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## **BRASIL**

### **Mercado ganadero: los precios siguen en alta en las principales plazas del Brasil, como consecuencia de una baja de la oferta y de una recuperación del nivel de actividad de la industria**

Scot Consultoria 26/08/10 O preço do boi gordo em São Paulo registrou mais uma alta. De acordo com levantamento da Scot Consultoria, a referência para o pagamento a prazo está em R\$89,00/arroba, livre de imposto. As escalas de abate curtas demonstram a situação da oferta de animais.

O mercado atacadista com osso também registrou alta e o traseiro avulso é negociado por R\$6,80/kg, valor 9,7% maior que há 30 dias. Esta valorização foi causada pela oferta enxuta e pela demanda firme.

Além de São Paulo, houve reajustes nos preços do boi gordo em mais sete praças. As cotações subiram no Mato Grosso do Sul (Dourados e Campo Grande), região Sul de Goiás e regiões Sudeste, Sudoeste e Norte do Mato Grosso.

No Oeste da Bahia, embora não haja excesso de oferta, houve recuo de R\$0,50/arroba no preço do boi gordo, que hoje vale R\$80,50/arroba, a prazo, livre de imposto. O recuo ocorreu devido à ligeira melhora nas escalas e conseqüente pressão dos frigoríficos.

### **Precios minoristas de la carne subieron un 35.2 por ciento entre enero y agosto de este año en el estado de Mato Grosso**

Diário de Cuiabá 26/08/10 Os preços médios da carne para o consumidor cuiabano, na gôndola dos supermercados, acumulam alta de 35,19% para nove cortes entre os meses de janeiro e agosto deste ano, segundo levantamento realizado ontem pelo Diário junto às principais redes de supermercados da Grande Cuiabá. Todos os cortes pesquisados, sendo sete de carne “de primeira” (filé, contra-filé, picanha, alcatra, coxão mole, coxão duro e patinho) e dois de “segunda” (lagarto e músculo), registraram alta para o consumidor.

Os cortes que registraram a maior alta foram contra-filé e alcatra (42,89%), cujos preços saltaram de R\$ 11,89 para R\$ 16,99 no período. A pesquisa aponta ainda que o coxão duro sofreu majoração de 40,04%, passando de R\$ 9,99 para R\$ 13,99, seguido do coxão mole (alta de 38,92%), músculo (38,52%), patinho (34,64%), filé (31,44%), picanha (30,95%) e, lagarto, 20,20. O filé mignon é o corte mais valorizado (R\$ 22,99), seguido da picanha (R\$ 22,90).

Supermercados – Uma fonte da Associação dos Supermercadistas de Mato Grosso (Asmat) explicou ontem que os preços sofrem oscilações diárias – para mais ou para menos – de acordo com o estoque de cada estabelecimento. “A alta ocorre momentaneamente, quando os fornecedores decidem mexer nos preços. A margem de lucro dos supermercados é sempre a mesma e o setor não aumentou a sua rentabilidade com a venda de carne do ano passado para cá”, sustenta um supermercadista.

Outro detalhe citado pelos supermercadistas é que 70% das carnes vendidas nos supermercados sempre estão em promoção. “Os preços que hoje estão fixados na gôndola podem ser outro amanhã, pois os supermercados estão constantemente fazendo promoções para determinados cortes. Não podemos considerar pesquisas momentâneas como parâmetro de preços, que variam de um dia para outro”.

### **Precio del ganado de reposición también presionado por la falta de oferta**

Diário de Cuiabá 26/08/10 Apesar da instabilidade da cadeia pecuária nos últimos meses, o mercado do boi gordo continua sustentado pela manutenção dos preços pagos aos pecuaristas este ano, ao mesmo tempo em que o gado de reposição (bezerros) sofreu nova valorização. De acordo com levantamento do Instituto Mato-grossense de Economia Agropecuária (Imea), com o aquecimento do mercado de gado de reposição, foi registrada no acumulado deste ano uma valorização de 7,85%, ou seja, R\$ 43,67 por cabeça, no preço pago pelo bezerro de desmama pesando 5,5 arrobas.

Considerando esta valorização, o bezerro (animal vivo) foi comercializado no mês de julho a R\$ 599,67 a cabeça. No acumulado de janeiro a julho de 2010, a arroba do boi gordo registrou alta de 10,59%, sendo comercializada no mês passado a R\$ 73,54/arroba, no pagamento à vista.

Na avaliação do Imea, a evolução dos preços do bezerro de desmama demonstra o “reaquecimento da cadeia de gado de corte”, juntamente com a arroba do boi gordo no Estado de Mato Grosso, nos últimos seis meses.

