



Beef Industry Summer Conference

Joint International Marketing Committee

Trade Update


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Economist, USMEF

July 31, 2010

Denver, Colorado

Global Beef Overview

THE SHERWOOD TAPEI
台北西華飯店
The "Judge's Choice of the World"


牛排大賞 冠軍



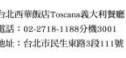
Toscana 美國牛乾式熟成紐約客

Toscana義大利餐廳招牌一讚「穿著Prada的惡魔」也瘋狂的「乾式熟成紐約客牛排」是由主廚陳重光從美國 Smith & Wollensky帶回，Smith & Wollensky的牛排能夠風靡全美，成為許多影集（慾望城市）和電影（穿著Prada的惡魔、同床異夢、穿越時空的情書等）的愛用場景，許多名人（麥克喬登、布魯斯威利）的最愛餐廳，好吃的秘訣除了注重牛肉品質、特殊爐具高溫炙烤，最重要的是牛肉經過乾式熟成的步驟，一反台灣人吃牛排非肋眼即菲力的刻板選擇；紐約克是後腰脊肉、肉瘦運動多、口感硬，是公認最難料理的部位，經過熟成後的紐約克結合了菲力和肋眼的優點，絕對會讓饕餮客們驚豔！

推薦名人：穿著Prada的惡魔、帥哥主廚到我家柯提斯史東、NBA移動長城姚明、國際巨星周潤發。

美味價：NT1580+10%






 台北西華飯店Toscana義大利餐廳
電話：02-2718-1188分機3001
地址：台北市民生東路3段111號



사랑은
손님들이
먼저 아십니다!

깨끗하고 엄격하게 키워 맛있는 미국산 쇠고기

손님이 많은 업소의 비결은 별가요? 맛과 서비스로 손님이 다시 찾아 매상이 오르고, 저렴한 가격으로 이익도 많이 남는 것이겠죠. 이제 사장님도 미국산 쇠고기(로 바꿔주세요. 닭은 조린에서 육수수 풍 대두 등 영양 많은 곡물로 사육하고 엄격한 품질관리로 유통하거나, 맛도 좋고 가격도 안정적인 미국산 쇠고기 사장님도 손님도 모두 만족하실 겁니다.



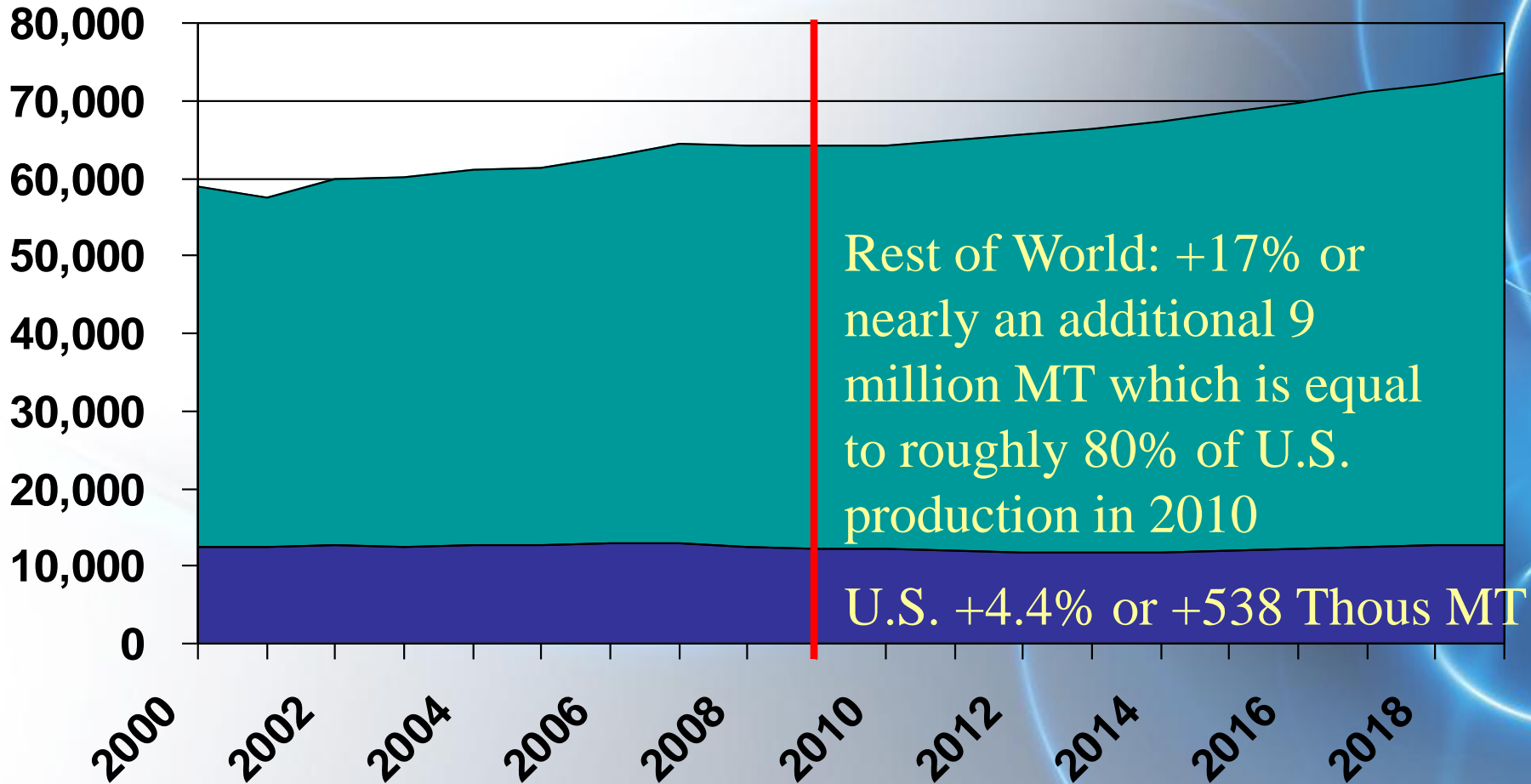

미국육류수출협회 | www.usmef.co.kr

Beef Consumption Growth



Thous MT

Growth comparing 2009 to 2019 forecast:



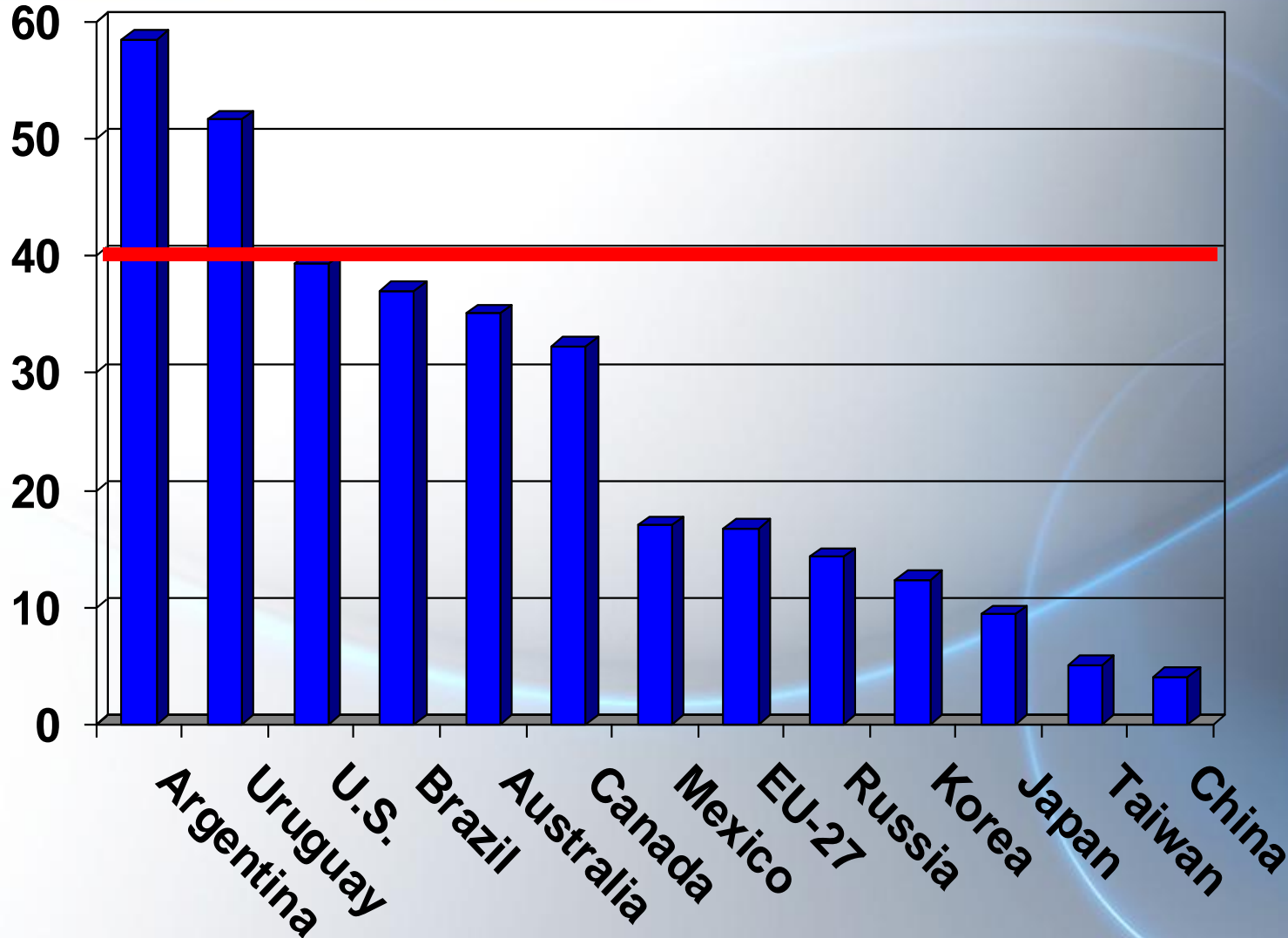
Source: OECD/FAO 2010 Ag Outlook, carcass wt equivalent

Per capita beef consumption

Lots of room for growth outside the U.S.



