



OUR MISSION STATEMENT

What we stand for. What drives us.

Schutzverband der Schwarzwälder Schinkenhersteller e.V.

BLACK FOREST HAM IS A CULTURAL ASSET AND EMOTIONAL ABASSADOR - WORLDWIDE.

We protect Black Forest Ham and safeguard its quality.

We determine the guidelines of the PGI specification of Black Forest Ham.

We work together to ensure that our speciality is associated with quality of life, passion and enjoyment, thereby increasing its value on the markets.

We benefit from our joint commitment in terms of measures and campaigns that ensure that our speciality is highly perceived by consumers.

We make all Black Forest Ham producers members of our association.

We love the naturalness of our homeland and contribute to its preservation.

COMMUNITY

We treat each other with respect and credibility. The association stands by its members.

„We treat each other with openness, honesty and tolerance.“

ZEST FOR LIVE

We are strong believers in the Black Forest, passionate about our speciality, our culture and our homeland.

„We combine tradition and modernity. We preserve the good and enthusiastically create the new.“

RESPONSIBILITY

Accountability towards all market participants with regard to the speciality. Holistic approach with regard to all aspects that relate qualitatively to the protected production process.

„We face all challenges and work out the answers in the committees.“

Schutzverband der Schwarzwälder Schinkenhersteller e.V.

Board of Directors and Members