

AMA Beef Quality Programme



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Overview

- **The AMA Marketing Organisation**
- **Quality control systems at AMA Marketing**
- **AMA Quality Label/AMA Organic Label**
- **Marketing measures**

Legal framework



1993 (Corporation under public law)

Implementation of market regulation

- Intervention
- Processing
- Import/export licences
- Quota administration
- Processing of diminishing compensation payments

Market & price reporting

Agrarmarkt Austria Marketing GmbH

Subsidiary enterprise (100%)
since July 1995

Quality control, marketing

- Quality management
- Advertisement
- Selling promotions
- Public relation activities

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Integrated quality and origin controls

by AMA Marketing



AMA Organic Label
“BIO AMA-Biozeichen”

- Label for organic production
- Rules and regulations for organic production process
- Independent controls



AMA Quality Label
“AMA-Gütesiegel”

- Quality and origin label
- Higher quality
- Secured origin
- Independent controls



AMA Gastronomy Label
“AMA-Gastrosiegel”

- Label for the use of regional food products in restaurants
- Traditional recipes
- Traceability of specifications on the menu
- Independent controls

Integrated quality and origin controls

by AMA Marketing



Beef label in the system „bos“

- Traceability of specification related to origin, production process and quality of beef products
- Independent controls



Securing feed quality by the module
AMA Quality Label („AMA-Gütesiegel“)

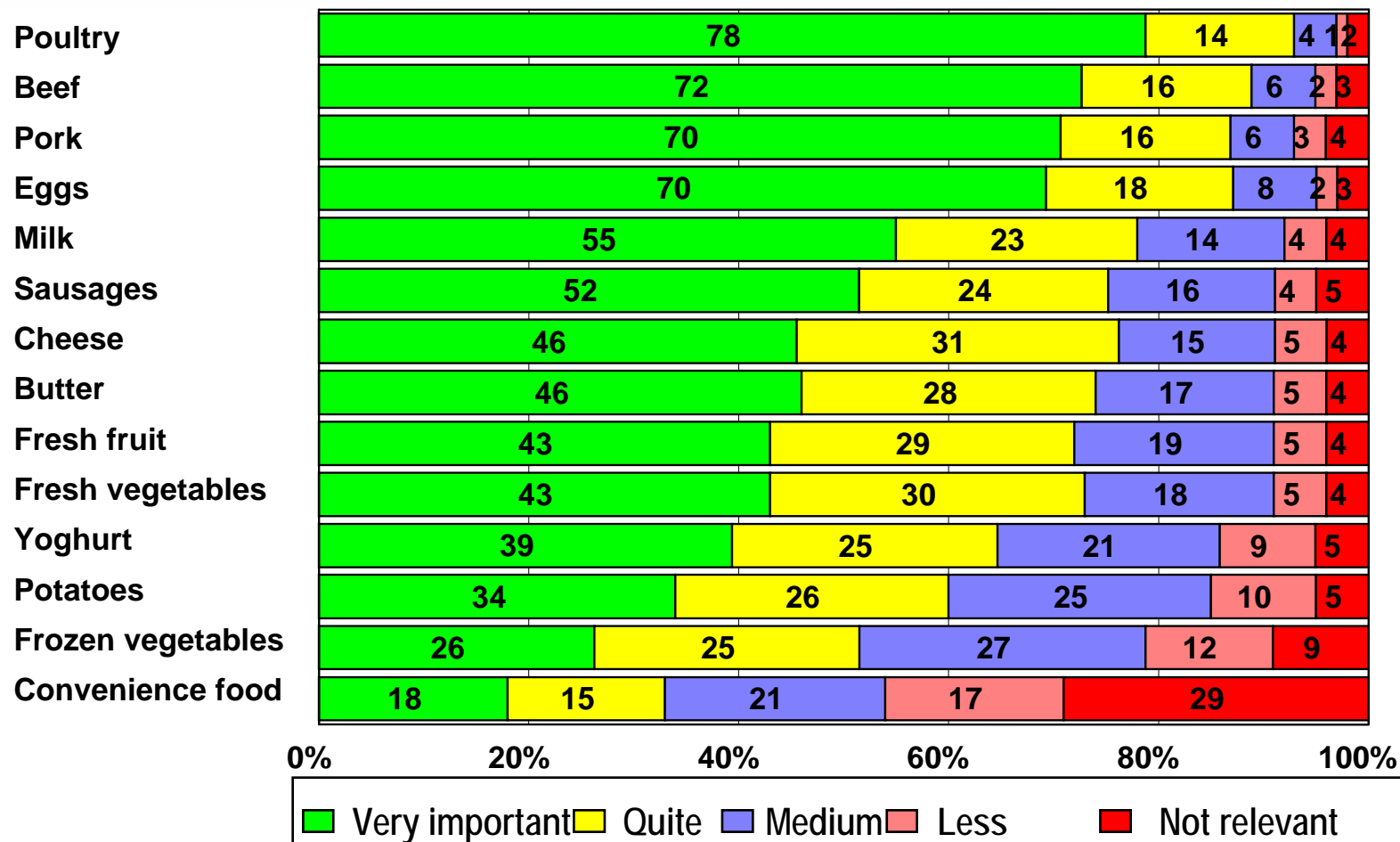
- ➊ List of excluded feed components as core part of the AMA Quality Label
- ➋ Detailed specifications related to the production process
- ➌ Extended controlling processes for final food products

