

# Völur and Avinyó Launch Partnership to Unlock Value Capture in Pork Processing with AI

*July launch will focus on cut-specific opportunities to increase value per carcass*



OSLO, NORWAY, August 17, 2026  
/EINPresswire.com/ -- Völur, an AI

decision-support company for meat processing, today announced a new partnership with Matadero Frigorífico Avinyó S.A. ("Avinyó"), focused on increasing value capture in pork processing using Völur AI tools. The agreement concludes an in-plant processing analysis.

“

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*Anna Turvoll, CEO Völur*

The partnership will focus on improving planning decisions across supply, production, inventory, and customer demand—helping Avinyó identify and act on the highest-impact opportunities for yield and value uplift while maintaining operational feasibility in day-to-day execution. Völur’s platform supports processors by turning complex, high-stakes planning decisions—traditionally managed

through spreadsheets and institutional knowledge—into scenario-driven production enhancement reporting that account for real operational constraints and business rules.□

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“We’re focused on practical results—better decisions, and a clearer view of where value is being left on the table,” said Santiago Alsina, Director General Adjunto, Grupo Avinyó. “This partnership is about putting advanced decision support into the hands of the team, so we can consistently convert variability into value.” The work builds on a collaborative foundation that has included integrating operational and commercial data sources, aligning planning logic with on-the-ground realities, and validating outputs with Avinyó stakeholders.□

□Going forward, the focus will be on scaling value-capture workflows that enable the team to compare planning options, quantify trade-offs, and prioritize actions that improve profitability and service levels. “Avinyó is exactly the kind of operationally excellent partner that makes AI real,” said Anna Turvoll, CEO of Völur. “With the annual contract that started in July, we focus on measurable value capture in pork processing—turning data and plant constraints into clear,

repeatable decisions that compound over time.”

#### About Völur

Völur builds AI decision-support tools for meat processors, helping teams optimize planning, allocation, and value capture under real operational constraints. The platform combines domain expertise with optimization and machine learning to improve outcomes across yield, service, and profitability.

#### About Avinyó

Matadero Frigorífico Avinyó S.A. is a pork processing company based in Avinyó, Barcelona, Spain, serving a diverse set of customers across domestic and international markets.□

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