Diferente da maioria das relações de troca da arroba do boi gordo com os insumos em julho, a relação entre a arroba com o mineral Calfon, frasco com 200 ml, teve uma alta de 0,68 arroba/frasco de junho para julho. No mês passado, se comprou 5,95 frascos do mineral com a venda de uma arroba de boi gordo. No ano, foi a segunda pior relação de troca, perdendo apenas para o mês de fevereiro, quando a relação estava em 5,91 arrobas por frasco. Esta queda verificada na relação em julho é explicada pela



valorização ocorrida no preço do produto de R\$ 1,43/arroba no mesmo período, uma vez que a o preço da arroba do boi gordo obteve incremento de R\$ 1,05/arroba de um mês para o outro.

## **Aftosa**

### ***Secretario del estado Bahía solicita que se mejore el status sanitario de la zona tampón de su estado***

24/08/2010] A zona tampão, na divisa da Bahia com o Piauí, está com os dias contados. A notícia foi divulgada pelo secretário estadual da Agricultura, Eduardo Salles, na abertura do I Congresso Internacional da Produção Pecuária, que acontece até o dia 25, no Bahia Othon Palace Hotel, em Salvador.

O secretário disse que a campanha de vacinação contra a febre aftosa, realizada em maio deste ano, alcançou o índice geral de 98,77% e de 99% na zona tampão, números que permitem ao Estado pleitear a mudança de status de zona tampão para zona de vigilância.

De acordo com Salles, até o mês de setembro o Ministério da Agricultura deverá declarar o fim da zona tampão no Estado. Ele lembrou que em março último os governos da Bahia, do Piauí, além do Ministério da Agricultura e dos municípios de Formosa do Rio Preto, Santa Rita de Cássia, Mansidão, Remanso, Buritirama, Casa Nova, Pilão Arcado e Campo Alegre de Lourdes, fizeram um pacto no sentido de acabar com a zona tampão em novembro deste ano.

A zona tampão é uma área delimitada para proteger o status sanitário dos animais da zona livre de uma determinada doença, no caso da Bahia, contra a febre aftosa. O zoneamento baiano está localizado nas regiões norte e noroeste do estado, sendo composta por oito municípios.

As informações são do Governo da BA, resumidas e adaptadas pela Equipe BeefPoint.

### ***Autoridades estaduais discuten el financiamiento de la lucha contra la enfermedad.***

26/08/2010] "Não adianta a Bahia ser Estado livre da febre aftosa com vacinação sem que todo o País esteja ao menos com este mesmo status sanitário", disse nesta quarta-feira, (25), o secretário estadual da Agricultura, Eduardo Salles, durante reunião da Conseagri, Conselho dos Secretários de Agricultura, realizado no Bahia Othon Palace Hotel. O secretário baiano propôs a realização de um mutirão itinerante, com a formação de um grupo composto por técnicos especializados de cada uma das agências de defesa dos Estados mais avançados, com a missão de compartilhar as experiências exitosas no controle da aftosa.

Segundo explicou Salles, a Bahia é Estado livre da aftosa com vacinação, está desde 1997 sem registrar um só caso da doença, e a um passo de extinguir a zona tampão. "Outros estados também avançaram, mas precisamos apoiar aqueles que tem alguma dificuldade", disse Salles, explicando que a idéia do mutirão tem este objetivo.

A força tarefa deverá promover reuniões para mostrar os caminhos trilhados até alcançar o controle da febre aftosa", explicou o secretário. Segundo ele disse, "o que desejamos é o controle em área ampla".

Os secretários de Agricultura dos Estados brasileiros debateram a proposta de um projeto de lei, elaborada pelo Fórum Nacional de Executores de Sanidade Agropecuária, (Fonesa), carimbando verba do Ministério da Agricultura, (MAPA), para que os Estados tenham recursos garantidos para a defesa agropecuária, e resolveram marcar audiência com o ministro da Agricultura, para apresentar a proposta a ele. "O projeto de lei deverá ser encaminhado à Câmara dos Deputados pelo executivo, para apreciação logo após o período eleitoral", informou Salles.

"Consideramos termos alcançados avanços significativos na interlocução com o MAPA, a partir da postura apresentada pelo órgão central, quanto aos aspectos legais, aditáveis, que passam a ter a partir deste momento um compartilhamento efetivo com os Estados, assegurando assim, a execução de uma política de Defesa Agropecuária mais eficiente e alinhada com as demandas do setor produtivo", enfatizou o diretor geral da Agência Estadual de Defesa Agropecuária do Estado (Adab), Cássio Peixoto, após reunião conjunta com o Conseagri.

Para o diretor de Programas da Secretaria de Defesa Agropecuária do MAPA, Ênio Marques, é mesmo necessária a implementação de um Sistema Unificado de Atenção à Sanidade Agropecuária, (Suasa), o que será viabilizado com a proposta que o Conseagri estará encaminhando ao MAPA.

