

Smithfield Ferme plan to keep domestic market as main outlet

Posted by: Alina Grigoras Butu

Smithfield has won in 10 years of activity in Romania a leading position in the field of pig breeding and pork industry, which contributes to improving the industry's standards and provides its customers with the best quality products. Taking over a 'heavy' Romanian brand, Comtim, one of the biggest pork producers and processors in Europe before 1989, Smithfield continued Comtim 100% Romanian brand story, vowing that Romanian consumer and local market would remain their main concern.

Last year Smithfield Ferme group marked 10 years since the takeover of Comtim. How did the market evolved during all this time?

The consumer market acquires new values along with the change in behaviour of the final consumer which, besides the traditional consumption, shows an increasing interest in innovative products, fast and easy to cook, in weights tailored to the consumer's needs.

Through Comtim, Romania used to be one of the biggest pork producers and processors in Europe for a long time. What was Smithfield contribution to this inheritance? What is the investment value so far?

Smithfield Romania has developed in 10 years an integrated business model, a successful one, following investments exceeding USD 600 million so far.

Mai multe detalii <http://www.romaniajournal.ro/exclusive-smithfield-ferme-plan-to-keep-domestic-market-as-main-outlet/>