

源自芬兰的欧洲猪肉，北极圈的幸福美味

European Pork from Finland, A Happy Taste of the Arctic Circle

2023 年 2 月 13 日，一场品鉴产自芬兰的欧洲猪肉之旅，在北京 MOI 餐厅（中国唯一的芬兰主题餐厅）举行。这是来自芬兰的欧洲猪肉首次在中国举办媒体活动。此次“品欧洲幸福猪肉 享芬兰纯净美味”北京 VIP 媒体晚宴由欧盟和 Ruokatieto-芬兰食品信息协会共同出资，旨在提高来自芬兰的高品质欧洲猪肉在中国市场的知名度，加强竞争优势，向国内消费者介绍安全美味的芬兰猪肉的专业知识和优势。

On February 13, 2023, a tasting tour of European pork from Finland was held at Beijing's MOI restaurant (the only Finnish-themed restaurant in China). This is the first time that European pork from Finland has held a media event in China. The Beijing VIP Media dinner of "Taste Happy European Pork, Enjoy Pure & Delicious Finland Delicacy" was jointly funded by the EU and Ruokatieto- Finnish Food Information Association, aiming to raise awareness of high-quality European pork from Finland in the Chinese market, strengthen its competitive edge, and introduce the expertise and advantages of safe and delicious Finnish pork to domestic consumers.

此次北京 VIP 媒体晚宴是芬兰猪肉进行中国市场推广的首站，此后，还将通过官方微信、微博进行线上推广，并举行一系列专业的线下活动，借此全方位地向中国市场推广来自芬兰的优质欧洲猪肉。

The Beijing VIP media dinner is the first stop of Finnish pork promotion in the Chinese market. After that, we will also promote Finnish pork online through official WeChat and Weibo. In addition, we will hold a series of professional offline activities to promote Finnish high-quality European pork to the Chinese market in an all-round way.

身临其境，品鉴芬兰美味猪肉

Immersive to Taste Finnish Delicious Pork

置身于湖畔云杉，白桦环绕，奇幻极光的芬兰元素中，来宾们身临其境般地领略了芬兰的自然与文化，同时，品鉴由 63000 公里外的纯净芬兰猪肉制作而成的创意芬兰美食，

深度探索“产自芬兰的欧洲猪”的奥秘，体验从养殖到餐桌的全过程。芬兰大使馆农业、食品和兽医事务参赞 Anna-Stiina Antola，芬兰食品信息协会 Ruokatieto 首席代表 Cindy Wu，芬兰阿特睿 Atria 公司出口部副总裁 Heikki Tynjälä，芬兰 HKScan 品牌代表 Lisa Kang，与国内行业媒体及知名美食博主出席此次 VIP 晚宴，一起进行了深度而愉快的交流。

Surrounded by spruce trees, birch trees, and a magical aurora, the guests had an immersive experience of Finnish nature and culture. In the meantime, they tasted the ingenious Finnish food made from pure Finnish pork 63,000 kilometers away, explored the mystery of "European pig from Finland," and experienced the whole process from breeding to dining table. Anna-Stiina Antola, Counsellor for Agriculture, Food and Veterinary Affairs of the Embassy of Finland; Cindy Wu, Chief Representative of Ruokatieto, Finnish Food Information Society; Heikki Tynjala, Vice President of Export Department of Atria, Finland; Lisa Kang, brand representative of Finland HKScan, attended the VIP dinner with domestic industry media, well-known food bloggers, and had in-depth and pleasant communication together.

晚宴为参会嘉宾准备了定制的芬兰特色菜单。主厨以精湛的厨艺，用来自芬兰的不同部位的欧洲猪肉现场烹饪出芬兰创意佳肴，并向来宾讲解了每道菜品的制作过程与独特风味。引领嘉宾品鉴及感受属于芬兰猪肉的独特口感及芬兰菜肴的魅力。在品鉴的同时，来宾还可以从卡片上了解每一块欧洲猪肉的溯源信息。为了让来宾更好地感受芬兰氛围及芬兰猪肉的质感，在大厨的带领下，大家一同动手，体验制作了芬兰家常菜“芬兰肉丸”。大家在寓教于乐中，感受芬兰文化，了解芬兰传统菜肴的烹饪方式，对芬兰猪肉的安全、优质、美味、可追溯性等特征也有了更深入的了解。

A customized Finnish menu was prepared for the participating guests. With excellent skills, the chef prepared ingenious Finnish dishes with various parts of Finnish pork on the spot. He explained the process and unique flavor of each dish to the guests. Guide guests to taste and feel the unique taste of Finnish pork and the charm of Finnish cuisine. At the same time, guests can also learn the origin information of each piece of European pork from the card. To let the guests better feel the atmosphere of Finland and the texture of Finnish pork, under the leadership of the chef, everyone worked together to experience the production of Finnish home dishes, "Finnish meatballs". Through entertaining and

teaching, you can experience Finnish culture, understand the cooking methods of traditional Finnish dishes, and have a deeper understanding of the safety, quality, deliciousness, traceability, and other features of Finnish pork.

