

TAKE GOOD CARE OF YOUR HERD

STAY ALERT



Bem-estar Animal
MARFRIG



BRUISES



Hematomas or bruises are due to aggressions directly on the animal's body from objects such as iron, wood, stone and even improper marking.

Because they are unfit for human consumption, they are removed before weighing the animals, which generates losses for both the rancher and the slaughterhouse.

Aiming to reduce bruising and, consequently, damages, the use of handling practices that preserve the well-being of the animal is recommended also on the properties, replacing the aforementioned objects by flags and minimizing the use of electric prods, leading to calm and suitable boarding processes. These practices, therefore, consist of ways of engaging in animal welfare.



Contusion located on the carcass due to a blow to the animal's back.



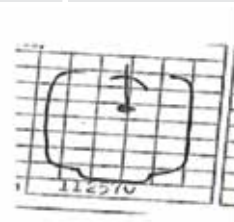
Generalized contusion in the carcass due to poor handling during pre-slaughter.



Generalized contusion in the carcass, animal lying inside the truck.



Mark of the rancher on the meat of the animal.



Cattle brand in the GTA.