

THE MENAPIAN PIG

Rediscovery of the Menapien pig and reconstruction of its meat products



The famous poet Martialis (40-104 a.D.) about ham :
*Let me have it from the territory of the Cerretans,
 or it may be sent from the Menapians;
 let epicures devour ham*



THE MENAPIAN PIG

- Research & Development project **funded by VLAIO**
- To recreate the forgotten highly appreciated **regional** Menapien pig and related pork products with **superior eating quality** and authenticity
- To deliver a **unique, authentic and typically Flemish niche product**
- Increase the **distinguishing capacity of the industrial and artisan partners**.
- To **create added value**: not focussed on increasing the production volume of pig meat and derived products.
- **Food System Approach**: Key players at different positions in the chain partner up.
- **Unique Business Model AGS**: Customer involvement and commitment before project and production started.

