

Ever since I was young, I was interested in living cattle, slaughtering and the processing of it. As people say, it's all in the blood. After four generations in the field, this is nothing but normal. Everybody from my mother and father's side were involved in the field of slaughtering and meat processing.

I was only 6 years when my godfather, Omer Maddens took me to one of his fields in West-Flandres to look at the bovine. Every Monday, my father and me went to a peasant or bovine market to purchase a bovine or porks. These animals would be slaughtered in our private slaughter house. During the holidays I went with my uncle Jules to different bovine markets (Ieper, Kortrijk, Bastogne or Siney) to buy fat, mostly skinny bovine to feed them.

After several years at the St. amandscollege I was allowed to stay home and work with my father to learn the ways of our profession. Then I finished my studies of butchery, meat-processing, at an institute of reformation during a period of 4 years. After these 4 years I followed an extra 4 years of studies to specialize in industrial meat processing.

3 diplomas and two times LOREAAT off the skool in Kortrijk.

My ambitions were severely tested by intensive study and the devouring of old books like "the modern science of meat products" by Maurice van Kerckhove, "Bovine and pork butchers" by Victor Vinck, "Die Sichere fleischwaren herstellung" by Werner Frey. Mr. Frey was an ex colleague of myself. Hours of discussions with my father about "how it was back in the day" and how I learned it in school together with the support of friends, colleague's and my teacher and best friend Camiel Samijn.

I was always searching for more than an ordinary butchery. I wanted to make large amounts, slaughter and process a lot of pigs. Back then I was already thinking of the industry, an other challenge. An announcement in the magazine: "De Belgische beenhouwerij" where they offered a job in one of the most modern meat processing companies in Kinshasa Zaïre (Congo). Sixteen candidates applied for the job and in the end I was chosen to lead the group.

At the age of 21 I was the factory leader of a farm with 8000 pigs, 20000 chickens and an own slaughter house, cold deboning and meat processing factory. This concept created 300 jobs and was called: "LA FERME DE LA LUKAYA" located in the center of Kinshasa, the capital of Zaïre. I learned to stay on my own two feet, at a relatively young age of 21 and start my career in the profession. Apart from leading the whole operation, I also had the responsibility to form the local people working in the company. After several months of hard work, production capacity changed from 25-30 T to 40 T of meat products for local consumption. In 1986 it was time to start my own company, together with my best friend, Jack Houthoofd.

The company name "ETTRAL" (Etablissement de transformation alimentaire) a flourishing meat processing industry and one of the biggest catering services of Kinshasa.

All the raw materials were imported from Europe, India, Brazil, etc. I had learned a lot and gained experience with frozen imported meat to processing meat products.

Due to economic problems and the civil war in 1990 we were forced to leave the beautiful country of Zaïre. Back in Belgium, I started a butchery " Vanfleteren" in the center of

Schilde, 20 km from Antwerp city. The purchase of living bovine and veal were from French origin. With my own transport, every week I picked up some lambs and pigs, for slaughtering in a local slaughter house. I manufactured more than 80 different qualitative meat products from various countries. After a few years I got an itch persuading me to go international again. I was approached by a German spice company called RAPS. (one of the biggest in Europe) I was appointed technical industrial manager for the BENELUX after 2 years. I was consultant for the Mediterranean countries. It were 6 beautiful years, which marked my career for the future.

Today I have my own 2 companies, private labels, since 2011. ( PVF Food ingredients, PVF Consulting ) In 2010 I started PVF Industries in Congo and Tsjaad. Future projects in Senegal and Mali are on the verge of realization. Ironically I return where my story started, 30 years ago.

Since 2003 I am an active expert for the European Union in Brussels. I was shipped out all over the world to start up butcheries, factories, teaching marketing / Sales,...

Until now I saw a vast amount of the world. From South Africa, working as a consultant in meat processing (Game meat) to China. From China to Congo. From Congo to Taiwan where I did significant development in the fish industry. Back to Russia where the enormous meat factories are kept in the cold weather to Columbia and Venezuela with a booming meat industry. To Iran, where I started a lot of meat factories and factories in the fastfood industry.

Until now I've seen the world. I went to South Africa and worked there as a consultant in meat processing for Game Meat. In China I gave seminars in the meat industry. In Taiwan I did significant work to encourage the development of the fish industry.

In Russia; where the enormous meat factories are kept in the cold weather.

In Columbia and Venezuela where I visited the biggest meat industries of my life. In Iran and the Middle east, where I started a lot of meat and fast-food industries.

PVF industries are investing in the country of Tsjaad. We are starting a big project concerning; feeding animals, slaughter house, deboning factory, meat processing factory for cattle and sheep. The future prospect is to export to all the African countries. It will be the first modern slaughter house of central Africa.

This impressive journey was never possible without the support of some important people of significance in my life. First of all I want to thank my father Palmer Vanfleteren for his support and teachings. He was one of the master butchers of his time. Without him I wouldn't be the man I am today.

I would also like to thank my loving wife (Rachel) and my three children for their patience and courage while enduring long days and weeks without me.

Special thanks to my old teachers Camiel Samijn and Frits Bittner.

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