

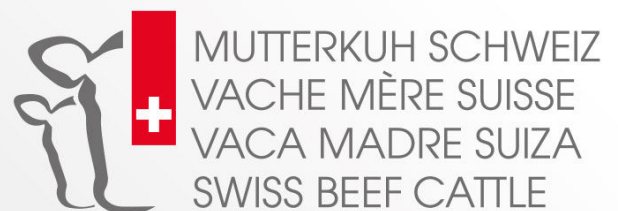
MARKETING

- Development of marketing strategies
- Support of product marketing
- Promotion of the brands



COMMUNICATION

- Representation at exhibitions and trade fairs
- Arranging of events – beef.ch
- Lobbying in the Government
- Organising of congresses and courses
- Publishing of documents and the quarterly magazine
- Online-database Beefnet



BEEF CATTLE HERD BOOK



Conducting of the Herd Book and recording of the performances for the breeds Angus, Aubrac, Bazadaise, Blonde d'Aquitaine, Brown, Charolais, Dahomey, Dexter, Eringer, Evolène, Galloway, Gasconne, Gelbvieh, Hereford, Highland Cattle, Hinterwälder, Limousin, Luig, Maine Anjou, Parthenaise, Piemontese, Pinzgauer, Salers, Shorthorn, Simmental, Texas Longhorn, Tux Zillertaler, Tyrol Grey, Vosgienne, Wagyu and Zebu (Bos indicus).



Survey of the production standards