Kg/capita



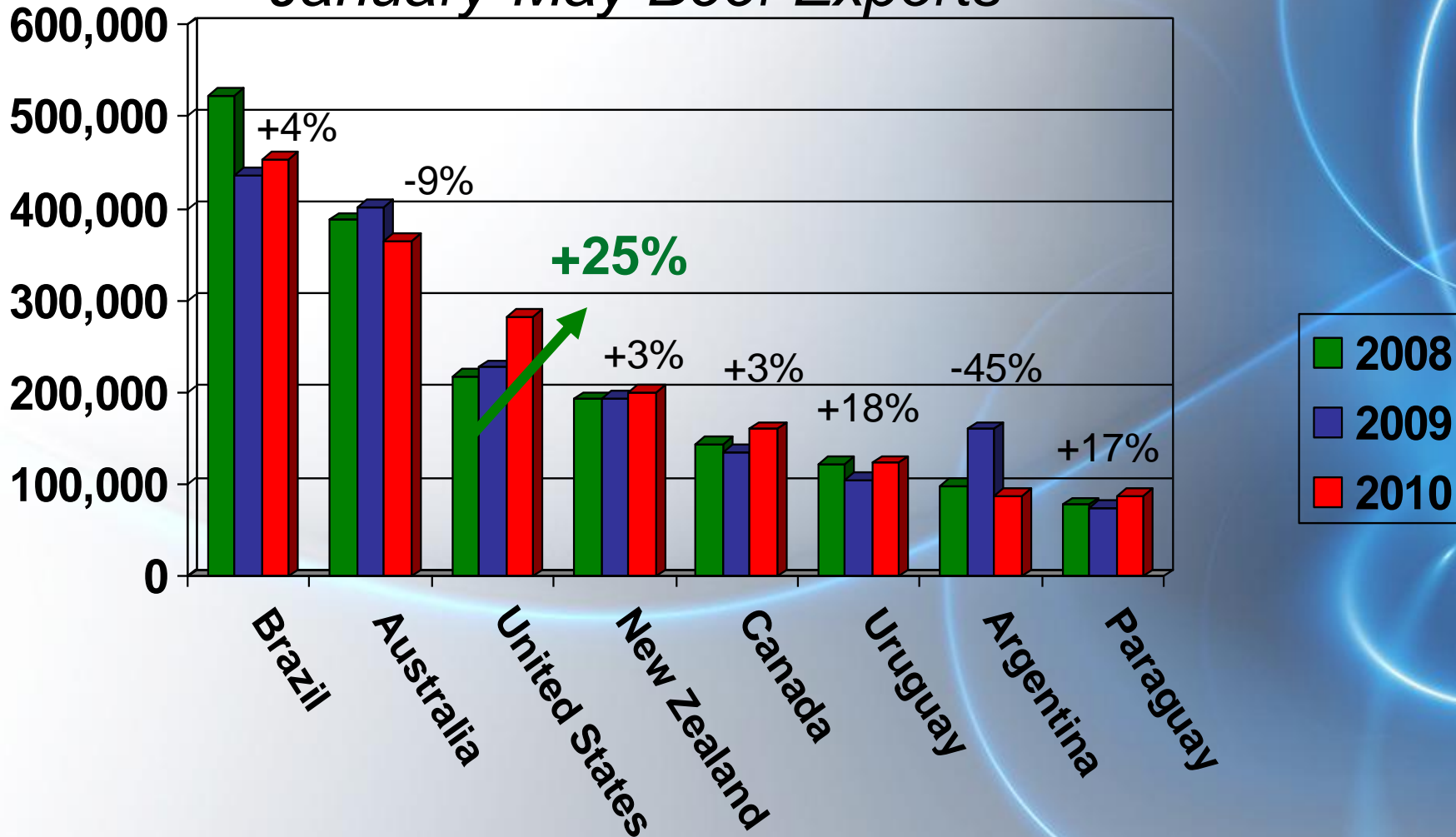
Source: USDA/FAS 2010 estimate

U.S. Export Growth Outpacing the Competition



Metric Tons

January-May Beef Exports



Source: Global Trade Atlas, excludes variety meats



Australia's Exports

- Down 6% in first half 2010, 436,095 MT
- Down 4% to Japan
- Down 28% but recovering to the U.S.
- Up 17% to Korea but losing Mkt Share to U.S. (exports to these top 3 markets accounted for 77% of Australia's exports)
- Down 10% to Indonesia
- Largest growth: Russia and Middle East

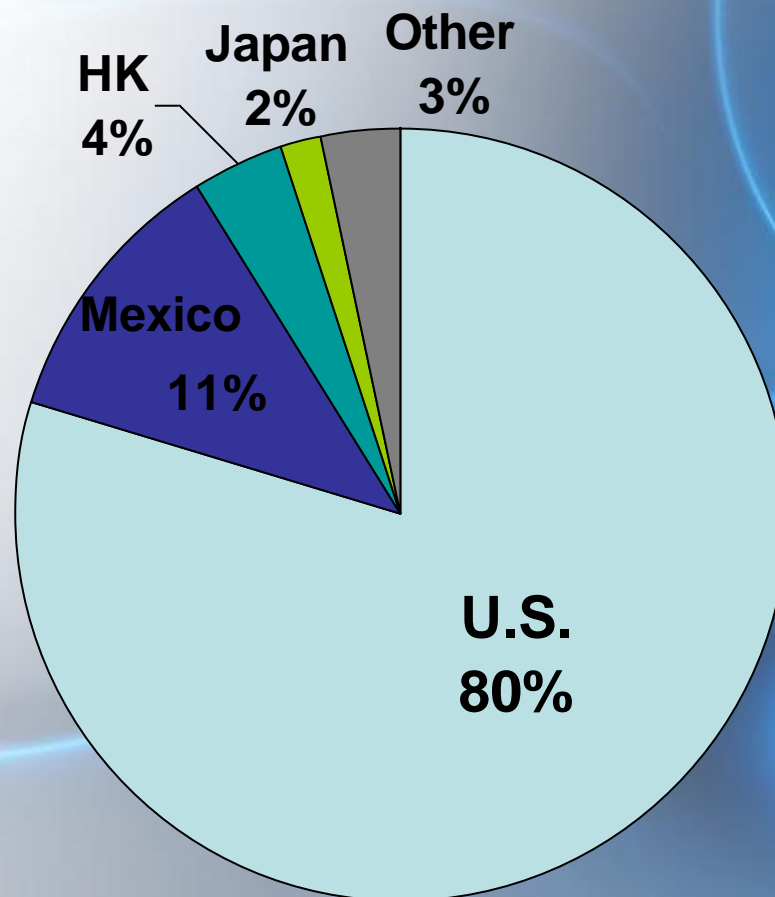


Brazil's Exports

- First half total: 560,000 MT, +3.5%
- Top markets: Russia, Iran, EU-27, Egypt, Hong Kong
- Growth to Iran, 95,000 MT, +283%
- Some recovery in EU but chilled exports are less than one quarter of shipments prior to 2008; finally over 2,000 farms approved for EU
- Still seen as leading global supplier of the future

Canada's Exports

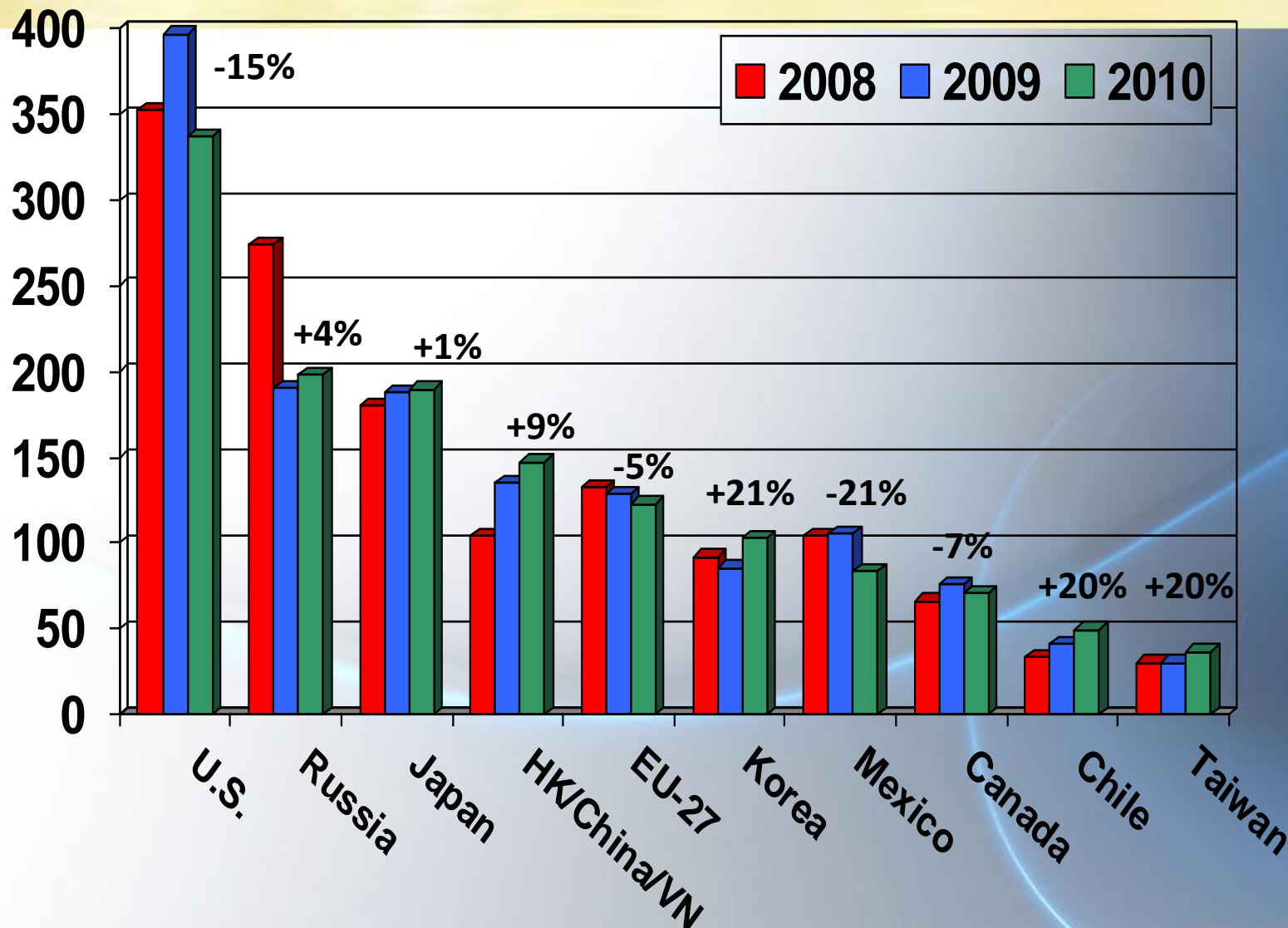
- Diversifying away from U.S., market access negotiation success: Hong Kong, China, Vietnam
- Traceability
- More cattle on feed in Canada, more slaughter fed cattle and cows to U.S.



Jan-May Beef Import Status



Thous MT



Source: GTA and USMEF est, excludes variety meats



Who is the Competition?