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Quality labels are important for consumer purchase decisions

Which food product group profits from quality labels in particular?



Sources: IGF / AMA Marketing, MTU January/February 2007

Advantages of the AMA Quality Labels for meat marketing



- Selection of farmers
 - Verification of legal compliance
 - Selection of meat based on quality criteria (20 – 25 % rejected meat)
 - Stringent process controls
- Advantages for the consumer:
- ✓ Certified origin
 - ✓ High level of hygiene
 - ✓ Tenderness/"treat value" (Genusswert)

Integrated quality systems from the stable to the table

Calf/pigglet



Fattening/feedstuff



Transport



Slaughterhouse

Cutting/processing



Retailer



Consumer

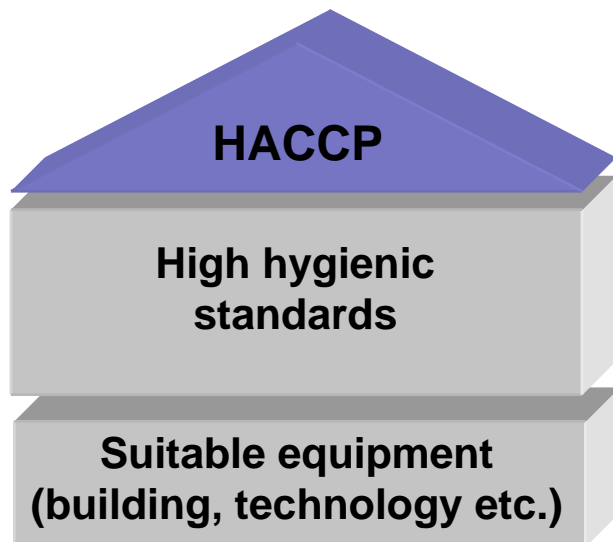
„The promising product quality at the point of sale is **as strong as the weakest link in the chain!**“

„Quality is the sum of all value adding properties of the product.“





Secure is secure!



