The pig exports of Segovia between January and August exceeded € 8.5M

Exports of meat and pork products from Segovia have exceeded 8.5 million euros between January and August 2017, representing an increase of 8.3% over the same period last year, according to the director of the company. the Interprofessional of Porcino de Capa Blanca (INTERPORC**), Alberto Herranz, in the presentation held on November 7th of the** 'Pork Lovers Tour' campaign**.**

The director of the Interprofessional of the Porcino de Capa Blanca (INTERPORC) has presented along with the representative of the livestock associations of Segovia (FEASPOR), Mariano Herrero, the campaign 'Pork Lovers Tour', the largest traveling promotional action of the Spanish meat sector, which after visiting 19 Spanish cities and 5 of the United Kingdom, arrives to Segovia, a province of great importance for the Spanish pig sector, later traveling to Burgos, Bilbao and Madrid.

The director of INTERPORC has advanced that the sales to the outside of the province

have shown an even better behavior in volume, since in the first eight months of 2017 have exceeded 904 tons, 25.6% more than in the period January- August 2016

By countries, Herranz has highlighted that *the pork product of Segovia has as main destinations Germany, with 2.2 million euros and France, with 1.9 million euros, concentrating nearly 50% of the total turnover. They are followed by Japan, with 811,000 euros, and Portugal, with 351,000 euros.*

In terms of volume exported, France occupies the first position, with 188 tons, followed by Germany (150 tons), Japan (86 tons) and Portugal (73 tons).

The director of INTERPORC has underlined "the magnificent work of pig companies in Castilla y León *that follow the model of European production, the most sustainable and demanding in the world in terms of care for the environment and animal welfare and that generate wealth and employment in rural areas, which contributes to fix population in many villages of the community".*

In the same vein, Mariano Herrero said that, *of the 20 companies with the highest turnover in the province, 12 are directly related to the pig sector. The sector also generates 2,500 direct and 2,500 indirect jobs in Segovia and "what is most important in the rural world".*

Herrero has broken down some data as the census of breeders exceeds 135,000 of the 400,000 of Castilla y León, a fact that shows the good evolution of the sector.

More than 10,000 km of promotional route

The road show 'Pork Lovers Tour Spain and the United Kingdom' has begun its tour of Castilla y León, with a first stop in Segovia to visit Burgos later, cities that are part of the route of more than 10,000 kilometers in 23 locations in Spain and 5 of the United Kingdom that is traveling through this itinerant action, which aims to spread the benefits of white-coat pork in both the domestic and international markets, enhancing its consumption and image with a quality product.

For this, the mobile unit carries out a multitude of actions for all audiences, from fun workshops for the little ones to nutritional advice for adults, going through demonstrations of cutting ham, interesting showcookings and many other informative initiatives that seek participation of visitors in a relaxed atmosphere.

Source: INTERPORC