Importing country: top suppliers, 2009 mkt share

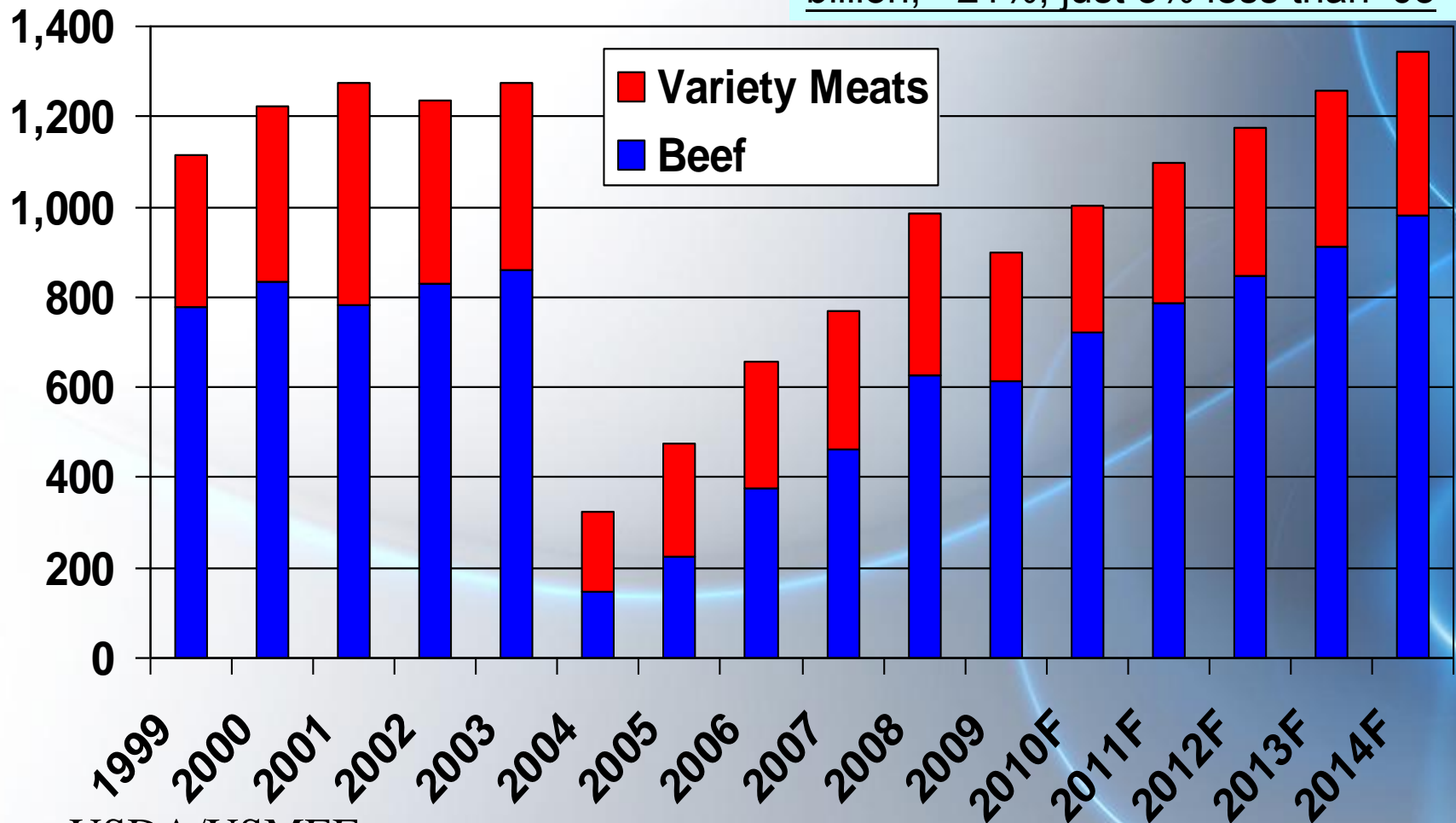
- Mexico: U.S. 80%, Can 16%
- Canada: U.S. 66%, NZ 18%, Aus 7%, Urg 7%
- Japan: Aus 75%, U.S. 14%, NZ 6%
- Korea: Aus 58%, U.S. 26%, NZ 14%
- Hong Kong/Vietnam: India 35%, U.S. 23%, Bz 22%



U.S. Beef Exports, Recovery

2010F: beef +17%, variety meats steady= 1 MMT, +12% valued at \$3.7 billion, +21%; just 3% less than '03

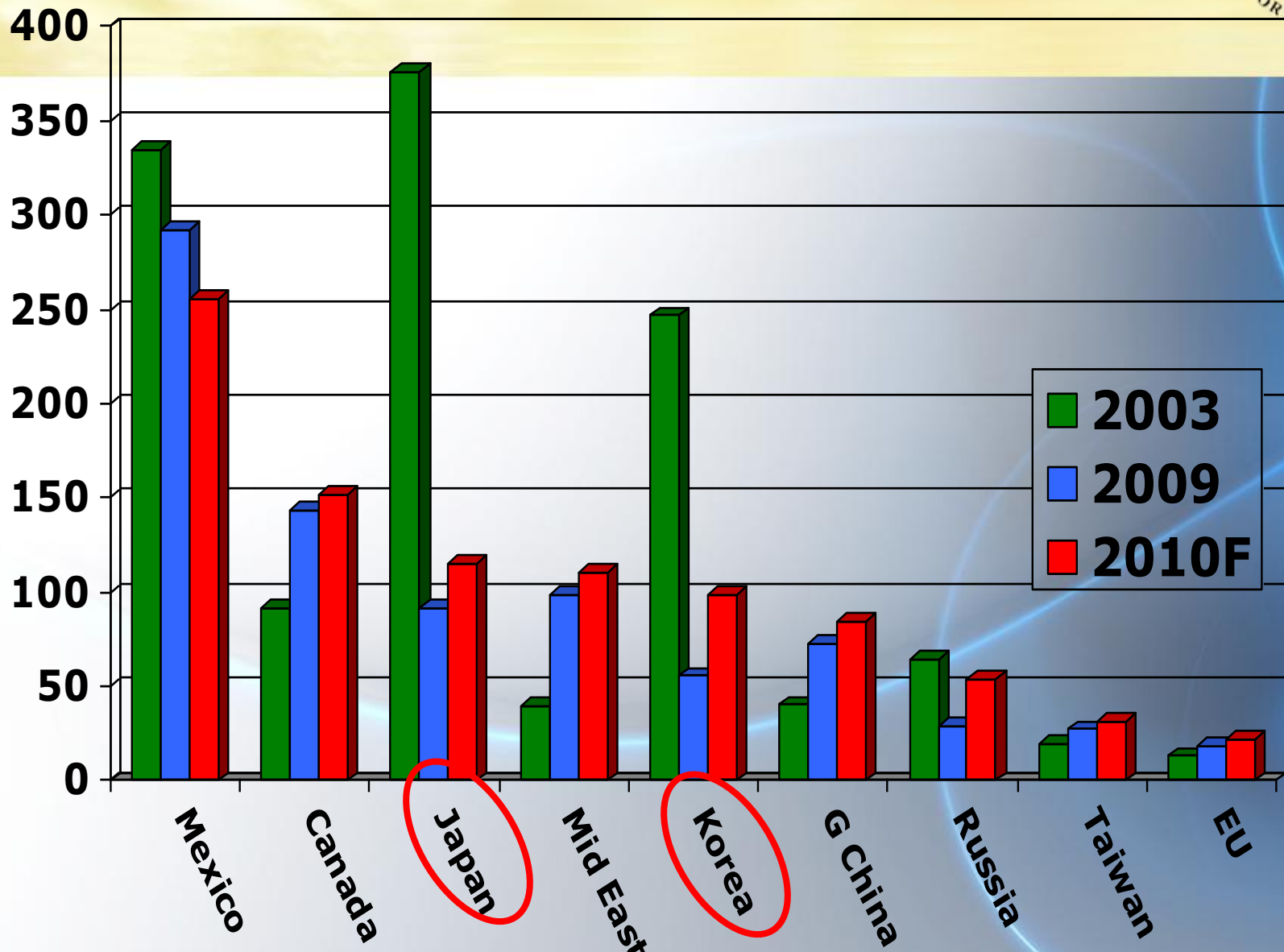
Thousand MT



Source: USDA/USMEF



U.S. Beef Exports to Top Markets



Source: USDA/USMEF Forecast, thousand MT, includes variety meats

Lost beef export value due to BSE (2004-2010)



- **Japan: \$8 billion (-\$70 million/month currently)**
- **Korea: \$4.7 billion**
- **Others: >\$1 billion**

Total: ~\$14 billion

(based on annual export value compared to 2003; estimated for 2004 through 2010)



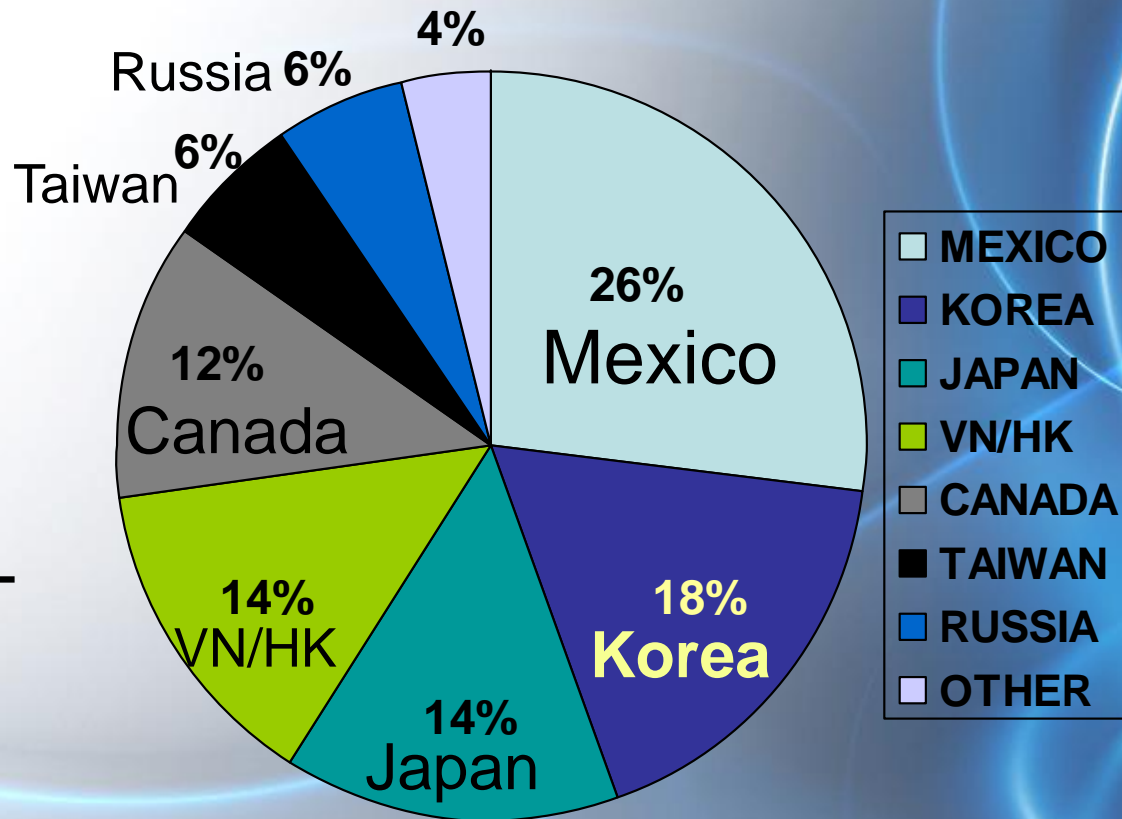
Exports are up this year...