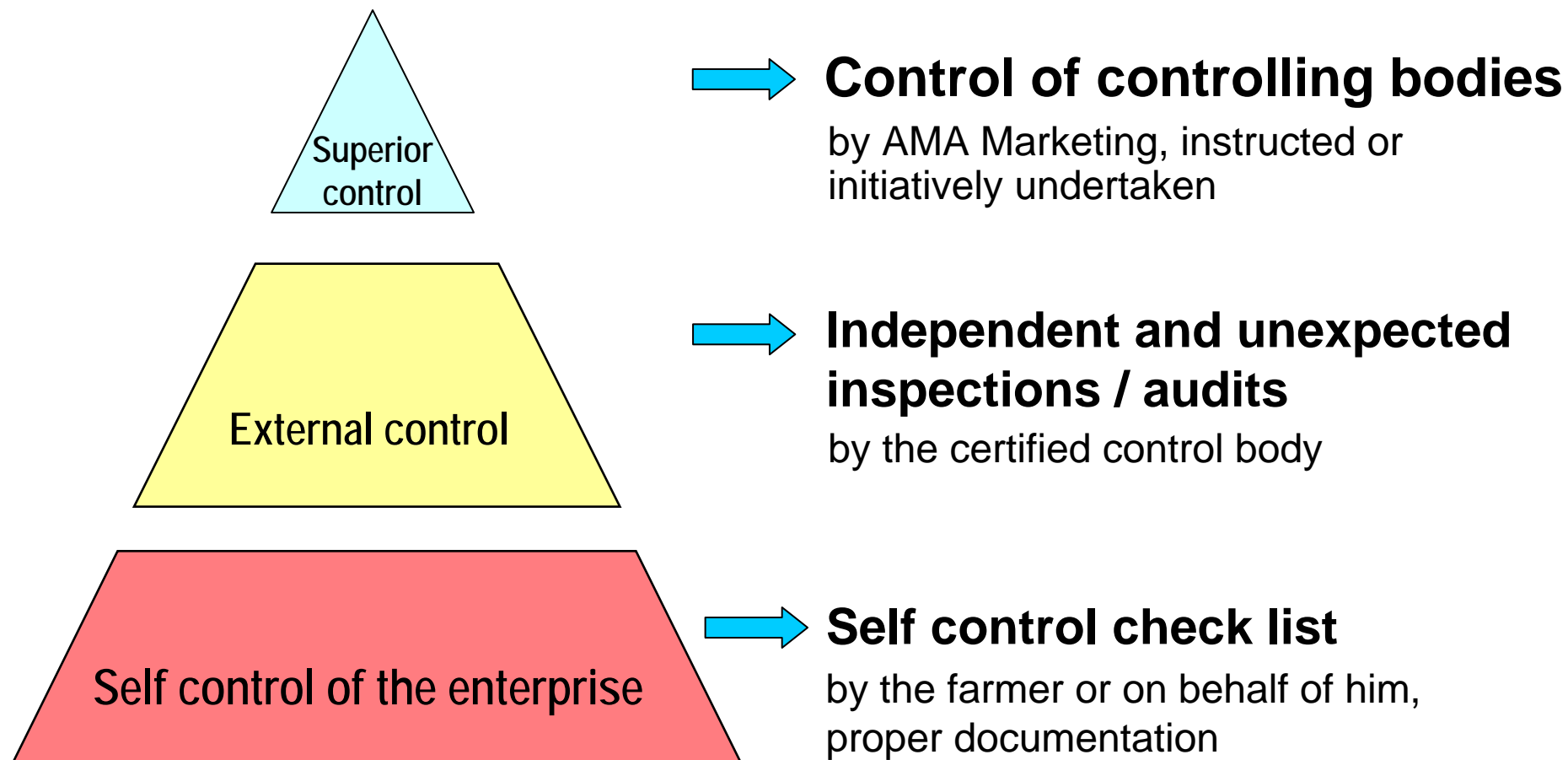
- ➊ Basis: Kodex Chapter B 14
- ➋ Traceability of origin
- ➌ No added flour, starch, carrageen etc.
- ➍ No meat processed by separator
- ➎ No tolerance of collagen
- ➏ Microbiological criteria

