

Project INTRA – communication report

In June 2017 Lead partner of INTRA project, Maribor Development Agency, sent the case study of an INTRA good practice Señorío de Montanera to the EU-Japan Centre for Industrial Cooperation, which recognised it as an interesting article and published it on October 17th 2017 as a case of Positioning on the Japanese market

Media coverage report

nr	date of appearance	media	description of media	type	link
1	17.10.2017	Newspaper	International EU-Japan	Online newspaper	https://www.eu-japan.eu/sites/default/files/publications/docs/october17.pdf



Media appearance 1: EU-Japan News: 17.10.2017 <https://www.eu-japan.eu/sites/default/files/publications/docs/october17.pdf>

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SEÑORÍO DE MONTANERA POSITIONING ON JAPANESE MARKET

A study visit of INTRA project (<http://www.interregeurope.eu/intra>) organised by FUNDECYT-PCTEX in Extremadura (Spain) last December introduced a case study providing an interesting balance between tradition and innovation in the access to international markets.

Señorio de Montanera (<http://senorio.es/en>) is a company owned by a group of 75 Iberian pig farmers, created in 1992 from a traditional livestock activity. The main product range of Señorío de Montanera's brand includes Iberian acorn hams as well as a well-developed range of "embutidos" (other cured products derived). In 2007 the company started to develop an internationalisation strategy specialised in a concrete product/market consisting of customising raw meat products from Iberian pork's for the Japanese market. The rationale behind the decision was placing high quality by-products on domestic markets as gourmet product in overseas

- Iberian meat is very remindful to traditional Japanese meats.
- Red meats, with high level of fat -intra and extra muscular- (pure Iberian breed), meat coming from adult pigs, and with a fatty acid profile with a high percentage of oleic acid, makes it ideal to be cooked, boiled or lightly grilled, as the Japanese do with the most appreciated meats. Upon detecting the opportunity, importers of meat in Japan were identified and the first commercial missions started.

The company's turnover in 2015 was €16m, of which on domestic market 54.7%, in EU 9.5% and on non-EU 37.5%. In



Francisco Esparrago, President of Señorío de Montanera, courtesy of Señorío de Montanera

"We were used to the British consumers who came to Spain, tasted our product and wanted to be able to buy the very same thing back home."