Weekly U.S. beef exports through July 15



1. Mexico -10%
2. Korea +114%
3. Japan +29%
4. Vietnam/HK +39%
5. Canada 0%
6. Taiwan +27%
7. Russia: 16,746 MT
(already a new annual record)

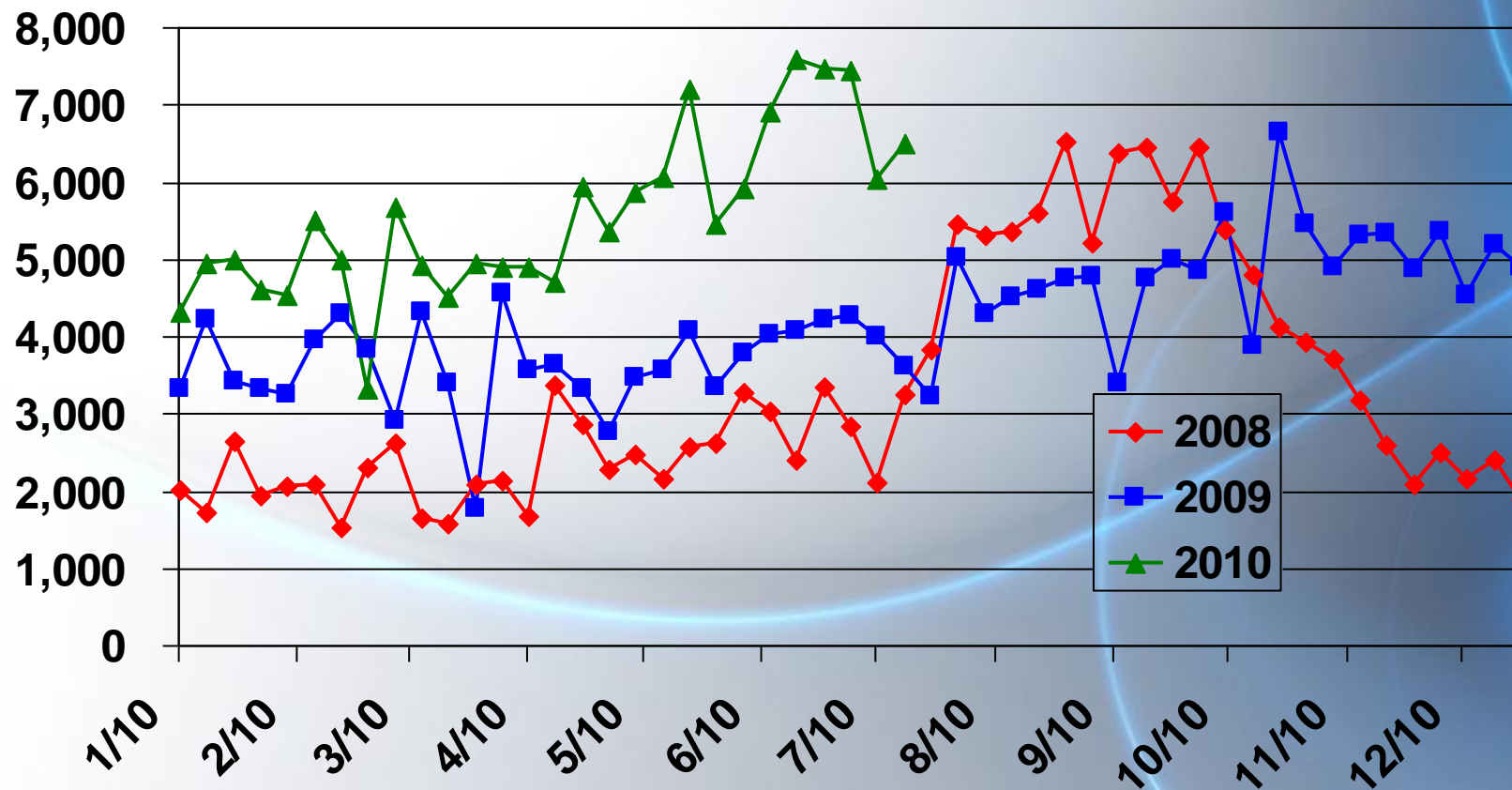
Total: +26%





Weekly U.S. Beef Exports to Asia*

Jan-July 15: +52%



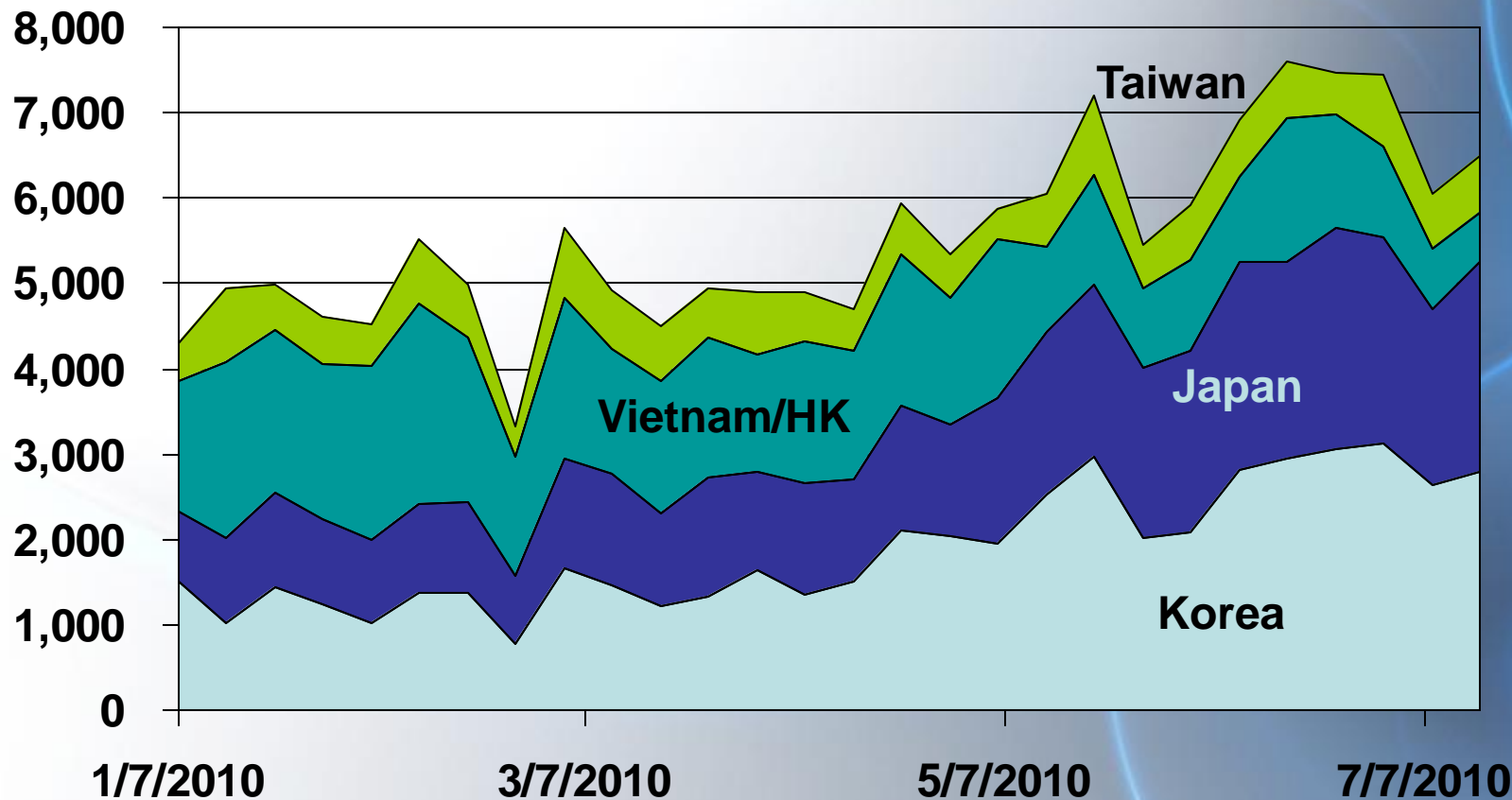
Source: USDA/FAS, metric tons, *Korea, Japan, Vietnam, Hong Kong, Taiwan



