



Belgian Beef, TAILOR-MADE MEAT

Walloon beef in detail

Wallonia has over 7,000 km² of agricultural land on which 1.2 million cattle graze. Although there are a few foreign breeds, such as the Limousine, the Salers, the Charolaise or the Blanche d'Aquitaine, **the star of Wallonia remains the Blanc Bleu Belge (BBB)**, which alone accounts for 80% of the cattle stock.

The many livestock farmers, who still often work as families, attach great importance to quality, service and **animal welfare in harmony with biodiversity**. In addition, the Walloon sector has put in place stringent hygiene procedures and benefits from optimal productivity capacity and traceability.

Unlike the practices in other countries, **most Walloon livestock farms apply free-range methods**, which means that the cattle spend much of their time in the meadow. This is a significant element which allows Walloon production to be described as 'green' since it has a **smaller carbon impact** than intensive rearing. But that's not all. Thanks to this grazing time, Blanc Bleu Belge beef is also of very high quality, diversified and perfectly in line with consumers' tastes. It provides **real nutritional benefits** and a quality of taste that is both outstanding and varied: lean and tender or more flavoursome and marbled, depending on the gender of the animal and the fattening method.

The quality of our beef is undeniable. It is therefore already widely exported in Europe and the Walloon sector is now taking up new challenges, exporting further afield to regions of the world such as Asia, the Middle East or the Gulf countries.

In this context AWEX (the Wallonia Export Investment Agency), in collaboration with APAQ-W (the Walloon agency for the promotion of quality agriculture), is

organising a visibility campaign for Belgian beef at major international, European and extracontinental fairs.

Pavilions :

GULFOOD, Dubai 2019 and 2020
 HOFEX, Hong Kong 2019
 ANUGA, Cologne 2019 – hall 6.1 Red Meat
 FOODEX Saudi Arabia 2019
 FOOD & HOTEL ASIA Singapore 2020
 KUWAIT INTERNATIONAL AGROFOOD, Kuwait City 2020
 SIAL Paris 2020
 SIAL Montréal 2020

Information desk :

FOODEX Japan 2019 and 2020
 FOODEXPO Greece 2020
 SIAM (Salon international de l'Agriculture au Maroc), Meknes, Morocco 2019
 PLMA, Amsterdam 2019 and 2020
 FOOD TAIPEI, Taiwan 2019
 SUMMER FANCY FOOD SHOW, New York 2019 and 2020
 SPECIALITY & FINE FOOD, London 2019
 ESPACIO FOOD SERVICE, Santiago de Chili 2019
 NATEXPO, Paris 2019
 MARCA, Bologna Italy 2020
 BIOFACH, Nuremberg 2020
 ALIMENTARIA, Barcelona 2020
 RIGA FOOD, Riga 2020

To these various events organized worldwide, AWEX will add B2B meetings on May 9 and 10 in Wallonia.



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Partner and producer links

APAQW (Agence Wallonne pour la Promotion d'une Agriculture de Qualité) www.apaqw.be
www.celluleinfoviandes.be
Collège des Producteurs www.collegedesproducteurs.be
– filière viande bovine <http://filagri.be/viande-bovine/>
FEBEV (Fédération belge de la viande)
<https://www.febv.be/fr/home>
FUGEA (Fédération Unie de Groupements d'Éleveurs et d'Agriculteurs) www.fugea.be

Belgian Best Beef www.belgianbestbeef.be
Debaenst www.debaenst.be
Euro Meat Group www.euromeatgroup.be
GHL (Jean Gotta Group) www.ghlgroupe.be

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