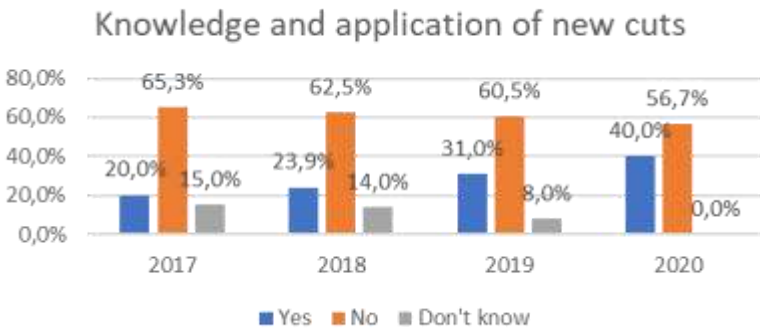
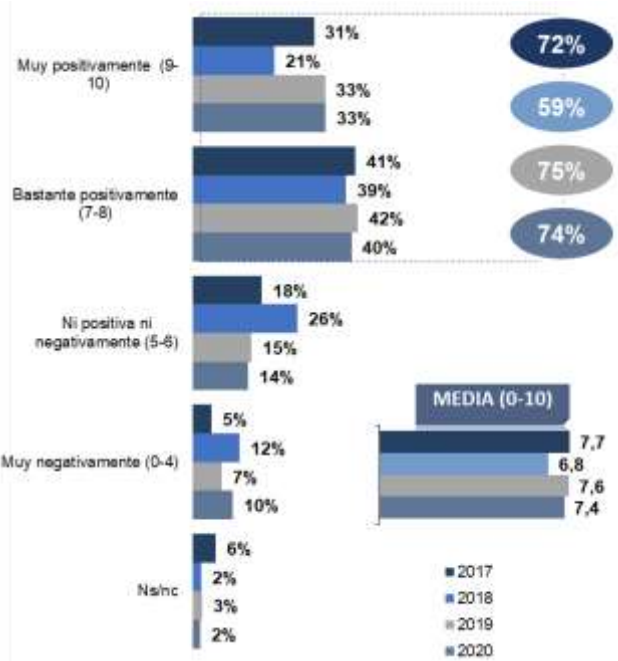
WHAT HAVE WE ACHIEVED...?



DISTRIBUTION

SPAIN: After 3 years we have 8,000 loyal butcher shops and the **campaign is valued positively by 75% of the sector** in helping to boost sales.

HUNGARY: By the end of the 3rd year **40% of the restaurants involved have introduced the new cuts.**



Considerations...

Food for thoughts

1. **Economic development of rural areas in the EU:** This production **contributes to the creation of economic wealth in rural areas**: Spain, production takes place on 114,826 sheep farms and 77,299 goat farms, while in Hungary, around 15,000 families are involved in sheep farming, and some 19,000 are dedicated to goat livestock. In both cases, **farms are located primarily in the most economically depressed areas of the country**.
2. **Grazing is a thousand-year-old profession and traditional production** to keep the European rural population in production areas by creating **employment opportunities** that will allow younger generations to enter the job market in their regions.
3. **Our sustainable method of production represents a competitive advantage compared to lamb or goat meat from third countries** and other meats.
4. Grazing helps fighting **climate change**, as it is a long-term carbon sink, as well as **strengthening biodiversity, making sustainable use of water and land, and reducing the risk of wildfires and desertification**.
5. **Lamb meat is the best alternative for a varied and balanced Mediterranean Diet** from an environmental and sustainable point of view.

Thanks