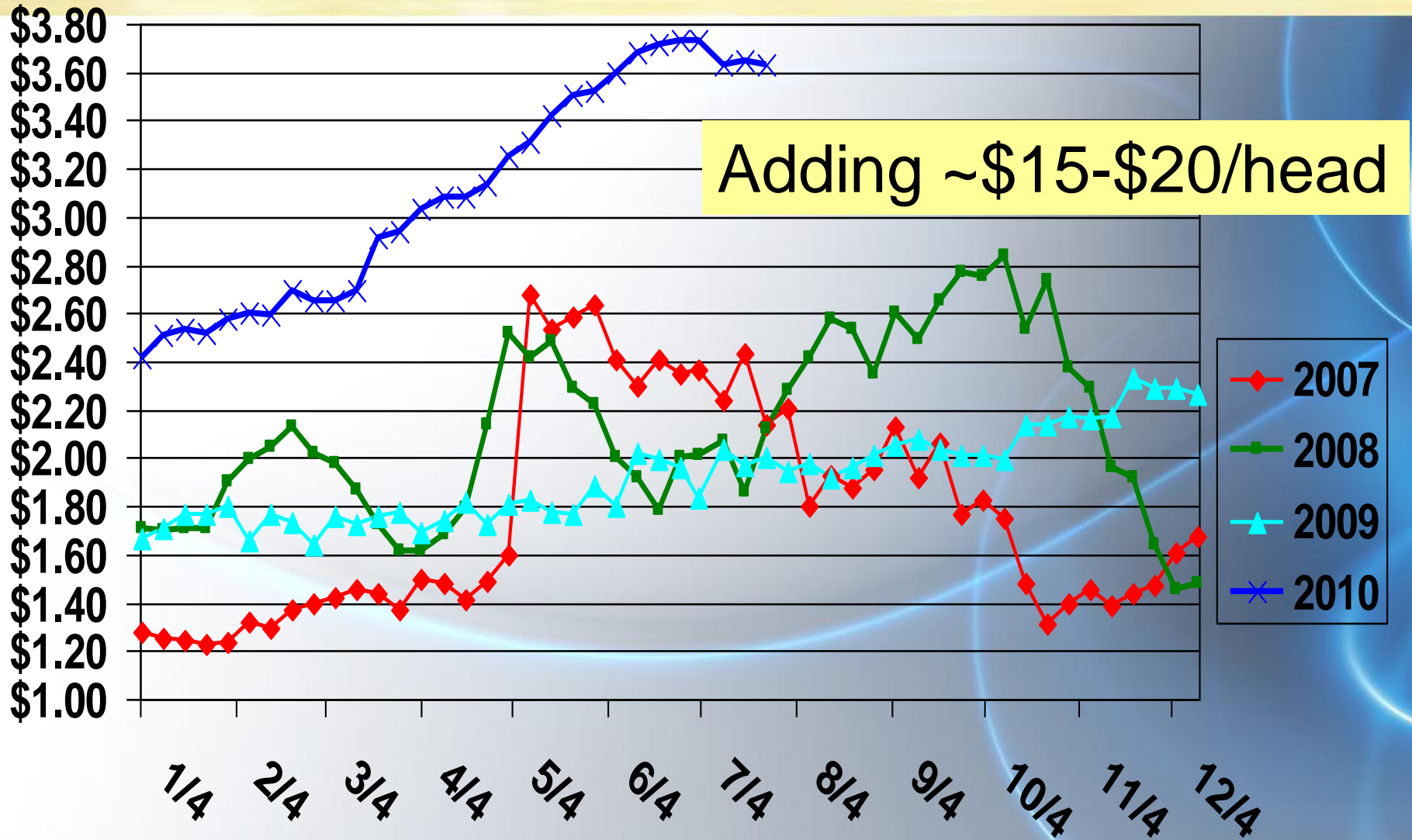
Growth led by Korea & Japan

Metric Tons

2010 Weekly Beef Exports to Top Asian Markets



Weekly Short Rib Prices



Source: USDA/AMS \$/pound

Maximizing Carcass Value

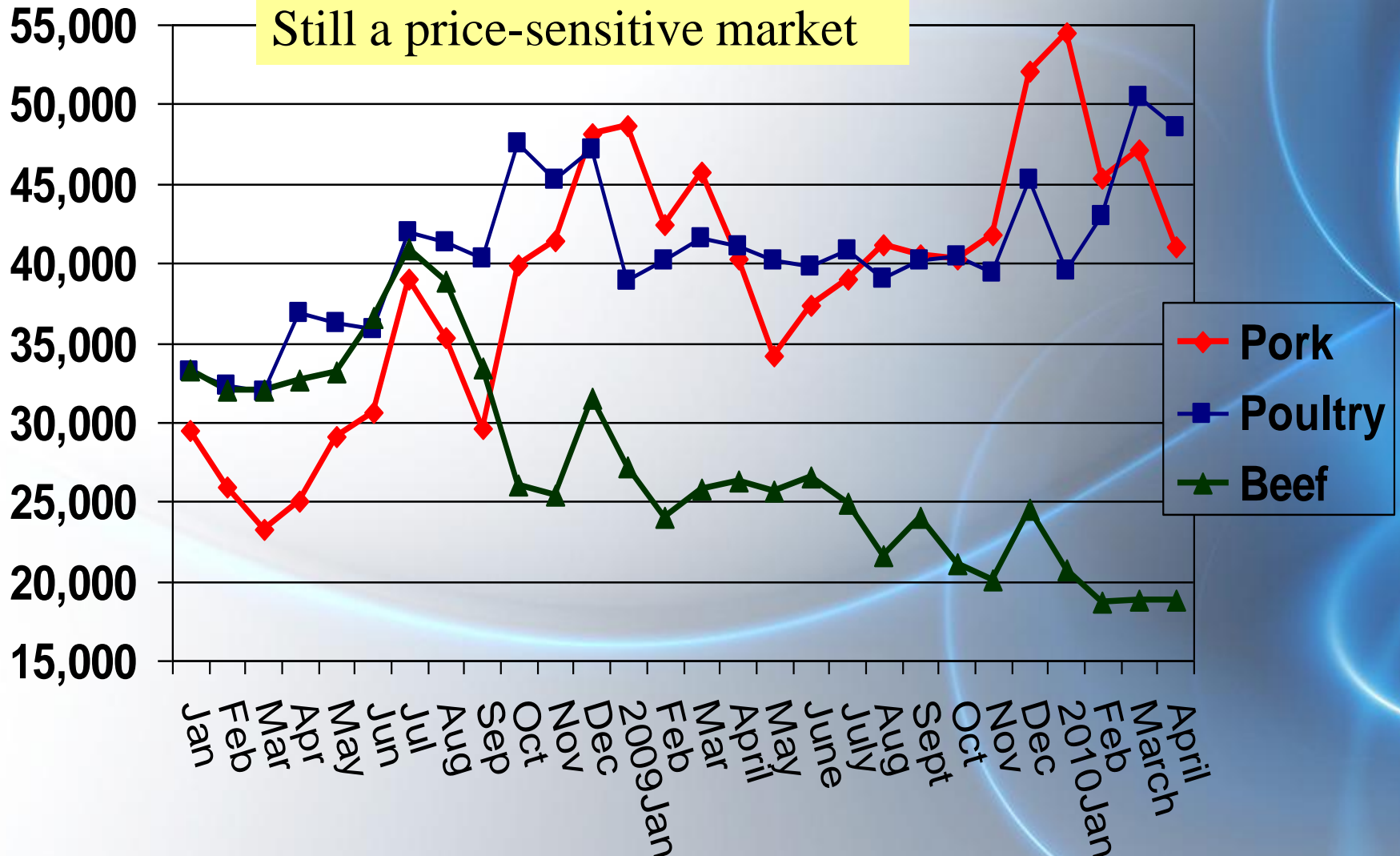


Cutout: \$1.54/lb
800 lb carcass

**Total Cut-out
Value \$1,232**

**+\$133 from year-ago!
+\$39 from Chuck!
+\$37 from Rib
+\$24 from Round
+\$21 from Loin**

U.S. Monthly Meat Exports to Mexico

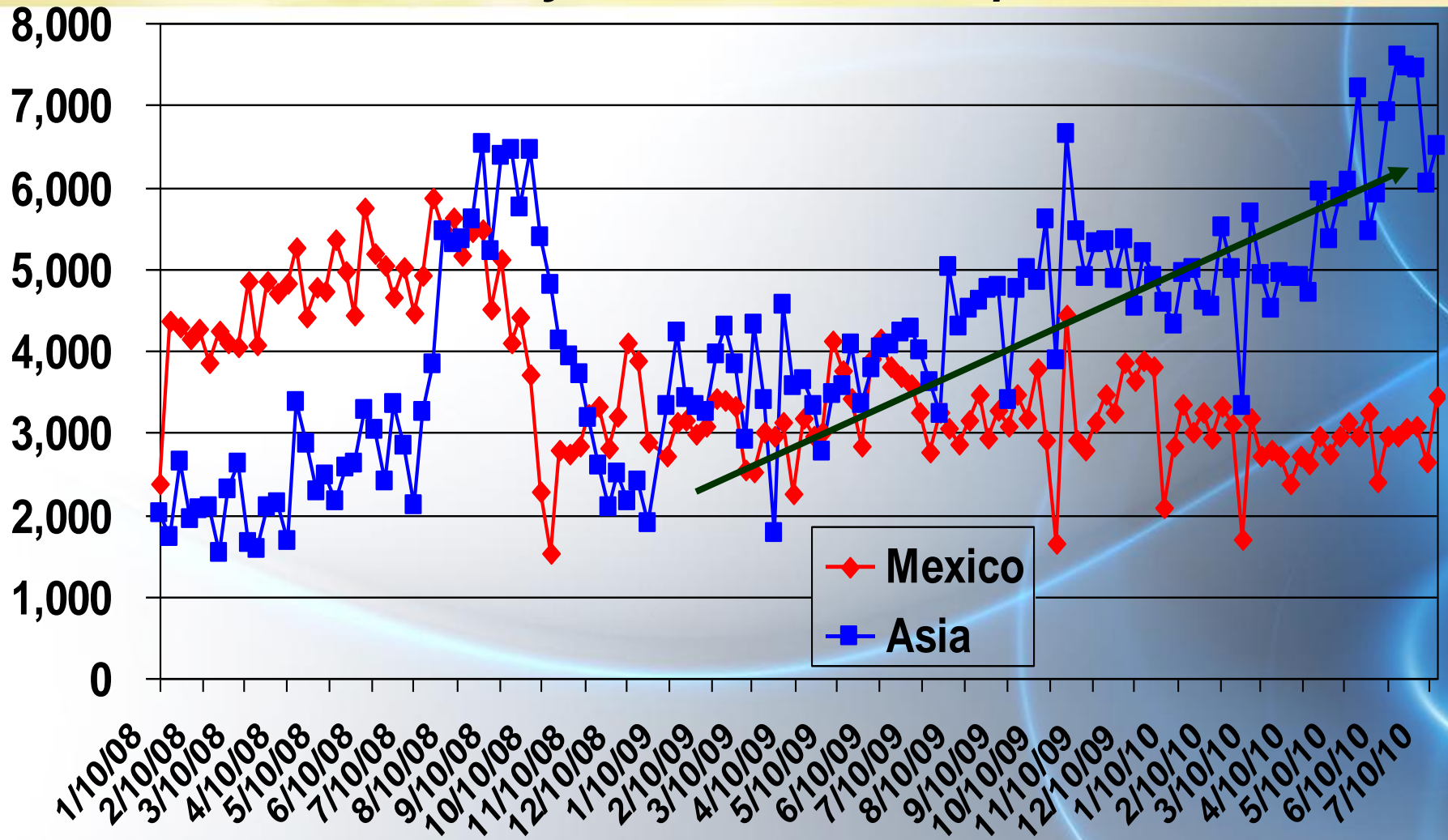


