

PROANIWAL is a Non Profit Organization created in November 2000 at the instigation of a Unit of the Department of Animal Productions of the Faculty of Veterinary Medicine of the University of Liège and the Unit of Economics and Rural development of Gembloux Agro-Bio Tech University of Liège.



Faculty of Veterinary Medicine
(ULg) located in Liège



Gembloux Agro-Bio Tech (ULg)
located in Gembloux

These two Departments collaborate since many years. They utilise a global approach to the productions. That is an interdisciplinary approach concerning animal and vegetal sciences. This answers the new established context by the globalisation, the geographical and economic limitations, the price's war, the diversification of products and the more responsible behaviour of the consumer. For him, the industry must provide safe products at hygienic, technological and nutritional quality level. The respect of legislative standards is acquired and the controls are guaranteed by the states. This context requires an integration of the research, directed by these factors, which will directly lead to practical results for the agriculture sector. With the Walloon stockbreeders partners, these departments have a long history and a great reputed experience in productions, genetics, animal and vegetal health and selection, food sciences, culture, management of intensive type farms, traceability, conservation and marketing, animal wellbeing, protection of the environment, as well as in education, research and training in the agriculture sector.

The initial objective was to promote activities favouring the opportunities for the Walloon animal productions within Belgium and abroad. Following the achievements, the aim was modified to consolidate and to extend the acquits in view of stimulating and supporting the Walloon agricultural productions as well.

Through the association, was constituted a pole of competencies at the service of the Walloon agricultural productions, in particular intended to stimulate and support them. The n.f.p.a. plays a role of interface between the producers and the economic operators, this by means of provisions of services: organisation (events, visits), studies (technical, economic, commercial), advices (technical, economic, legislative), databases (technical, legislative), information -communication, training, etc.

The promotional actions are integrated into the whole production network, from the upstream activities up to the final consumer. A particular attention is paid to the products' quality and the improvement of the competitiveness on the export markets.

The association does not sell any product in particular. It put at the disposal of the Walloon producers, contractors and stakeholders from the agricultural and livestock sector its know-how and its facilities, in order to help develop their businesses in Belgium and abroad.

Example of results obtained in Wallonia :

- Support to the development, to the promotion (publicity, products tasting...) and to the follow-up of the products that reply to the new concept of «differentiated quality» promoting new diversifications :
 - The « Bleue des Prés® » meat is tasty, darker and marbled, with Omega 3, which promotes a good equilibrium of fat. It bears the EQWALIS mark.
- Making of and distribution of information and publicities about the Walloon's productions (folders, posters, CD, etc.).
- Development and maintenance of an Internet site including links and information on the production, as well as a Database of the Walloon products of Terroir.
- Participation (representing and demonstration for the Walloon productions) to fairs, conferences, shows and meetings.
- Preparation of standard documents (contract, joint-ventures, agreements, projects) for actions directly or indirectly related to the Walloon agricultural sector.

Example of results obtained abroad :

- Making of, translation and distribution of information, publicities and material on the Walloon productions (folders, posters, CD,...) and participation to events (fairs, conferences, symposium, official visits...) in
 - **Africa:** Algeria, Benin, Botswana, Burkina Faso, Burundi, Cameroun, Tchad, Congo RDC, Republic of Congo, Egypt, Ethiopia, Gabon, Ghana, Ivory Coast, Kenya, Liberia, Libya, Mali, Morocco, Niger, Senegal, South Africa, Soudan, Tanzania, Togo, Tunisia, Uganda, Zambia,
 - **Asia:** Cambodge, Chine, India, Indonesia, Laos, Myanmar, Thailand, Vietnam,
 - **South America:** Brazil, Colombia, Cuba, Panama, Peru,
 - **Middle East -:** Bahrain, Iraq, Kuwait, Libanon, Oman, Qatar, Saudi Arabia, Syria, United Arab Emirates (EAU), Yemen.
- Collecting, gathering and putting at anybody disposal information and documents on sanitary, custom and transport conditions for animal and animal products exportation.
- Agreements preparation, study missions, support to the implementation of commercial, technical, and collaborative activities for Walloon private and public actors with local people, for instance in Brazil, Burkina Faso, China, DR of Congo, Gabon, Lebanon, Morocco and Thailand.