



DFV

DEUTSCHER FLEISCHER-VERBAND

Deutscher Fleischer-Verband e.V. • Kennedyallee 53 • 60596 Frankfurt/Main

Deutscher Fleischer-Verband e.V.
Kennedyallee 53
60596 Frankfurt am Main

Tel. 0 69 / 6 33 02 – 0
Fax 0 69 / 6 33 02 – 150

E-Mail:
info@fleischerhandwerk.de
www.fleischerhandwerk.de

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IFFA 2019 DFV/AAMP Quality Competition for Sausage and Ham

Dear Ladies and Gentlemen,

IFFA, the world's leading meat industry trade fair, will be held May 4-9, 2019, in Frankfurt, Germany. During the IFFA, the German Butchers' Association* (DFV) will organize their renowned international quality competitions for meat products. In the past, numerous American producers of traditional high-quality meat products have been awarded medals and trophies in our competitions.

During the last years, however, the shipping of meat and meat products from non-EU countries into Germany for quality testing has become increasingly difficult due to a growing number of EU regulations, compliance with which is associated with considerable difficulties. A variety of documents and certificates must be presented at the German customs office. Experience shows that these rules are very strictly monitored, which means that product samples which are submitted without customs clearance for evaluation at IFFA cannot be accepted by us, and must be disposed of with extra charge.

Nevertheless, the German Butchers' Association would like to enable American producers to participate in our international quality competitions. Therefore, we have formed an alliance with the American Association of Meat Processors (AAMP) to hold the **DFV/AAMP Quality Competition for Sausage and Ham**, in the United States. The competition will take place January 21-25, 2019, at the University of Wisconsin-Madison.

The German Butchers' Association will ensure that independent and experienced German jurors carry out the tests according to our standards and to the established evaluation specifications. Both the conduct of the competition, as well as the certificates and medals, will be identical to those held during the IFFA in Frankfurt.

**The German Butchers' Association (DFV - Deutscher Fleischer-Verband) is the official representative of craft butchers in Germany. It represents 14,500 owners of craft butcher shops in Germany. The association was founded in 1875 in Gotha.*

Bankverbindung:
Dresdner Bank AG,
Frankfurt am Main
Kto.-Nr. 1 980 282 00
BLZ 500 800 00

OUR GOAL:

- The goal of the **DFV/AAMP Quality Competition for Sausage and Ham** is to test the American products just as they would be tested during the IFFA and according to German quality standards. Attending this event will assess the high quality of your products and document the cooperation between Germany and the United States in the meat sector.
- By holding the IFFA quality competition in the United States, participation will become much easier and more cost-effective for you, as no EU sanitary and epidemiological certificates are required. In addition, this ensures that the samples are tested as fresh as possible.
- Winners will receive medals, certificates and trophies, as with the quality competitions held by the German Butchers' Association during the IFFA. These awards can be important tools for you to positively represent and market your products and your company.
- The awards ceremony will be held during the IFFA.

HOW IT WORKS:

- Please find enclosed the conditions of participation. They contain all-important information on registration, participation fees, shipping, review and awarding of medals, certificates and trophies.
- Also enclosed, you will find the registration form. You can register by e-mail or fax to AAMP (see conditions and registration documents). **The deadline for registration is December 18, 2018.**
- The participation fee is \$110, per sample, including tax. For submissions from 10-19 samples, a 10 percent discount is granted; from 20 samples upwards, a 20 percent discount is granted. The participation fee includes the testing fee, medals and certificates, as well as the corresponding trophies. The medals, certificates and trophies can be used for marketing and advertising without any restriction.

AWARD CEREMONY:

The awarding of certificates, medals and trophies will take place on Tuesday, May 7, 2019, at 2:00 p.m., during the IFFA, held at the trade fair grounds in Frankfurt. The president of the German Butchers' Association, Mr. Herbert Dohrmann, and representatives of the Messe Frankfurt will award them. Here is also the opportunity to take appropriate photos or videos.

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German Butchers' Association

Herbert Dohrmann

President