

Frivasa: awareness and commitment to traceability from farm to fork

Founded in 1972 by Saulo Germiniani, the group exports fresh beef and will begin the export of meat-and- bone meal in 2016.

Located in the south of Minas Gerais State, the company was founded by Saulo Germiniani, who purchased the municipal slaughterhouse of Itajubá in 1972. Since then, Frivasa never stopped growing and has never lost their focus: to provide high-quality meats. We want to carry our slogan (our brand, our commitment) all over the world.

Food security, their top quality products and their commitment to customers and employees has helped

then to earning a leading position in the market. Sustainability and modernity are their competitive highlights. Since their foundation, the company has made every effort to ensure the quality of products and services, and constantly enhance the image that was built with dedication and hard work.

Frivasa operates in the food sector and offers a modern production line with capacity of 400 heads of beef cattle per day. The company's primary goal is zero environmental impact and it has invested heavily in technology such as a modern wastewater treatment with an anaerobic system. This system eliminates the production of waste and pollution and minimizes the environmental impact on the entire region. The group also created a Permanent Protection Area (APP), where about 1500 native tree species saplings were planted to recover all the vegetation along the river.

The meat production is able to perform the halal slaughter method. The slaughterhouse has an animal

rendering line that produces meat and bone meal and beef tallow for the animal feed, biodiesel, hygiene and cleaning and others industries. According to the board, the animal rendering industry has a lot of gain by enjoying ABRA. "It is very important to remain updated and informed about the industry news. We find out about new concepts, laws, and even more modern equipment for producing animal meal and fat."

Exports

Frivasa has been operational in the international market since November 2012. Currently undergoing full expansion, they ship fresh beef and offal across the entire Arab world, Iran, West Africa, Venezuela, Hong Kong, Egypt, Tunisia, and other countries. These markets represent 20% of the company's revenue.

With the current scenario, Frivasa is focusing on the exports consolidation. "In addition to the beef, 2016 should be a promising year when we will start exporting meat and



bone meal. We are very interested in exporting this product and we're moving toward achieving this new goal. Our aim is to export 25% of the production of meal," add the border.

Representativeness

Frivasa caters to a highly diverse customers: "From the small butcher shop to external customers such as supermarkets in Egypt, from the small industrial kitchen to large government organizations like the Brazilian Navy, the Brazilian Army and the Brazilian Air Force, we operate in all the 15 possible meat consumer sectors," says Germiniani. The expectations are promising for 2016. "I see no difficulties for the slaughterhouses exporters. The foreign market is growing with the entry of China, and the number of

“ I do not see difficulty for refrigerators exporters”

units is increasing. United States has a quota of 64 thousand tonnes, and then there is Saudi Arabia, among others. We have to expand our partnership with our suppliers and show them that the world is hungry for quality animal protein," he concludes. ♦♦



Emerson de Barros Germiniani, Commercial Director / export Frivasa