Source: USDA/USMEF, GTA, Metric Tons, includes variety meats



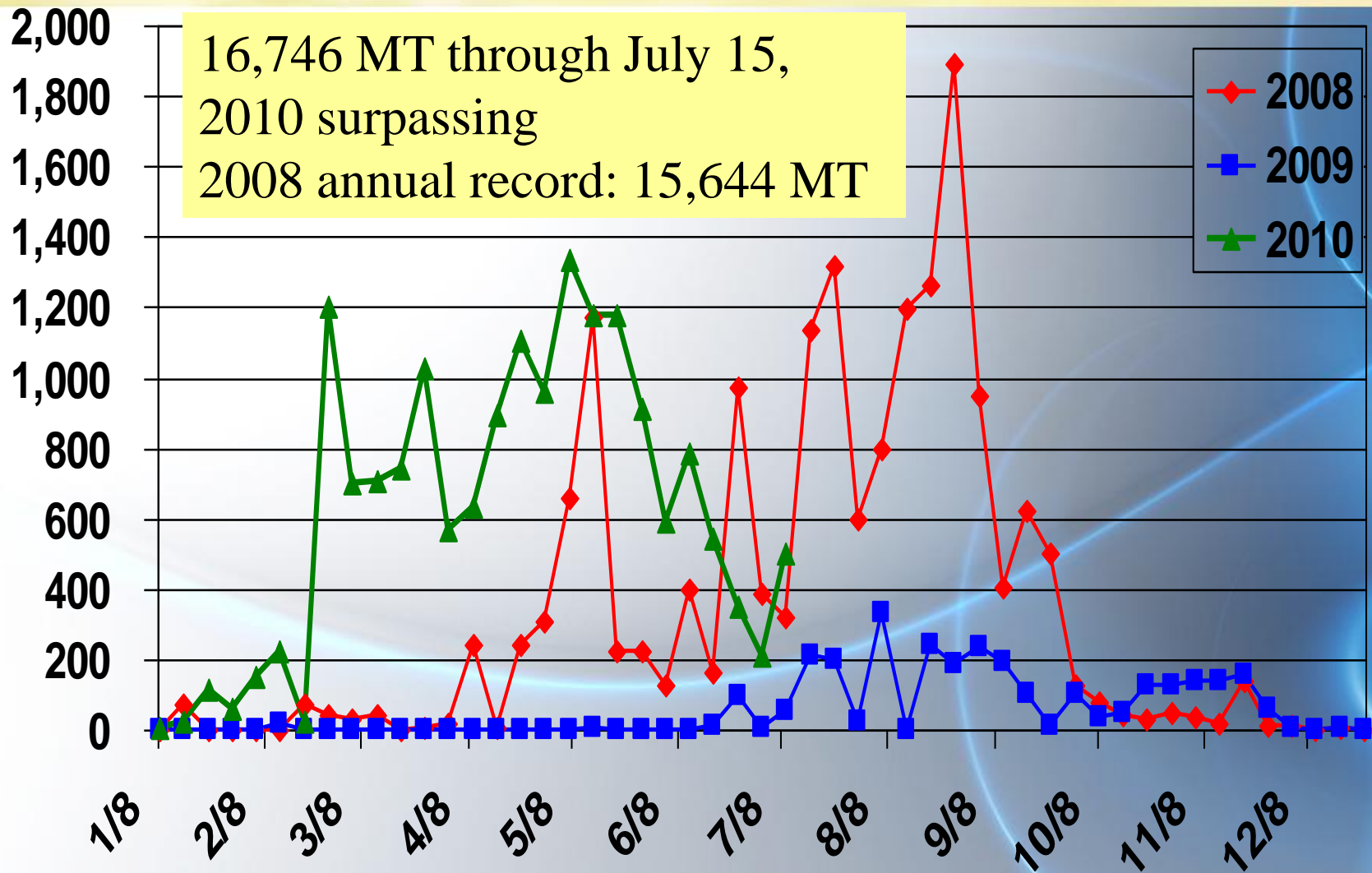
Asia Has Been the Growth Market

Weekly U.S. Beef Exports



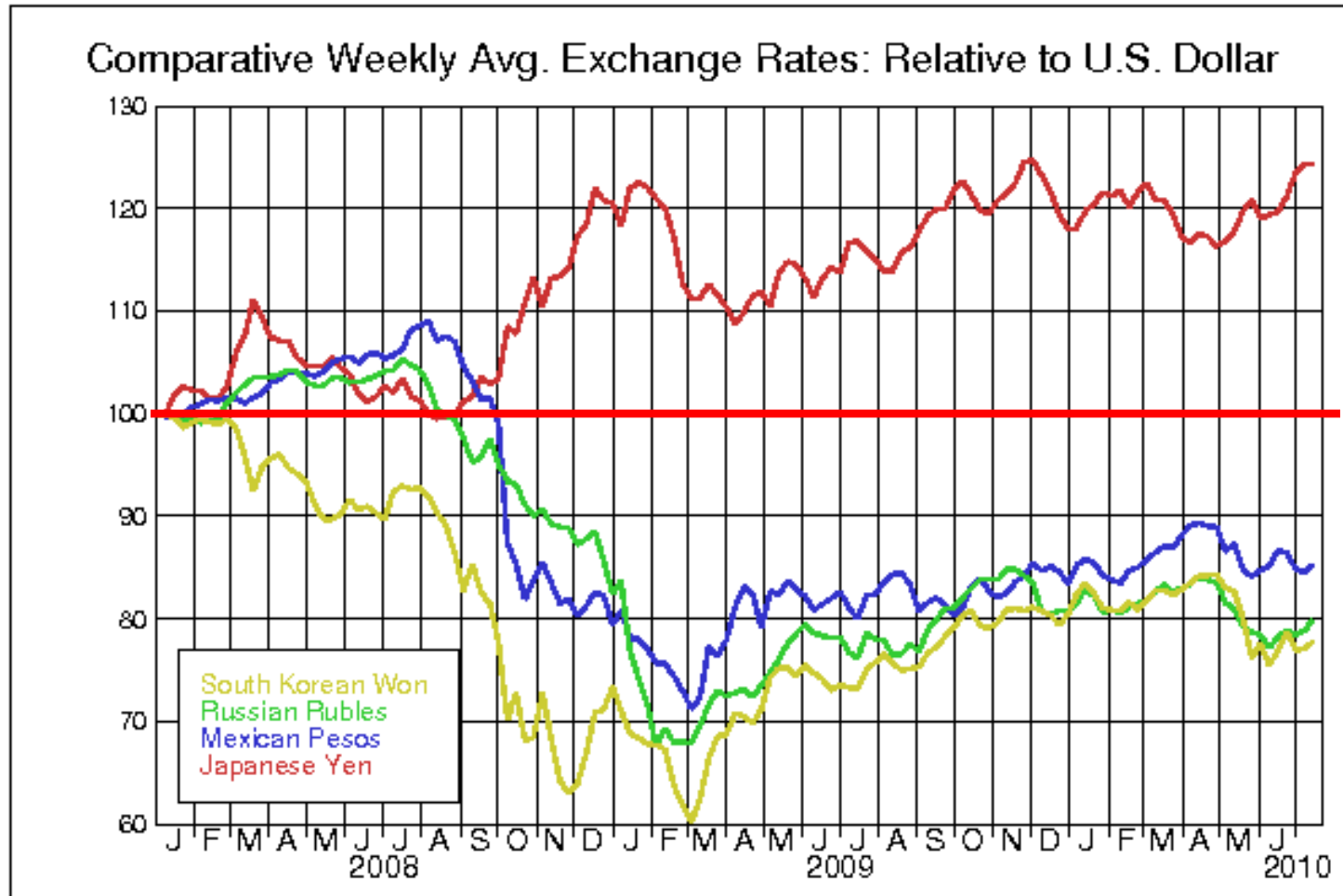
Source: USDA/FAS, metric tons

Weekly U.S. Beef Exports to Russia, back in business



Source: USDA/FAS, metric tons

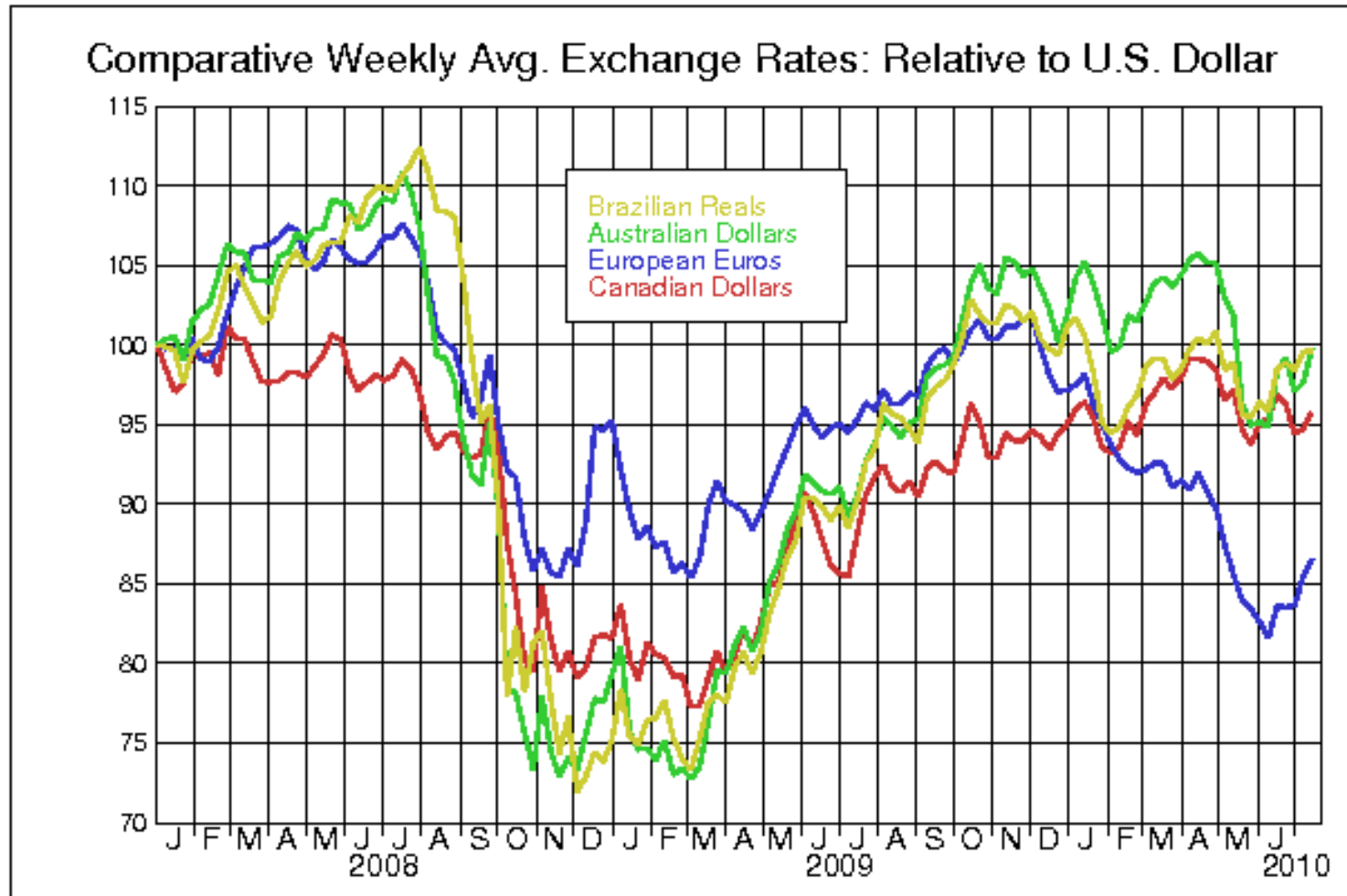
Sources of Risk: Market Exchange Rates



Yen

Peso
Ruble
Won

Sources of Risk: Competitor Exchange Rates



Real
A\$
C\$
Euro

Our Competition...



Traceability you can trust.