Business certification

+

Product certification

Systematic of the controlling process



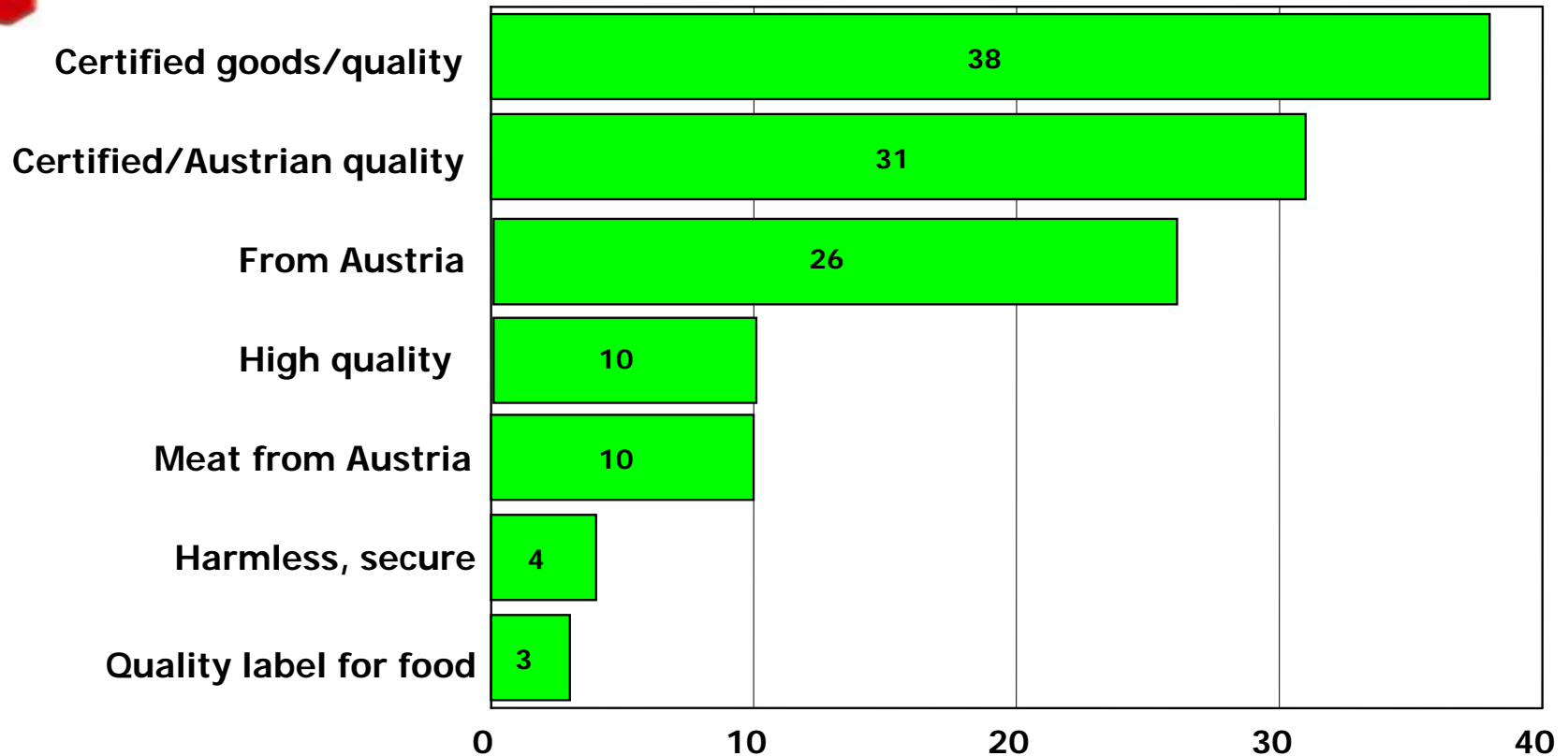
What does the AMA Quality Label represent?

Specifications for carcasses e.g. bulls

- Category: Young bull
- Age and weight range:
< 18 months / >335 < 460 kg CW
< 19 months / >335 < 445 kg CW
- Meat/fat classification E-R (2-3)
- pH2 < 5.80
- Days to mature high quality cuts:
> 9 days after slaughter

Connotations with the AMA Quality Label

What kind of connotation to you get with this label? What does the label stand for?

