Information sheet on the use of the ITW seal for composite products on final consumer packaging

This information sheet applies to convenience products with a low ITW meat content (< 50 %) as an ingredient. This includes, for example, pasta in combination with meat ingredients, pizza, lasagne, baked goods, sandwiches and convenience products with a high liquid/pasty content (e.g. delicatessen salads containing meat with mayonnaise/dressings) as well as ready meals and menu components.

YES

- Product contains a meat/meat products content of at least 10 %*
  (meat content = skeletal muscle, (pork) head meat, bacon, rind, offal)

YES

- The proportion of meat and meat products** (incl. offal) of the animal species beef, pig, chicken, turkey or duck contained in the product must originate **100 % from the advertised ITW programme.**

* Products with a lower total content of meat or meat products (< 10 %), but which are considered to be a value-determining component or are emphasized in the sales description (e.g. salami pizza), may only be labelled with the prior permission of the head office and the ITW content of such products must be at least 5 % (according to QUID).

** Meat preparations and meat products used must comply with the *Information sheet on the labelling of meat preparations and meat products in the Initiative Tierwohl.*







Mandatory information on the seal: Meat from the ITW programme (Stall+Platz, Frischluftstall, Auslauf/Weide)

Optional information on the seal: Type of animal from which the meat is sourced (and, where applicable, the respective percentage in the total product)

In the case of convenience products labelled with the ITW seal the ITW meat contained in the product **must** also be listed in the ingredients list, unless all the animal species used in accordance with the recipe originate from the advertised ITW programmes.