



# Tradition and Expertise

dedicated to serving our customers  
and consumers

**It was back in 1963 that the Detry company team left the starting blocks to begin manufacturing and marketing a wide range of prepared meat products and the finest pork cuts. In terms of quality Detry claims the secret is to guarantee the best rearing and feeding conditions, a respect for the animal, human expertise, attentiveness to consumer concerns and management based on steady investments.**

## Brief timeline



The four Detry brothers decided in 1963 to create a private limited company and use their own family name as its title. Their line of business was buying live pigs and cutting up meat. The company then went from strength to strength in terms of company size, workforce and activities.

## A few key dates

- 1967 : the company set down roots in Aubel.
- 1970 : it started manufacturing prepared meats.
- 1994 : it launched its own pig slaughtering line of business.
- 1995 : Detry established a HACCP system.
- 1996 : three activities (abattoir, cutting up meat and processing prepared meat products) located at three separate sites to achieve a more efficient manufacturing system.
- 1998 : the launch of the «Aubel» brand.
- After 2002 : Detry is now moving closer and closer to the end consumer. The company is expanding its pre-slicing and portion packing lines.

**«Aubel» : a name that is closely linked with a region, a pork industry and a brand**



Hailing from Aubel in the Pays de Herve, the Detry family is well acquainted with the values of the region, which they both respect and promote.

«Aubel» sets the tone for the various activities: keen on seeing work well done, a commitment to traditional values and a sense of duty. These values are obviously evident in the attitude of all our employees.

## The Aubel Pork Network

The management side of the business is focused on controlling and promoting the pork industry across-the-board, on the basis of a hundred or so family-run breeding, rearing and fattening establishments. In practice the non-profit-making body PROMOBEL deploys accredited independent agencies to police pork rearing and fattening conditions in the sector (sufficient space, satisfactory lighting, adequate ventilation and so on). The organisation concludes agreements spelling out the rules the various suppliers of live pigs and pig feed have to follow to gain and maintain accredited status. A quality chart has been created and must be signed and accepted by all the various stakeholders.

Lastly, Detry has developed the Aubel brand for its prepared pork meat and meat products.

The dynamic and rejuvenated brand adds cachet to «the authentic flavour of our traditional Belgian products».

## Expertise & Tradition

Detry has made sure that the machine replaces back-breaking labour not human knowledge.

The cutting operations are carried out by butchers under the supervision of master butchers. These experts are very hard task masters in terms of cutting skills. This is particularly true during deboning activities, because these skills determine the quality of the meat that is cut: «making a jewel and not a scrap».

Traditional also involves paying tribute to the local flavours, reflected in the raw materials chosen or the recipes developed. These are prepared by master butchers. This respect for authentic flavours is reflected in the working procedures. The state-of-the-art smoke houses still rely on traditional-style beech sawdust for their operations.



## Certification and quality

HACCP  
BRC • IFS

Quality  
Systems

Ever since 1995, Detry has been carefully applying the HACCP (Hazard Critical Control Point) system. Operated on a voluntary basis the system has helped the company obtain the various certification statuses required for this line of business: the meat unit has qualified for BRC-certification while the prepared pork meat facility is certified according to IFS and BRC standards.

Looking beyond the certification process, Detry is placing further emphasis on quality thanks to:

- a traceability system applied at all stages, from rearing to distribution;
- ensuring pig suppliers comply with the «Aubel Pork Industry» specifications;
- routine inspections for all processing activities : microbiological and physico-chemical analyses;
- Pinpointing three separate risk levels with each level determining what specific equipment should be used by staff and the control measures to be taken.



### A few figures 2009

**Staff** : 680 people

**Surface area** : 40.000 m<sup>2</sup>

**Production** :

- 10.000 pigs slaughtered every week
- 6.500 pigs cut up every week
- 3.500 carcasses sold, mainly on the export market
- 243 tons of prepared pork meat sold every week

**Turnover** : Euro 153 million

63% in Belgium, 37% on the export market

**Detry offers distributors and consumers a comprehensive range of healthy and flavoursome products, all made with a healthy respect for tradition, food safety and environment.**

