



INTEROVIC como punto de encuentro y desarrollo del sector

17 de enero de 2024

PEIDRO
COMUNICACIÓN



Desafíos del sector

15

- **Frenar la bajada del consumo y atraer a nuevos consumidores**
- **Profesionalizarnos**
- **Continuar con el proceso de internacionalización**
- Mejorar la eficiencia de la cadena
- Hacer el sector más atractivo para atraer nuevos talentos
- Traer el sector al siglo XXI a través de su digitalización
- Desarrollar una transformación a corto plazo pero también adelantarnos a los retos del futuro
- Aumentar la relevancia de sector como agente económico y social
- Elevar nuestro discurso respecto al liderazgo mundial del cordero español y el impacto positivo (económico, social y medioambiental) de nuestra actividad



A flock of sheep is grazing in a lush green field. In the foreground, four sheep are visible, some facing left and some right, all with their heads down as if eating. The field is dotted with small rocks and patches of different shades of green. In the background, there are more sheep, some trees, and rolling hills under a bright sky. The overall scene is peaceful and rural.

**“Somos el primer productor
de la Unión Europea”**

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and rural.

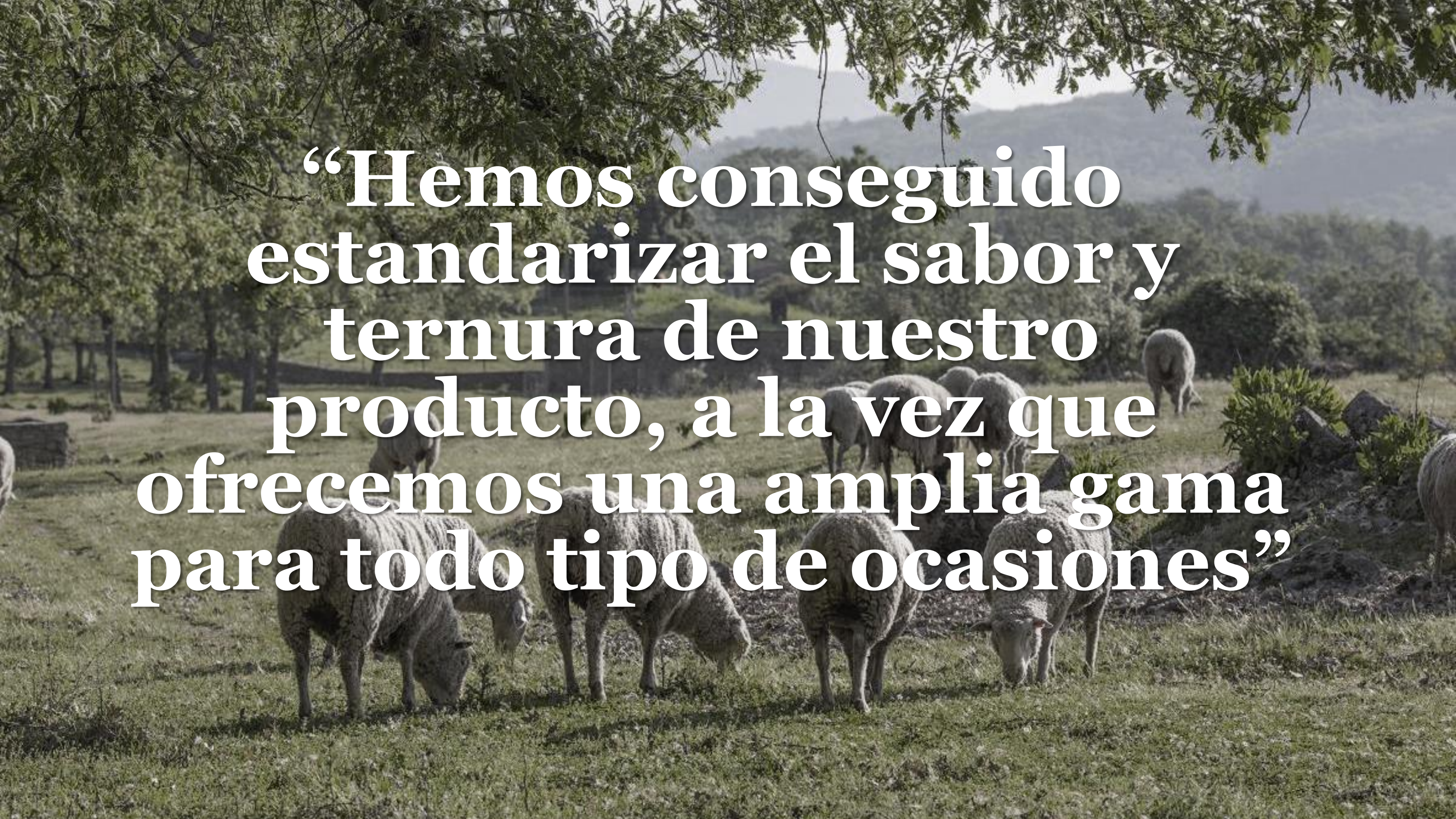
**“La calidad de nuestro
producto es reconocida en
todos los mercados”**