オージーは、安心と満足をお届けします。

官民一体のトレーサビリティ・システム

農場から目的地まで、牛の履歴を追跡できるトレーサビリティ・システムは、万が一問題が起きた場合、その原因を特定し、素早く対処するための重要なシステムです。オーストラリアは1960年代から、世界に先駆けてトレーサビリティ・システムを導入し、食の安全・安心を実現してきました。

POINT 1

農場ごとに与えられた番号で識別できます。

農場は、各州政府から発行された農場識別番号 (PIC) で識別されているので、PICの8桁のコードさえ分かれば、農場主や所在地などを容易に知ることができます。PICは、オーストラリアの家畜トレーサビリティ・システムの基本となるものです。



POINT 2

電子タグで情報を集約、牛の移動履歴を一元管理。

NLIS全国家畜識別制度は、PICを含む家畜一頭ごとの識別コードを電子タグに記録し、装着するシステムです。家畜の一生を通じて、電子的に個体識別ができます。オーストラリアは世界に先駆けてこのシステムを開発し、1999年に導入を開始。2005年7月にすべての州と準州で義務化しました。農場から家畜市場、肥育場、と畜場へと牛が移動する度に電子タグをスキャンし、データを電子的に記録・送信します。そのため入力ミスを防ぐことができます。データはMLAの中央データベースで一元管理され、出生農場までの正確で最早い追跡が可能です。

大自然の贈り物、カナダビーフ。

すんだ空気。清らかな水。肥沃な大地。美味しいビーフは、カナダから。



CANADIAN CATTLE IDENTIFICATION PROGRAM

The Canadian Cattle Identification Program is an industry-led initiative designed to promote beef consumption through assurance of animal health and performance of various animal health and food safety products.

For more information contact:
Canadian Cattle Identification Agency (CCIA)
1-877-909-8817 (24/7)
www.canadabf.ca

【カナダ産牛肉取扱店】

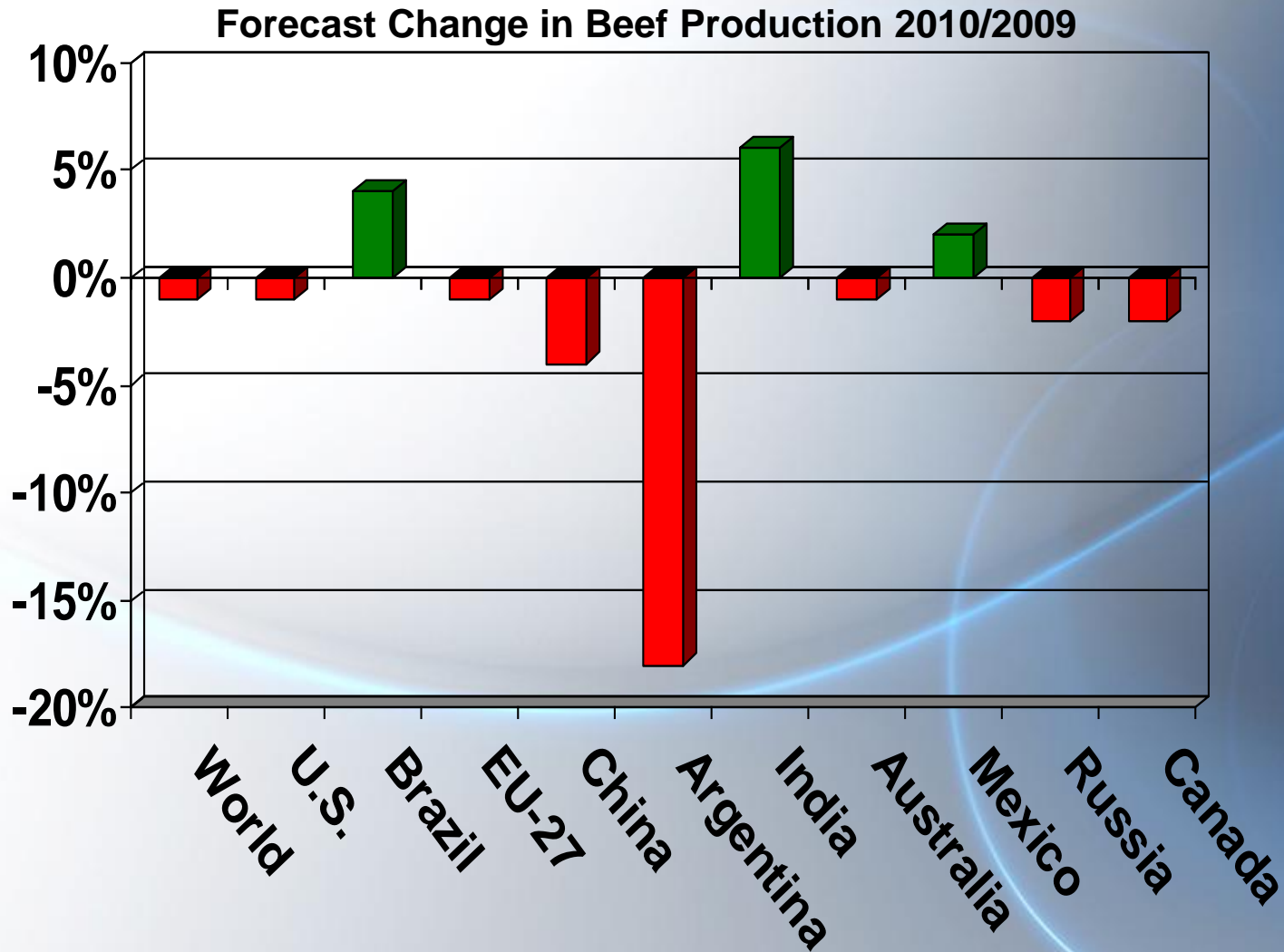
- ◆ カナダビーフは**個体識別システム**によって管理されています
- ◆ カナダから輸入されているビーフは**100%肉専用種**です
- ◆ カナダビーフ品質システムは**品質の優位性**を確立しています
- ◆ カナダは世界有数の**牛肉輸出大国**です



カナダビーフ輸出連合会

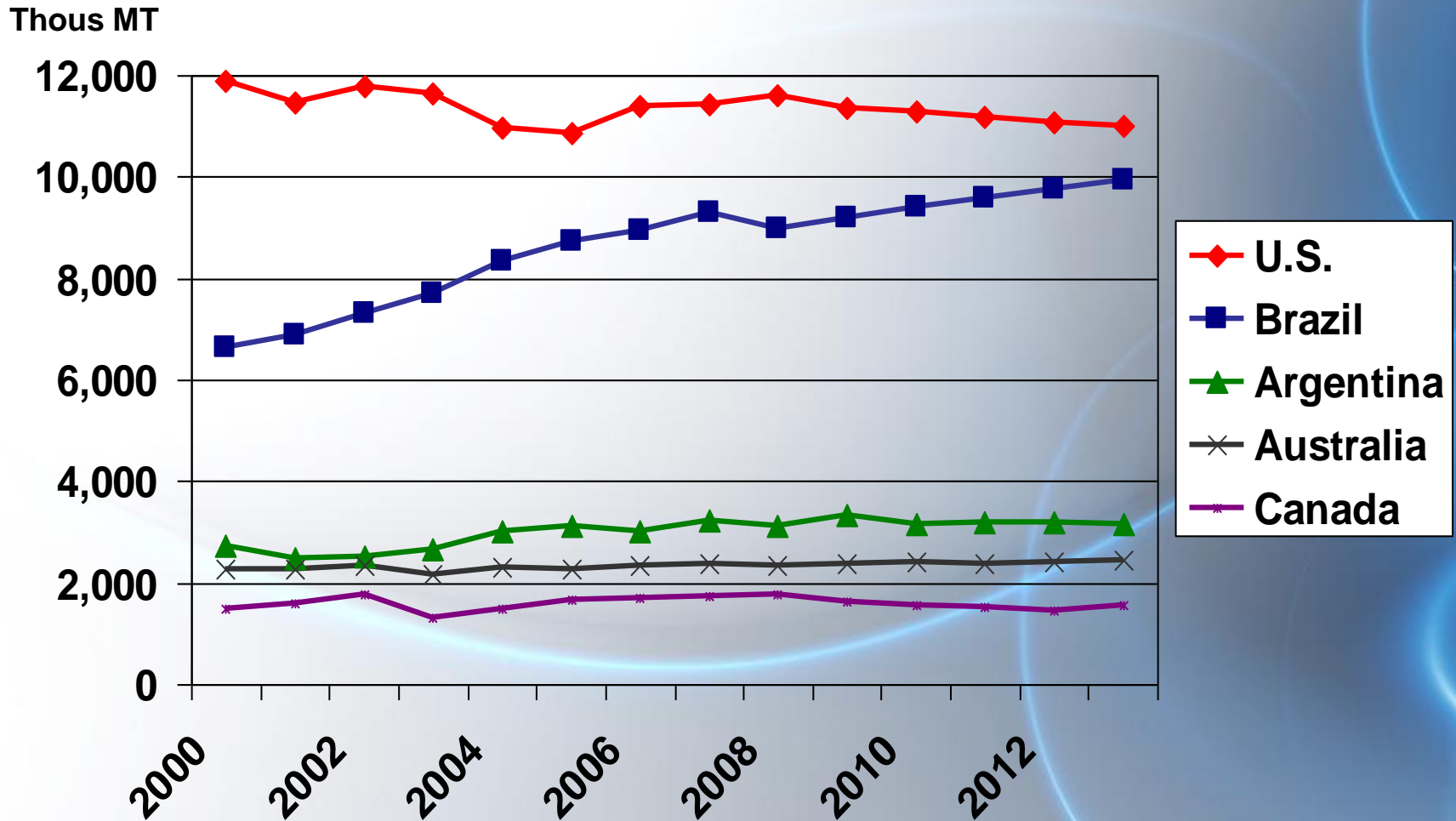
〒104-0061 東京都中央区銀座6丁目13番16号 銀座ウォールレジデンス509号
TEL:03-3546-6691 FAX:03-3546-6692 <http://www.cbef.jp> E-mail: japan@cbef.com

Who will meet the growing global demand?



