



# SOCIETY

## CIRCULAR MODEL

With a spirit of commitment, we work diligently daily to provide safer and higher-quality food while enhancing the consumer experience. We boast a unique, proprietary, and circular production system grounded in IPC (Integrated Process Control), which allows us to oversee every stage of the production process. At the heart of our model lies the consumer, serving as the focal point of all our decisions.

To deliver value to them, the company prioritizes brand protection and its values: talent, boldness, innovation, entrepreneurship, safety, and trust. Nurturing the brand is essential for building trust.



## LEADING COMPANY

The consumer as our customer. ElPozo is a trusted brand and is the most prevalent brand in Spanish households (as per the 'Brand Footprint' study by Kantar Worldpanel 2025).

Our work aims to meet and identify consumer needs with nutritious food solutions that promote a healthier and more comfortable lifestyle. With over 1,500 product references, both fresh and processed, we stand as pioneers in healthy eating.

Food quality and safety are paramount in our line of work. We hold the most stringent international certifications endorsing the quality and safety of our products.



## ANIMAL WELFARE

All farms we collaborate with are certified for animal welfare and standardized, ensuring we offer the utmost trust in the market. To guarantee livestock health and care and safe and quality food production, we focus our efforts on safeguarding those who feed us by consistently adapting to regulations and implementing other industry-specific and proprietary standards.

We were the first meat company in Spain to attain the Animal Welfare seal for white-layered pigs from INTERPORC and for Iberian pigs from ASICI. Moreover, our production model is guided by the principles of the World Organisation for Animal Health (OIE), ensuring the 'Five Freedoms,' we also integrate other rules and regulations that go beyond the legal requirements.

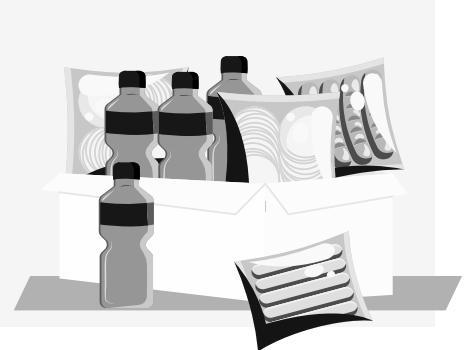








## / SOCIAL SUPPORT



NWe actively collaborate with various associations and social entities, donating more than 500,000 kilograms of food and water through the food companies of Grupo Fuertes. Additionally, we participate in the 'Hospitality Against Hunger' initiative, championed by the NGO Action Against Hunger

with the values inherent in sporting activities has connected us with our brand ambassador, the world's number-one tennis player, CARLOS ALCARAZ. We share a common perspective on growth and excellence.

We also sponsor the Rugby Association, in Tournefeuille-Toulouse, the VTT Team 78 Cycling Club, in Guerville-Paris

including initiatives like the Women's La Vuelta and the Alhama EI Pozo Women's Football Club sponsorship.

'Cruz de Navajas,' and the International Cante de las Minas Festival.

NWe have the EI Pozo Alimentación Workers' Foundation, which assists our workers and their families. It promotes sports and cultural activities focused on the most vulnerable and disadvantaged groups. This Foundation comprises 96 percent of our workforce.

## / VALUE CHAIN

We have a value chain grounded in long-term, stable, professional, and trustworthy relationships. Together, we are dedicated to contributing to society and meeting food needs. We've introduced a new tool for endorsing and managing risks within the value chain, which conducts evaluations and audits on suppliers concerning sustainability matters, allowing us to measure and quantify

and Economically Responsible Purchasing attests to our responsible management and best practices carried out in the supply chain based on sustainability principles.

# ENVIRONMENT

At ElPozo Alimentación, we are committed to the future and are keenly aware of our role in enhancing our environment. In our strategy, we undertake initiatives geared towards carbon neutrality and promoting a circular strategy focused on waste valorization, material recovery for new packaging production, and water purification.

To ensure continuous improvement, we have an Environmental Management System certified by AENOR as per the UNE-EN ISO 14001 standard.

Key areas of focus include:



## Emissions

We calculate and certify our carbon footprint. We have been awarded the 'Calculate and Reduce' certification from the Spanish Office of Climate Change.

We have been awarded the second 'Lean&Green' Star from AECOC for reducing our emissions from logistical processes by over 20%.



## Energy

We hold ISO 50001 certification for energy efficiency.

We are installing solar panels to encourage self-consumption, aiming to generate 20% of our electricity from our renewable sources.

We are keen on reducing our carbon footprint by introducing renewable fuels as an alternative to fossil fuels.



## Water

We purify all our water and use it for crop irrigation.



## Circular Economy

We were the first Spanish food company to valorize pig intestines to produce heparin through Hepabiotic, a joint venture between Grupo Fuertes and Horizon Products.

We are certified as 'Zero Waste' by AENOR, achieving a 90% valorization rate.

We are the first company in the meat sector to obtain the Retray certification from the Ecosense Foundation, ensuring the recovery, recycling, and integration of plastic material into the process.

We continue to improve the sustainability of our packaging to contain a high percentage of recycled material.



## Food Waste

We ensure maximum utilization of raw materials and strive to innovate in packaging and incorporate new preservation technologies to extend the shelf life of products and optimize food waste management.



## Aligned with the SDGs

At ElPozo Alimentación, we support the Sustainable Development Goals (SDGs). We are already undertaking actions addressing 12 of the 17 significant global challenges related to environmental policies, efficient resource management, professional development of employees, initiatives, and collaborations with local communities and rural areas, and the sustainability of our value chain.

SUSTAINABLE  
DEVELOPMENT  
GOALS





ElPozo Alimentación

Avenida Antonio Fuertes, 1.  
30840 Alhama de Murcia  
Region of Murcia

968 636 800

[www.elpozo.com](http://www.elpozo.com)