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and natural.

“Los certificados y sellos de bienestar animal acreditan nuestro sector”

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and rural.

“Hemos demostrado una gran capacidad de adaptación a cambios regulatorios y ante la inestabilidad económica y social de los últimos años”

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The text is overlaid on the image in a large, white, serif font.

“Hemos conseguido estandarizar el sabor y ternura de nuestro producto, a la vez que ofrecemos una amplia gama para todo tipo de ocasiones”

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and rural.

“Nuestro producto está asociado a momentos de celebración con familia y amigos”

A flock of sheep is grazing in a lush green field. In the foreground, four sheep are visible, some facing left and some right, all with their heads down as if eating. The field is dotted with small rocks and patches of different shades of green. In the background, there are more sheep, some partially obscured by the trees. The landscape is hilly, with a line of trees and a hazy horizon under a bright sky. The overall scene is peaceful and rural.

**“Nuestro sistema de
producción en cebaderos es
un referente mundial”**

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and rural.

“Nuestra producción se realiza durante 52 semanas al año a diferencia de otros países”

A herd of sheep is grazing in a lush green field. In the foreground, four sheep are visible, some facing left and some right, all with their heads down as if eating. The field is dotted with small rocks and patches of different shades of green. In the background, there are more sheep, some standing and some grazing. The landscape is framed by large, leafy trees on the left and right sides. In the far distance, there are rolling hills or mountains under a clear sky. The overall scene is peaceful and rural.

**“Crece la relevancia de
nuestras diferentes IGP’s”**

A flock of sheep is grazing in a lush green field. The sheep are scattered across the foreground and middle ground, some facing left and some right. The background features a line of trees and rolling hills under a clear sky. The overall scene is peaceful and rural.

“Somos un sector con mucho arraigo allá donde se desarrolla nuestra actividad y vertebramos el territorio”

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and rural.

**“Nuestra actividad es
centenaria y apela a la
tradicción y la emoción”**

A flock of sheep is grazing in a lush green field. The sheep are in the foreground and middle ground, some facing left and some facing right. The background features a line of trees and rolling hills under a clear sky. The text is overlaid in the center of the image.

**“Tenemos buena imagen
ante la opinión pública”**

A flock of sheep is grazing in a lush green field. In the background, there are trees and rolling hills under a clear sky. The scene is peaceful and rural.

“Hemos desarrollado una internacionalización del sector muy rápida en los últimos años”

A flock of sheep is grazing in a lush green field. In the background, there are rolling hills and trees. The scene is captured in a natural, outdoor setting with soft lighting.

“Tenemos capacidad para innovar presentando nuevos cortes, productos o formatos.”

A flock of sheep is grazing in a lush green field. In the background, there are rolling hills and trees, with a large tree branch hanging down from the top of the frame. The scene is peaceful and natural.

‘La sensación de unión e integridad en la cadena de valor está en su mayor nivel’

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