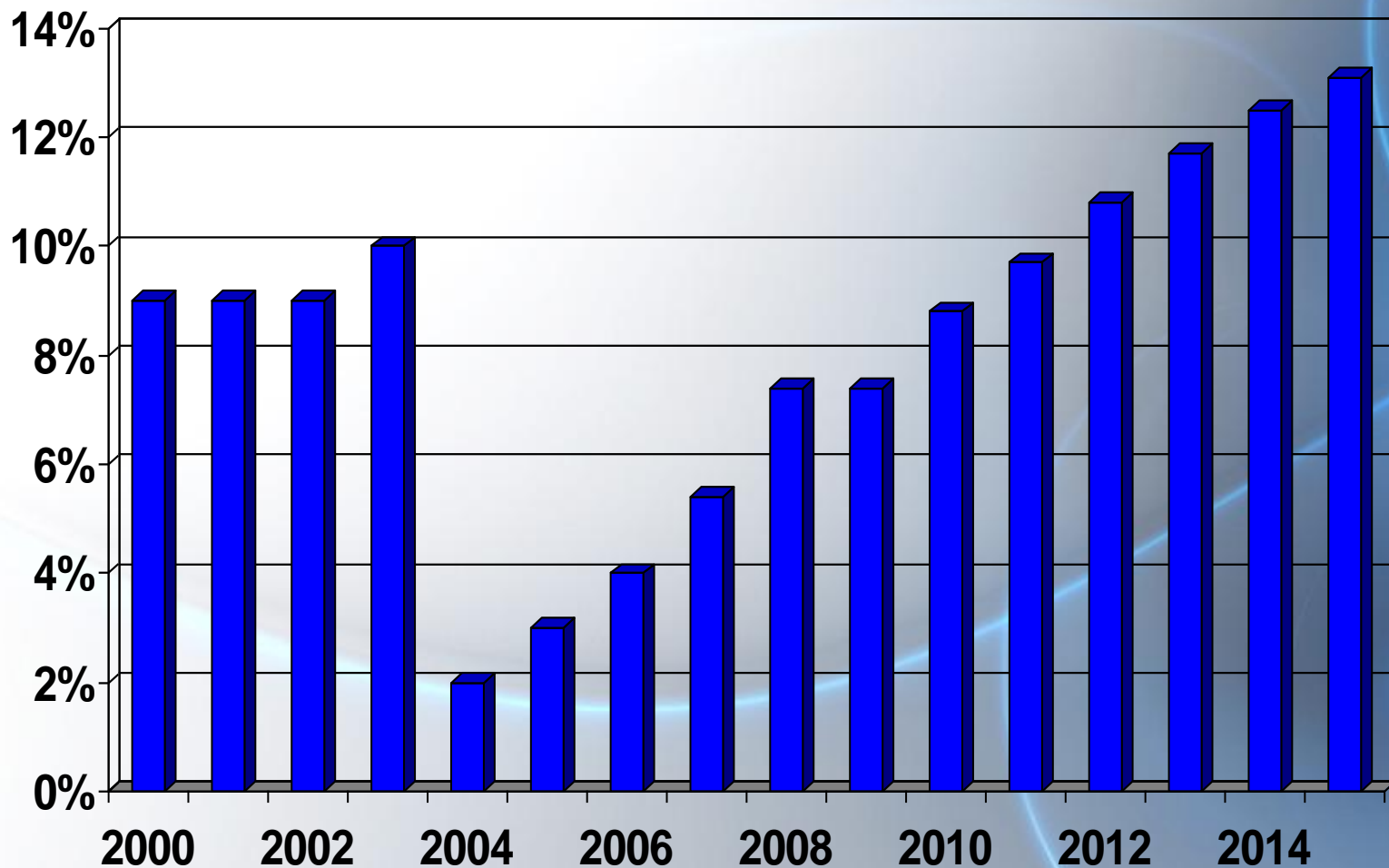


Production Trends for the Top Beef Exporters





Export Dependence?

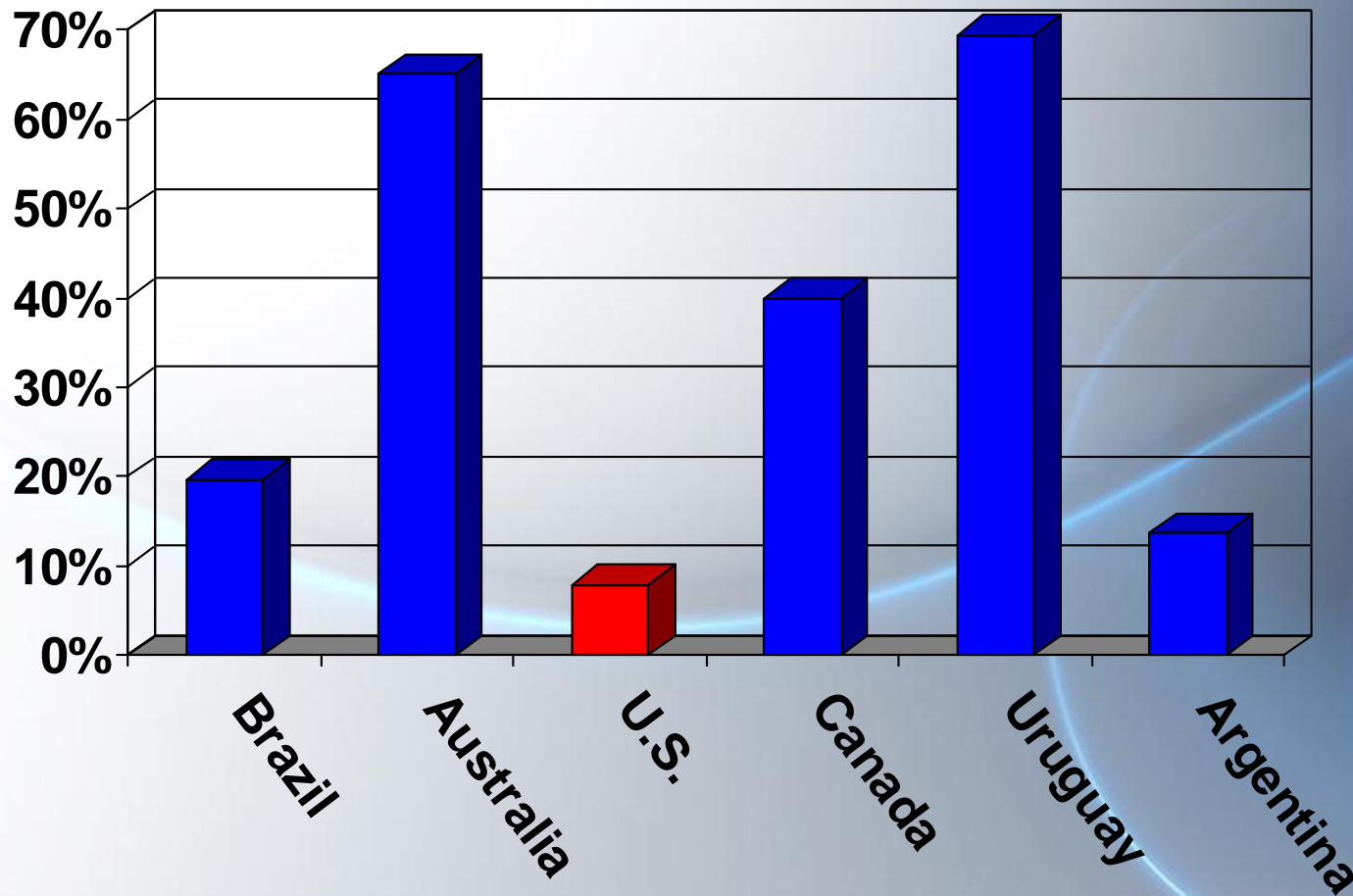


Source: USDA/USMEF, percent of beef muscle cuts exported



Export Dependence?

2010 Estimated Exports as Percent of Production





Thank You!

- For more information:
 - Erin Daley
edaley@usmef.org

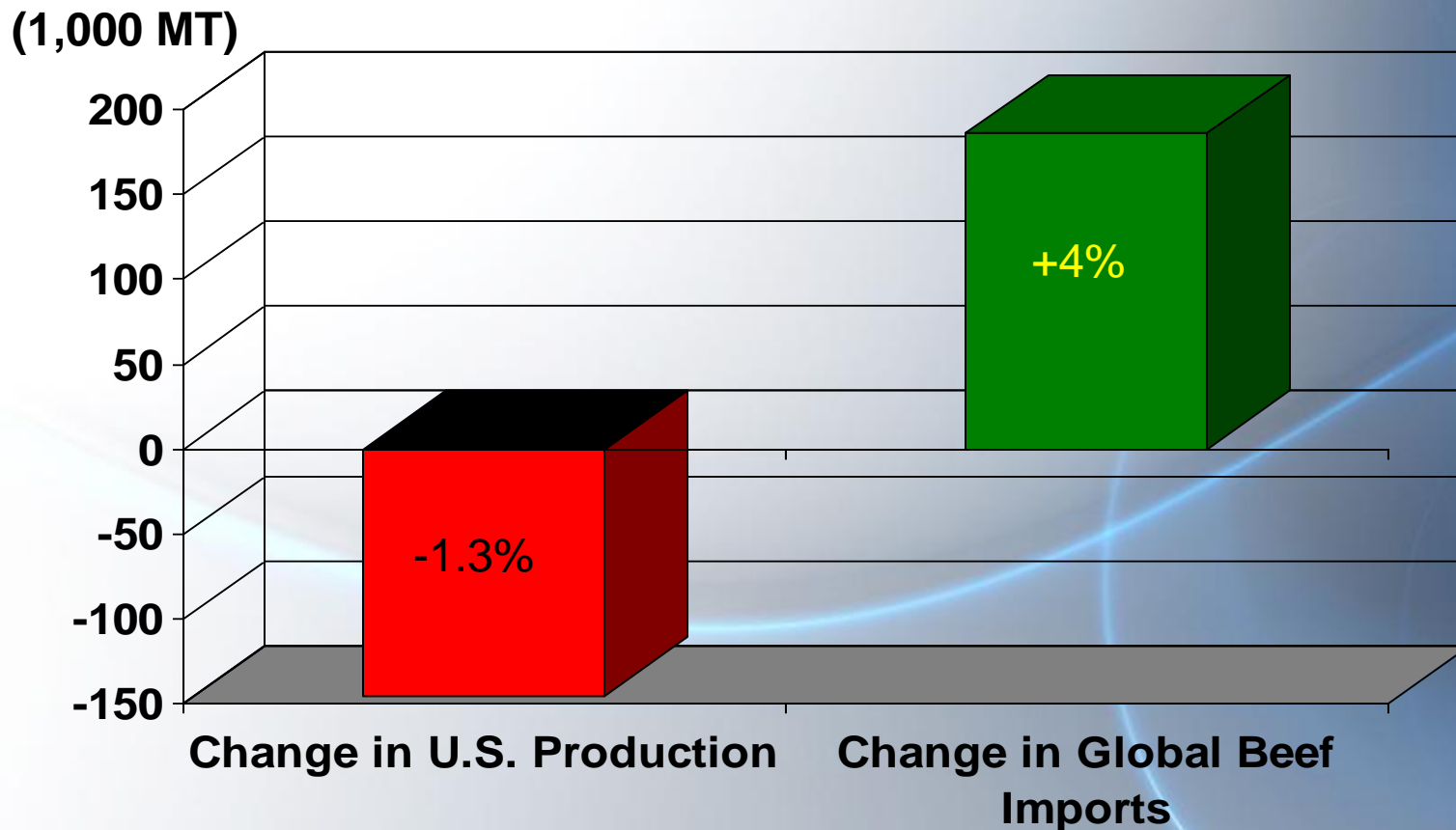
Or visit www.usmef.org





A Challenge to the U.S. Industry

2012 Forecasts



Source: USDA Ag Outlook, Feb 2010, carcass weight equivalent



EU Imports Chilled Beef

- Currency issue;
- Update on first quota year under the new agreement