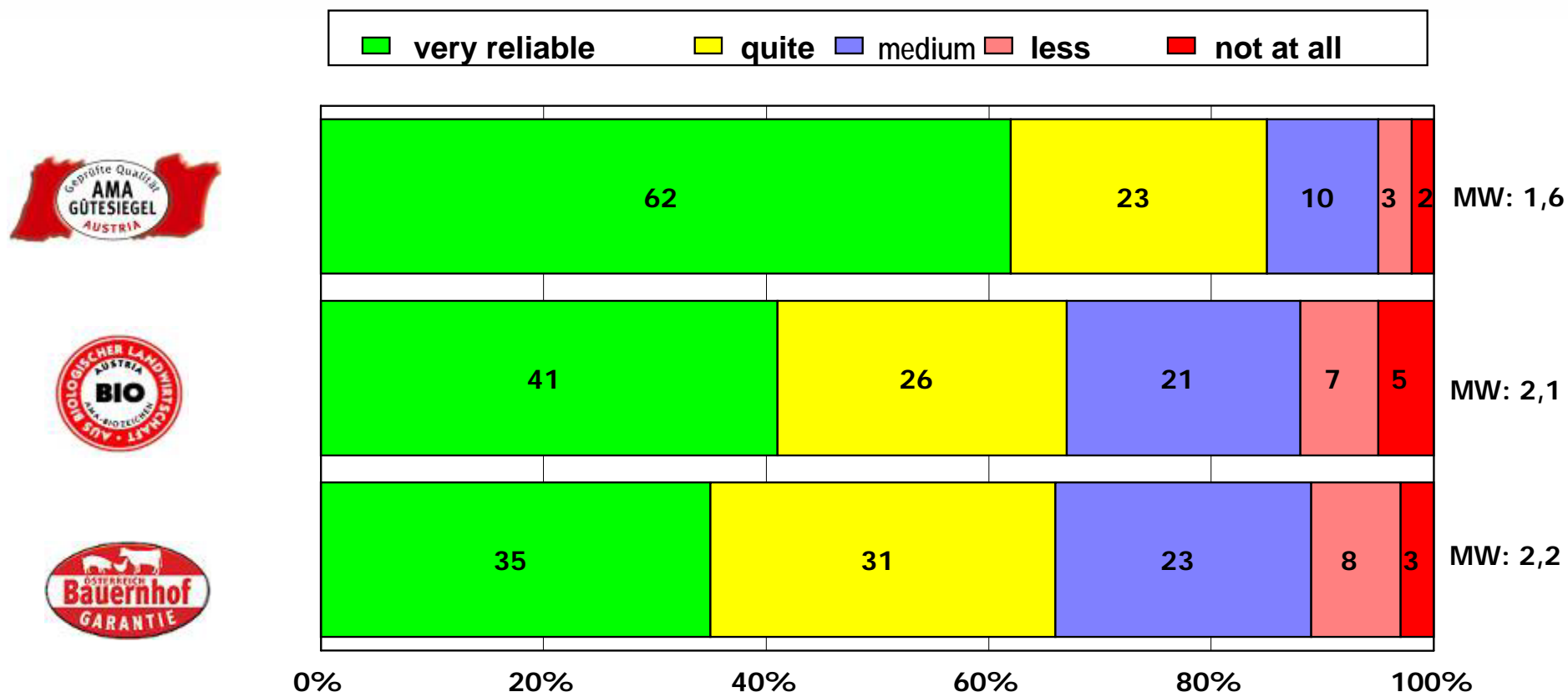


Answers in percent, n=1 003 interviewees, rep. A – no connotation: 4%

Sources: IGF/AMA Marketing, MTU April/May 2011

Reliability of AMA quality labels

Do you have confidence in this label? How reliable is it?