芬兰猪肉，纯正幸福

Finnish Pork Represents Authentic Happiness

NOPO 意为北欧猪肉（Nordic Pork），同时也代表零问题的猪肉（Problem Free）。芬兰人希望肉食爱好者们能够尽情地、安心地享用这份来自北欧的天然美味。秉承安全、健康、动物福利、好吃的理念，芬兰猪肉严格执行北欧猪肉 NOPO 的理念。历经数十年的发展，芬兰猪肉已成为全球范围内的优质产品。自 2016 年起，芬兰开始向中国出口猪肉，并以其优质美味的口感和“零问题”的品质赢得了中国消费者的心。

NOPO stands for Nordic Pork as well as Problem Free Pork.. Finns aspire meat lovers to enjoy this natural delicacy from northern Europe in peace. Adhering to the concept of safety, health, animal welfare and good taste, Finnish pork strictly follows the concept of NOPO. After decades of development, Finnish pork has become a quality product worldwide. Finland has been exporting pork to China since 2016 and has won the hearts of Chinese consumers with its excellent and delicious taste and "Problem Free" quality.

位于极寒之地的北欧国家芬兰，以洁净的自然环境，高水平的教育及专业技术，造就了芬兰农产品的独一无二。从对健康饮食的极致追求，到高效的“从田野到餐桌”食品安全监管系统，纯净、健康、天然也由此成为了芬兰美食的标签象征。它还拥有悠久的养猪业历史，在猪肉制品的数量和品质方面居于全球领先的地位。芬兰猪被喻为“全世界最幸福的猪”。专业热情的农户，给予芬兰猪比欧盟立法要求还多 25% 的活动空间，并坚持用成分天然健康的饲料喂养。芬兰猪的养殖，践行安全可持续发展的理念，采用高质整洁的养殖方式，合理布局，科学安排，为小猪营造干净舒适卫生的环境。在国家层面，芬兰采用了有效的食品安全控制系统，并建立了值得信赖的质量保证标签系统，确保源头追溯，为动物的健康和产品的安全提供了可靠的保障。

Finland, a Nordic country located in an extremely cold region, is unique in its agricultural products because of its clean natural environment, high level of education, and professional technology. From the ultimate pursuit of healthy eating to the efficient

"field-to-table" food safety supervision system, pure, healthy, and natural food has thus become the label symbol of Finnish cuisine. It also has a long-standing history of pig farming, leading the world in the quantity and quality of pork products. Finnish pigs have been dubbed as "The Happiest Pigs in the World." Professional and passionate farmers give Finnish pigs 25% more room to move than required by EU legislation and insist on feeding them with natural and healthy ingredients. Finnish pig breeding practices the concept of safe and sustainable development, adopts high-quality and clean breeding methods by reasonable layout and scientific arrangement, and creates a clean, comfortable, and hygienic environment for piglets. Finland has built a trustworthy quality assurance labeling system and adopted an efficient food safety control system at the national level to ensure traceability at the source, offering a reliable guarantee for the health of animals and the safety of goods.

全程无激素、无抗养殖，无转基因饲料喂养方式及高标准的动物福利，保证了芬兰猪拥有愉快的身心，确保了芬兰猪肉的优质蛋白和脂肪，造就了芬兰猪肉的与众不同。色泽均匀饱满，弹性十足，肉质嫩滑美味，充满令人垂涎欲滴的肉汁，俨然验证了芬兰的“饲养的艺术”。

The whole process of hormone-free, anti-resistance breeding, non-GMO feeding, and high standard animal welfare ensure that Finnish pigs have a happy body and mind, ensure the quality of protein and fat of Finnish pork, and make Finnish pork unique. The meat is uniformly full of color, elastic, tender, delicious, and it is dripping with delectable gravy, seemingly demonstrating the Finnish "Art of Breeding."

中国饮食文化对猪肉的偏爱贯穿南北。随着中国消费者饮食健康意识的觉醒，优质进口猪肉获得了广大家庭的青睐。品质猪肉，幸福生活，崇尚幸福的生活方式，就从吃到一口安心、健康的芬兰猪肉开始。

Chinese food culture's preference for pork runs through the north and south. With the awakening of Chinese consumers' awareness of dietary health, high-quality imported pork has won the favor of the majority of families. Quality pork, happy life, and a happy lifestyle starts with a mouthful of safe, healthy Finnish pork.

百年肉企，匠心传承

Century-old Pork Enterprise Inheriting Craftsmanship

亮相此次 VIP 晚宴的欧洲猪肉皆是芬兰猪肉行业的王牌企业，至今已有百年历史。为缔造“健康猪肉”，他们严格遵守芬兰的无沙门氏菌标准，喂食饲料基于自产谷物、液体大麦蛋白以及自己的饲料厂生产的膳食补充剂，并充分利用丰富的淡水资源，在丰富猪肉营养的同时更改善其肉质和味道，使其优质脂肪分布平均，脂肪酸结构达到 WHO 推荐的黄金比例。当下，产自芬兰的欧洲猪肉实现了从饲料加工厂到消费者餐桌的全链路垂直整合。下一步将加强与中国市场的密切合作，让中国消费者家庭都能享受到天然无污染而又质朴健康的顶级美食。如果你想了解更多详情，请关注其官方微信，微博账号。

The European pork debuted at this VIP banquet is all produced by the Finnish pork industry's flagship enterprise, which has a history of more than 100 years. They comply with strict Salmonella-free standards in Finland, feed diets based on home-grown grains, liquid barley protein, and dietary supplements produced in their own feed mills, and make full use of abundant freshwater resources to enrich the pork's nutrition while improving its meat quality and taste, resulting in an even distribution of high-quality fat and a fatty acid structure that meets the WHO recommended golden ratio.. Today, European pork produced in Finland is vertically integrated from the feed factory to the consumer's table. The next step will be to strengthen the close cooperation with the Chinese market so that Chinese consumers and families can enjoy natural, pollution-free but plain, and healthy top-quality delicacies. For more details, please follow the official WeChat and Weibo accounts.