

Flavour, Tradition, and Traceability- Crafted in EU, Savoured in India

Dear Readers,

India's palate is evolving and it's craving a global spread. From delicately sliced Prosciutto di Parma, PDO from Italy topped with microgreens and a drizzle of truffle oil, to Chorizo from Spain and Pork Belly from Belgium finding a spot in Indian kitchens, international ingredients are becoming part of the everyday menu. At the heart of this culinary shift is a growing appetite for high-quality, authentic and safe ingredients, and that's where EU-origin products shine.

Celebrated for their safety, sustainability, and authenticity - foods from the European Union are steadily carving a niche in the Indian market. The EU's 'More Than Food' campaign is fuelling this journey, offering food lovers curated experiences and rich storytelling around what makes these products exceptional.

In this edition, we turn the spotlight on EU-origin pork and poultry highlighting factors that make them stand out and the reasons they are trusted across continents. Read on for all the interesting details.

What makes European pork and poultry fly high



In the European Union, raising poultry and pigs is more than just a profession, it's a way of life rooted in tradition and responsibility. Farmers across the region take great pride in their work, caring for their animals with dedication and respect. For many of these farmers, it's a multigenerational commitment, where knowledge, values, and a deep sense of stewardship are passed down through the years, ensuring that every product that reaches the table reflects the highest standards of quality and care.

The EU's poultry offerings are diverse including chicken, turkey, duck, and geese, many raised in free-range or organic systems that prioritize animal welfare. In terms of free-range poultry farming, Ireland leads the way, with 46.4% of broiler chickens raised free-range, followed by Austria (28.4%), and the Netherlands (22.8%). These welfare-focused systems allow birds access to outdoor areas during the day to express natural behaviors, resulting in healthier animals and meat celebrated for its superior taste and texture.

European pork farming is equally rich in tradition and quality. Hungary's Mangalica pig, known for its flavorful marbled meat, is raised by breeders committed to preserving this unique heritage. These pigs are fed a natural, nutrient-rich diet based on what they would instinctively forage in the wild including a mix of cereals, sunflower seeds, peas, fibrous materials, etc. This is a practice echoed in various forms across other EU member states that value traditional, welfare-oriented farming. For instance, In Belgium, the Duroc d'Olives pigs, a crossbreed of Duroc, York, and Landrace are nourished on a diet of pure cereals supplemented with olive oil, producing pork that is exceptionally tender and aromatic. Through careful breed selection and thoughtful feeding practices, European producers blend tradition with innovation to ensure every product reflects the highest standards of care and quality.



What also sets many EU meat products apart is their deep connection to the regional heritage. Geographical Indication labels such as Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) aren't just marks of authenticity, they tell a story. Take Szegedi szalámi / Szegedi téliszalámi, PDO from Hungary, a smoked salami produced for over 140 years in the Szeged region in Hungary, or Jambon de Bayonne PGI, France, a cured ham known for its mild, slightly sweet flavour—both exemplary of Europe's rich charcuterie traditions. These are some of the products that showcase the diversity and craftsmanship that define Europe's culinary landscape.

LAWS AND REGULATIONS THAT SAY "WE CARE"

The EU upholds some of the world's toughest standards to ensure meat is safe, traceable, and responsibly produced. Every product must meet strict health requirements and can be tracked through all stages of production, processing, and distribution.



Agriculture

The EU has a robust legal and regulatory framework for agriculture that ensures food security, quality, and traceability; a fair living standard for farmers; market stability; and trade promotion. The EU also follows sustainable agricultural practices, and there are specific rules governing organic production and labelling.



Animal Welfare

Animal welfare is taken seriously, animals must be identified, and regular inspections ensure hygiene and humane practices. Whether it's Jamón Serrano, PGI from Spain or Meso crne slavonske svinje, PDO from Croatia, EU meats reflect a system built on safety, quality, and care. The legal framework governing animal welfare and husbandry in the EU includes specific rules and laws ensuring that animals are treated humanely, and their welfare is protected during transport.