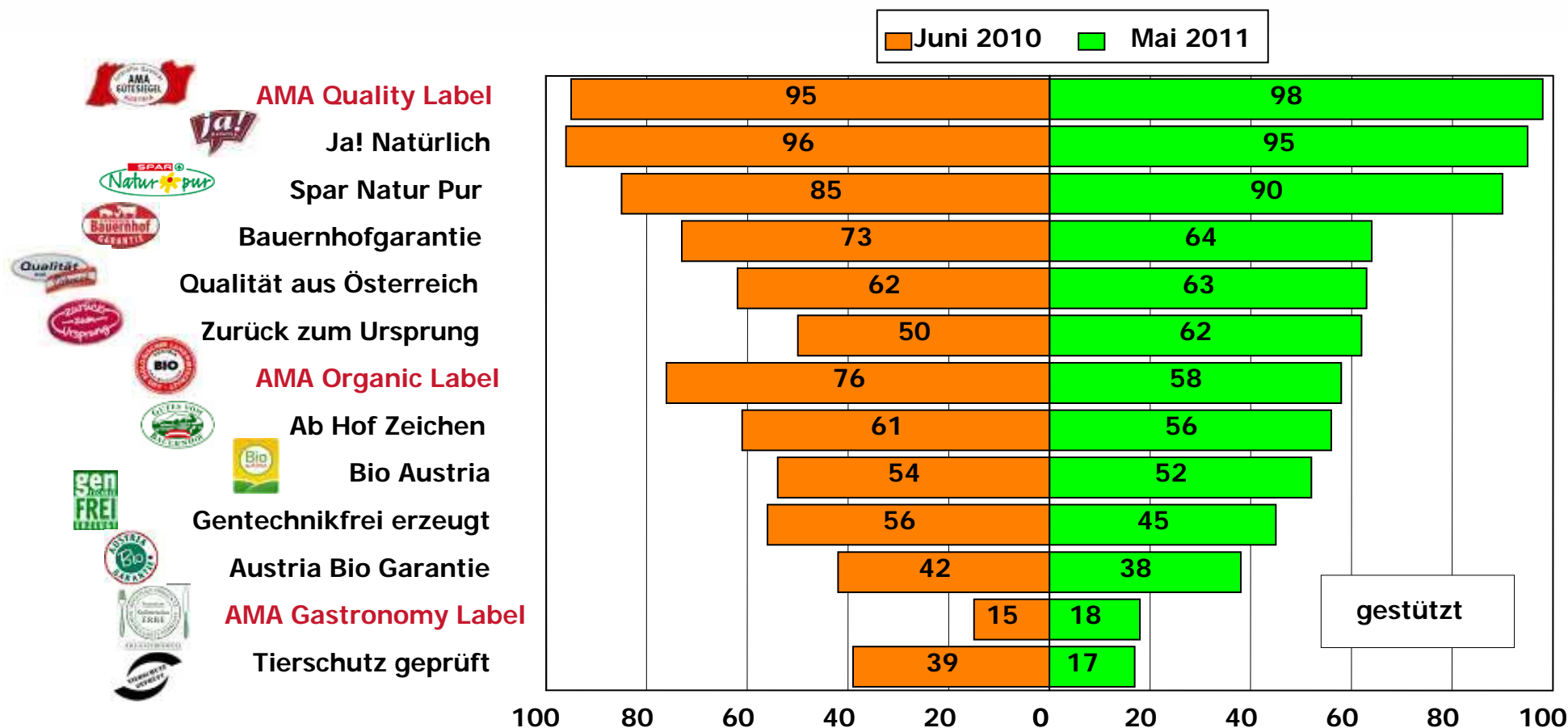


Answers in percent, n=1003 interviewees, rep. A (MW = Mean Value)

Sources: IGF / AMA Marketing, MTU April/May 2011

Publicity of AMA quality labels in comparison to other brands and labels

You see different brands and labels. Please, tell me if you have seen them before!



Answers in percent, n=1003 interviewees, rep. A

Sources: IGF / AMA Marketing, MTU April/May 2011

Market shares of products with AMA quality labels

- Fresh meat around 40%
- Fresh eggs around 70%
- Milk around 90%
- Dairy products around 60%
- O&G, potatoes around 60%

AMA red meat and poultry



Secure Food Products Highest Quality for Content Consumers

