

Linking extensive husbandry practices to the intrinsic quality of pork and broiler meat – H2020 Project

mEATquality is a new European project, funded under the European Commission's Horizon 2020 Research and Innovation programme under Grant Agreement No 101000344. The **mEATquality** project's first annual meeting took place digitally on 19-20 January. More than 60 people gathered to discuss and further align all activities expected for 2022 and the following 3 years.

The delegates to the meeting were welcomed by project coordinator Hans Spoolder and by Valerio Abbadessa from DG AGRI of the EU Commission. Mr Abbadessa stressed the importance of research into the quality, safety, and authenticity of meat as part of the EU 'Farm to Fork' strategy. An introduction to the key scientific disciplines and target commodities followed; **mEATquality** will work on all aspects of pork and broiler meat production. The overall ambition of the **mEATquality** is to provide consumers with better-quality pork and broiler meat and animals with a high level of welfare, by developing scientific knowledge and practical solutions together with farmers and chain partners. Additional aims are reducing the environmental impact and improving the economic sustainability of the chain.

All of these objectives will be achieved through a multidisciplinary team of 18 partners organizations representing 7 EU countries. **mEATquality** is coordinated by Wageningen Research (The Netherlands) and the consortium consists of 7 academic partners¹, 5 scientific research centers², 3 industry chain partners³, 2 organizations that represent the organic sector⁴ and 1 conventional meat chain⁵.

¹ Academic partners: Wageningen University (The Netherlands), Aarhus University (Denmark), University of Salamanca (Spain), University of Cordoba (Spain), Poznań University of Life Sciences – PULS (Poland), Saarland University (Germany), University of Rostock (Germany)

² Europe's scientific research centres: Wageningen Research (The Netherlands), Institute of Genetics and Animal Biotechnology of the Polish Academy of Sciences (Poland), Research Centre for Animal Production – CRPA (Italy), Stazione Sperimentale Industria Conserve Alimentari – SSICA (Italy) and Danish Technological Institute – DTI (Denmark)

³ The companies Marel (poultry, fish, meat & further processing equipment), CARREFOUR Spain (retail) and HUBBARD poultry breeders

⁴ Two organic sector representatives Ecovalia (Spain) and Naturland (Germany),

⁵ One conventional CLITRAVI, the Liaison Centre for the Meat Processing Industry in the European Union

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If you wish to have more information, please get in contact with us:

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