Labelling recommendations for meat preparations and meat products in the Initiative Tierwohl

This document contains recommendations for the presentation of the ITW seal on meat preparations and meat products. It sets out how the ITW ingredients contained in these products and the underlying ITW programmes can be presented. The mandatory minimum labelling requirements are described in the *Information sheet on the labelling of meat preparations and meat products in the Initiative Tierwohl*.

Case 1: Product contains exclusively ITW animal species corresponding to the respective Haltungsform



Stall+Platz

Ingredient labelling:
Meat*
*ITW Stall+Platz



Frischluftstall

Ingredient labelling:
Meat*
*ITW Frischluftstall



Auslauf/Weide

Ingredient labelling:
Meat*
*ITW Auslauf/Weide

Example product 1a: Lyoner (Meat sausage) with 100 % ITW pork



Stall+Platz

Ingredient labelling:
65% pork*, water, bacon*, spices, additives
*ITW Stall+Platz



Frischluftstall

Ingredient labelling:
65% pork*, water, bacon*, spices, additives
*ITW Frischluftstall



Auslauf/Weide

Ingredient labelling:
65% pork*, water, bacon*, spices, additives
*ITW Auslauf/Weide

Example product 1b: Sliced chicken breast with 100 % ITW chicken



Stall+Platz

Ingredient labelling:
90 % Chicken breast*, water, spices, additives
*ITW Stall+Platz



Frischluftstall

Ingredient labelling:
90 % Chicken breast*, water, spices, additives
*ITW Frischluftstall



Auslauf/Weide

Ingredient labelling:
90 % Chicken breast*, water, spices, additives
*ITW Auslauf/Weide

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Case 2: Product contains exclusively ITW animal species corresponding to the respective Haltungsform and other animal-derived ingredients (e.g. milk, eggs)

		
Fleisch: Stall+Platz	**Fleisch: Frischluftstall**	**Fleisch: Auslauf/Weide**
Ingredient labelling: Meat*, egg, milk *ITW Stall+Platz	Ingredient labelling: Meat*, egg, milk *ITW Frischluftstall	Ingredient labelling: Meat*, egg, milk *ITW Auslauf/Weide

Example product 2: Cordon bleu, 100 % ITW pork and cheese/egg

		
(Schweine)Fleisch: Stall+Platz	**(Schweine)Fleisch: Frischluftstall**	**(Schweine)Fleisch: Auslauf/Weide**
Ingredient labelling: 70 % pork*, 12 % cheese (MILK), 8 % cooked ham (pork*, salt), breadcrumb coating (wheat flour, breadcrumbs, WHOLE EGG), rapeseed oil, spices, additives *ITW Stall+Platz	Ingredient labelling: 70 % pork*, 12 % cheese (MILK), 8 % cooked ham (pork*, salt), breadcrumb coating (wheat flour, breadcrumbs, WHOLE EGG), rapeseed oil, spices, additives *ITW Frischluftstall	Ingredient labelling: 70 % pork*, 12 % cheese (MILK), 8 % cooked ham (pork*, salt), breadcrumb coating (wheat flour, breadcrumbs, WHOLE EGG), rapeseed oil, spices, additives *ITW Auslauf/Weide

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Case 3: In addition to ITW meat, this product also contains non-ITW meat (e.g. non-ITW beef)



Animal species:
***(x %)* Stall+Platz**

Ingredient labelling:
ITW meat*, non-ITW meat
*(x %) ITW Stall+Platz



Animal species:
***(x %)* Frischluftstall**

Ingredient labelling:
ITW meat*, non-ITW meat
*(x %) ITW Stall+Platz



Animal species:
***(x %)* Auslauf/Weide**

Ingredient labelling:
ITW meat*, non-ITW meat
*(x %) ITW Stall+Platz

Example product 3a: Lyoner, ITW-pork, non-ITW-beef



Schweinefleisch:
Stall+Platz

Ingredient labelling:
65 % Pork*, 15 % beef, bacon*, water, spices, additives
*ITW Stall+Platz



Schweinefleisch:
Frischluftstall

Ingredient labelling:
65 % Pork*, 15 % beef, bacon*, water, spices, additives
*ITW Frischluftstall



Schweinefleisch:
Auslauf/Weide

Ingredient labelling:
65 % Pork*, 15 % beef, bacon*, water, spices, additives
*ITW Auslauf/Weide

Example product 3b: Lyoner, pork (85 % ITW, 15 % non-ITW sow meat)



Schweinefleisch:
68 % Stall+Platz

Ingredient labelling:
80% pork*, water, spices, additives
*68 % ITW Stall+Platz



Schweinefleisch:
68 % Frischluftstall

Ingredient labelling:
80% pork*, water, spices, additives
*68 % ITW Frischluftstall



Schweinefleisch:
68 % Auslauf/Weide

Ingredient labelling:
80% pork*, water, spices, additives
*68 % ITW Auslauf/Weide

Note: When stating the percentage, the provisions of the LMIV (Regulation on the provision of food information to consumers, REG (EU) No 1169/2011) must be observed.