

## Business alliance agreed

Technology provider Heat and Control with its headquarters in Hayward, California, US, and Ishida (Birmingham, England) have successfully negotiated a global cooperation. As part of the business alliance, HCI Snack Solutions, they will be able to offer the snack industry complete and fully integrated production lines from a single source.

Heat and Control and Ishida will supply facilities for the entire snack production chain through the new business cooperation HCI Snack Solutions.

All components will be included from raw product preparation to processing, spicing and coating of snacks through to weighing, packaging and quality control. The individual machines are optimally tai-

lored to one another for maximum performance and efficiency. The snack industry also has access to a contact person for all issues. The official go-ahead for the cooperation will be given during a snack open house event in June 2018 in the Ishida Europe headquarters in Birmingham.

"The snack industry has already benefited from various projects resulting from

our cooperation with Heat and Control. This urged us to extend and formalise this partnership," said Dave Tiso, Managing Director, Ishida Europe. Tony Caridis, President of Heat and Control added: "The partnership brings valuable additional benefits, increasing the competitiveness of our customers around the world."

[www.hcisnacksolutions.com](http://www.hcisnacksolutions.com)

## National animal welfare seal well received by Danes

Half of all Danish consumers recognise the national animal welfare seal or have heard of it, meaning that the goal set when the seal was launched last year has been exceeded. When the first products reached shelves in May 2017, awareness of the seal of 40 percent was expected by the end of 2018. A survey conducted on behalf of the Danish Veterinary and Food Administration by Yougov about the public's familiarity with, understanding of and confidence in the seal revealed that 49 percent of consumers currently recognise the animal welfare seal.

After just seven months the animal welfare seal has exceeded the stated goal. The aim was that 60 percent of consumers would find the animal welfare seal trustworthy by the end of 2018 according to another goal set at the launch. The survey revealed that this figure is already 67 percent.

"The Danes think positively of the animal welfare seal. I am pleased that consumers can contribute to

greater animal welfare by making fact-based purchasing decisions. Many consumers already recognise the seal and trust it, which is why I will be advocating for its use to be expanded. This will enable people to support higher animal welfare products when shopping. This will in turn enable farmers to further improve their animal welfare," said Esben Lunde Larsen.

The survey also revealed that 77 percent of Danes believe that animal welfare is important and a clear majority accept higher prices for products that have been pro-

duced under conditions clearly aimed at better animal welfare. This applies to most meat and dairy products.

To date, the animal welfare labelling only includes pork with one to three hearts depending on the welfare measures implemented. Other products are in preparation, however. Work on the animal welfare seal for chickens will be the focus in the current year. The survey also included a comparison of the national animal welfare seal with other seals.

As expected, the oldest seals were also the best known: this includes "Anbe-



The animal welfare seal in Denmark only applies to pork at the moment.

[www.fachinfo-schwein.de](http://www.fachinfo-schwein.de)

falet af Dyrenes Beskyttelse" (recommended by Animal Protection Denmark) which has been on the market for 26 years and "Ø-Marke" (Ø for Økologisk or environmental) which has been on the market for 29 years.

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## Masthead

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