Smithfield Romania May Export Pork to China

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Certification and Accreditation Administration of China has authorized the first Romanian company, Smithfield Romania, for the export of frozen pork to People’s Republic of China, after it is listed on the website of the Sanitary – Veterinary Authority of China, announced the Minister of Agriculture.

“In the last years, Smithfield has earned a well-deserved place among the top food product exporters in Romania. In 2015, we wish to consolidate this goal and we wish to remain a leader of the pig production and food industry. The consolidation plans for semi-processed segment and preparing new products based on our customers’ demands shall continue in 2015 as well, when we wish to especially focus on growth and development”, declared, for Progresiv magazine, Cristina Bodea, Director of Sustainability, Smithfield Romania.

The Ministry of Agriculture and Rural Development (MADR) and the National Sanitary-Veterinary and Food Safety Authority (ANSVSA) have signed with the Chinese authorities, on June 6, 2014, a memorandum of understanding on animal health and food safety. The memorandum clarifies the technical aspects on the Romanian –Chinese collaboration in the field of sanitary-veterinary, food safety, control and inspection on meat and meat products.

Authorizing meat exports is probably a consequence of the Chinese Shuanghui International Holdings’ purchase of Smithfield Foods in 2013. The transaction, evaluated at 7.1 billion dollars including debt payment, is the highest purchase of an American company, ever made by a Chinese company.

Smithfield Romania company, controlled by the American group Smithfield Foods, is the largest pork producer in Romania. Starting with 2004, Smithfield Romania has developed an integrated business model locally. So far, the long-term investments of Smithfield in Romania have created over 2,200 jobs in the processing units, farms and the distribution center, but also in subcontractors’ units and in suppliers and service providers’ companies.

More details at: http://www.magazinulprogresiv.ro/stiri/smithfield-romania-poate-exporta-carne-de-porc-china