

## Innovations in the pork sector

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Category: [Industry, Real Estate & Construction](#)

Press release from: [GIQS e.V. \(Grenzüberschreitende Integrierte Qualitätssicherung\)](#)

New discussion topic "Innovations in the pork sector" is launched

Increased competition resulting from the European single market and the global market in combination with many and diverse challenges that the pork sector has faced within the past two decades create a real need for continuous innovation in order to compete with or to have a lead over competitors. To cope with this competition technology development, scientific research and innovation are of immense importance. The way how changes in the pork sector are initiated and how companies address these challenges can be discussed in the Q-PorkChains weblog.

Input for the discussion is offered in cooperation with Wageningen University (Netherlands), University of Bonn (Germany) and GIQS (German abbreviation for "Trans Border Integrated Quality Assurance").

The industry platform of the EU project Q-PorkChains is made to encourage interaction and knowledge exchange between stakeholders within pig and pork production and therefore contains a weblog for the meat industry. The main aim of the weblog is to discuss current issues online in an international network. The Q-PorkChains weblog enables the exchange of information, thoughts and experiences and functions as a means of communication. To catch up with international experiences and launch an exchange of opinions and views, the international Q-PorkChains network will address current discussion topics at regular intervals. However, we would like to take your suggestions to discussion topics into account and therefore encourage you to send an email with your suggestion to Maren Bruns, GIQS ([m.bruns@giqs.org](mailto:m.bruns@giqs.org)).

The aim of Q-PorkChains is to improve the quality of pork and pork products. It is so far the largest EU research project in this area. It is coordinated by Professor Anders H. Karlsson at the University of Copenhagen, Denmark. The project partners are from the areas of market research, animal production, meat science, molecular genetics, quality management and agricultural economy. The subprojects reflect all facets of the pork value chain. For further information about Q-PorkChains please visit [www.q-porkchains.org](http://www.q-porkchains.org).

(please visit: [www.q-porkchains-industry.org/Innovation.blog0.0.html](http://www.q-porkchains-industry.org/Innovation.blog0.0.html))

GIQS (Trans Border Integrated Quality Assurance) is a non-profit platform for international collaboration in research and development of industry, research institutions and public bodies of the agri and food sector.

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