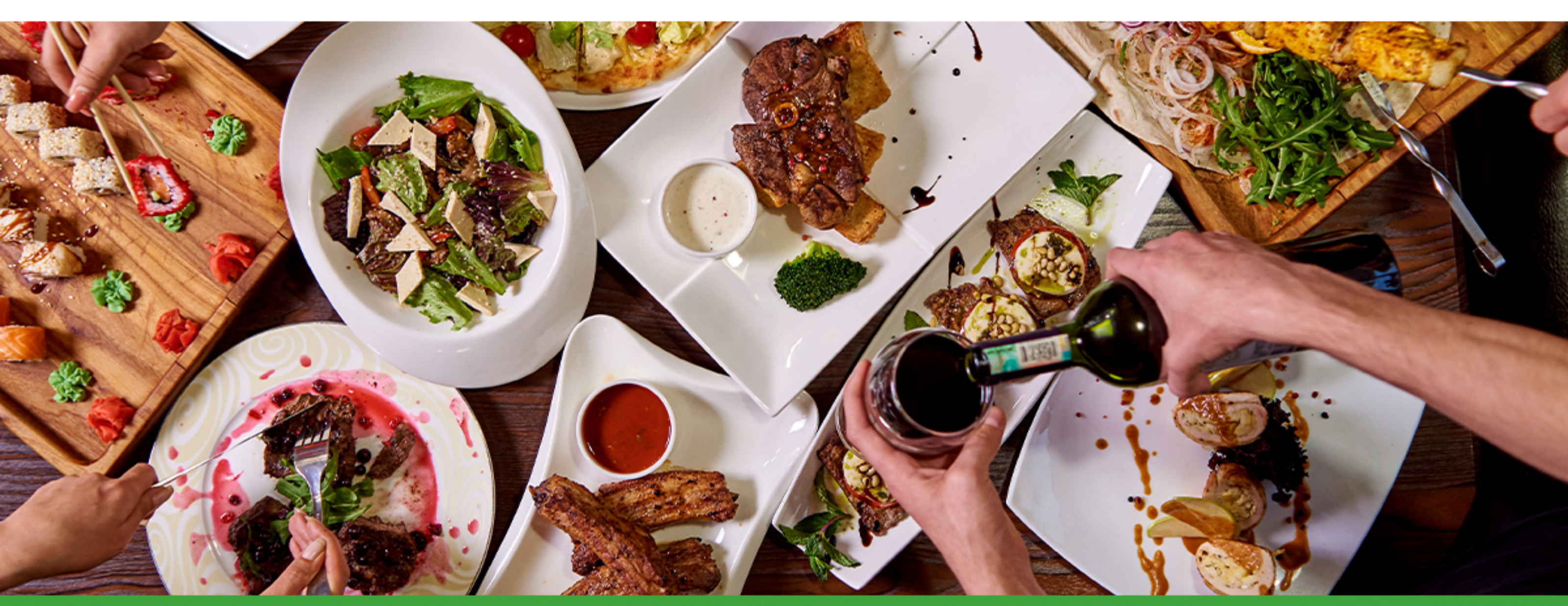


Food Processing

The EU observes high standards for food processing to ensure safety and quality. It covers the entire food chain, including production, processing, transport, distribution, and retail sale. EU legislation outlines hygiene requirements for processing, handling, and storage. All food additives used in the EU must be authorized by the European Food Safety Authority (EFSA).

Did You Know

- The EU is one of the world's largest poultry meat producers, and a net exporter of poultry products.
- The EU is the world's second biggest producer – and the biggest exporter – of pork and pork products. Germany, Spain, and France together account for half of the total production.
- In countries like Hungary, Germany, and Austria, some families pass down jars of goose fat like treasured heirlooms.
- At Easter, Bulgarians engage in contests where people knock dyed eggs against each other. The winner, whose egg remains uncracked, is said to enjoy good fortune for the rest of the year.
- In Portugal, cured sausages such as Chouriço de Portalegre PGI and Linguiça de Portalegre PGI are staples at festival and family meals. Their rich, spiced flavour finds a familiar echo in Goa, where Portuguese culinary influence lives on in dishes like Goan sausage pulao.



Think You Know European Food?

Before you go, here's a quick challenge. Test your knowledge and guess the answers below to see if you're a true EU food enthusiast.



This famous dry-cured ham, Prosciutto di Parma, PDO, comes from _____.



Presunto Bisaro de Vinhais, with PGI certification, is a famous product from _____.



The largest exporter of meat from the European Union is _____.

To know more about the campaign, visit our website and discover how you can assimilate EU foods, drinks, and ingredients into Indian cuisines and lifestyles.

1 Answer: Italy 2 Answer: Portugal 3 Answer: Germany

Food and beverages from the European Union are available at multiple online and on-ground retail outlets across India.



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