

Vion to shift away from pig production at Altenburg site

By Aidan Fortune [✉](#)

21-Nov-2019 - Last updated on 21-Nov-2019 at 11:46 GMT

RELATED TAGS: Vion, Netherlands, Germany

Red meat processor Vion has revealed plans to focus production at its Altenburg site in Germany away from pigs, with 110 jobs potentially at risk.

The site will stop slaughtering pigs in the first quarter of 2020 and with this production change, the work of 110 people will “disappear”. In a statement, Vion said it has informed employees and their representatives and is “discussing a social plan”.

The site currently is a mix of pigs and cattle, however due to decline in the local pig market and a perceived growth in cattle, Vion is to focus on the latter at the Altenburg facility.

The new focus for Vion Altenburg is part of Vion's strategy. It says that by stopping the slaughter of pigs, the company can better specialize in the cattle sector in this part of Germany. In the east of Germany, the Altenburg location is the only beef slaughterhouse. In addition, the transport times from the farmers to the meat producer improve significantly due to the greater capacity.

Management changes

Vion also announced management changes at its food service business unit, which includes brands such as Salomon FoodWorld and FVZ Convenience.

In 2020 Bernd Stark will step down from his current role in the division and hand over responsibility to Simon Morris. As chief operating officer (COO), Morris is responsible for the business results of Vion Food Service together with Anne Henningsen, who remains responsible for finances.

At the request of the board of directors, Stark will focus on the further development of innovation management, strategic customer management and commercial management within the group.

Vion CEO Ronald Lotgerink said: *“Over the past ten years, Bernd Stark has built up a track record in the successful development and market leadership of Vion Food Service from the brands Salomon FoodWorld and FVZ Convenience, among others. Under his leadership, these brands are highly developed and marketed profitably, resulting in long-term partnerships with our customers. I am pleased that he will be part of the Vion strategic leadership team, so that we can further develop our innovation and commercial strategy.”*

The Salomon FoodWorld management team will consist of Jochen Kramer who is responsible for Marketing and Innovation; Simon Morris who is responsible for all commercial activities and Anne Henningsen who



has worked in the management team of Vion Food Service and the financial groups for ten years.

Copyright - Unless otherwise stated all contents of this web site are © 2019 - William Reed Business Media Ltd - All Rights Reserved - Full details for the use of materials on this site can be found in the Terms & Conditions

RELATED TOPICS: [Germany](#), [Netherlands](#), [Products](#), [Pork](#), [Beef](#)