O secretário baiano explicou que o Ministério da Agricultura repassou a responsabilidade da execução da defesa agropecuária aos Estados, "que são hoje os braços operacionais do MAPA". No entanto, todos os anos tem sido necessário que as agências de defesa dos Estados elaborem projetos e encaminhem ao Ministério, que aprova ou não os recursos, que ainda ficam sujeitos a contingenciamentos, como aconteceu no ano passado e este ano.

As informações são da Adab e da Seagri, resumidas e adaptadas pela Equipe BeefPoint.



## **Fabricantes de calzado atribuyen el aumento de sus precios al aumento en el valor del cuero, afirman que el wet blue creció un 50 por ciento.**

Fonte: CICB 24/08/10 Notícia recentemente veiculada pela imprensa atribui o aumento de 29% dos preços dos calçados 2010, "à disparada do valor do couro, que aumentou 50% na etapa de processamento industrial wet blue". Tal informação não procede, rebate o presidente do Centro das Indústrias de Curtumes do Brasil (CICB), Wolfgang Goerlich. "Os preços do couro neste ano apresentam comportamento estável, ocorrendo reajustes em casos pontuais, mas os preços continuam inferiores aos praticados no período pré-crise de 2008/09", afirma o executivo.

"No biênio (2008/09), os preços do couro no mercado interno, na verdade, foram reduzidos, reflexo do impacto da queda abrupta da demanda mundial, conseqüência, por sua vez, da crise econômica que afetou os principais países compradores do produto nacional", avalia Goerlich. No mesmo período, no entanto, os fabricantes brasileiros de calçados, mesmo com o valor do couro barato, não reduziram seus preços e obtiveram lucros extras.

Para se ter uma ideia do impacto negativo da crise internacional, a indústria curtidora amargou uma queda de quase 40% em suas exportações em 2009, fechando o ano com embarques de US\$ 1,16 bilhão e longe dos US\$ 2,2 bilhões apurados em 2007.

A indústria brasileira do couro tem foco no mercado doméstico, que se encontra inteiramente saturado, e por conta deste aspecto, sobrevive exportando mais do que 50% da sua produção. Os preços dos calçados, portanto, deveriam ter recuado e não aumentado no período. Na verdade, sobra couro no mercado interno, razão pela qual as exportações brasileiras de couros subiram.

"Como o atual preço do couro continua inferior ao patamar praticado antes da crise, é absurdo procurar justificar eventuais aumentos praticados pela indústria de calçados pelo preço do couro", diz o presidente do CICB, destacando que a sugestão de aplicação de imposto de exportação sobre o couro teria efeito perverso sobre o próprio mercado interno. "Não encontrando espaço para praticar qualquer aumento de preços sobre as exportações, o próprio mercado doméstico poderia passar a subsidiar os preços da exportação", finaliza Goerlich.

## **URUGUAY**

### **Precios siguen ajustándose a la baja y falta ganado gordo Se estabilizaron las faenas en el mercado bovino**

La faena de vacunos llegó a 30.945 cabezas en la semana finalizada el 14 de agosto, manteniéndose prácticamente en los mismos niveles que la semana anterior (+1,2%). De todas formas continúa ubicándose un 25% por debajo que en igual semana del año anterior (10.000 cabezas menos).

También fue similar la composición de la faena, con 16.732 novillos (54,1%) y 13.715 vacas (44,3%) sacrificados. El mercado vacuno continuó ajustando a la baja en la referencia de las principales categorías comercializadas, aunque la escasa oferta de ganado terminado dificulta la concreción de nuevos negocios. Los novillos pesados especiales llegan a US\$ 3,05 por kilo en segunda balanza, a levantar y con plazo, mientras que las vacas pesadas de punta se sitúan en torno a US\$ 2,95, en idénticas condiciones.

### **Reunión convocada por el Ministerio de Agricultura sobre Trazabilidad: Se reflató el funcionamiento de la Comisión de Seguimiento. Su gestor manifestó que el sistema tienen errores son fácilmente "solucionables" sostuvo que "trazabilidad individual" es un diferencial para las carnes bovinas uruguayas.**

El País Digital 23/08/10 La trazabilidad bovina podría transformarse en una barrera no arancelaria en un futuro por lo que el país debe estar preparado para cumplir con las exigencias ajustando los errores de registro del sistema, dijo a El País Diego Paysée.

La trazabilidad individual del ganado bovino "es un gran factor diferencial para Uruguay" y debe mantenerse como una "política de Estado", aseguró Paysée, que fue gestor a partir del 2001 de lo que fue el Sistema Nacional de Identificación Ganadera (Snig) que hoy es la base del sistema uruguayo que permite trazar la historia de un animal (bovino) desde un corte de carne hacia atrás, siguiendo toda su vida.

La Unión Europea fue la que impuso este requisito en el mundo cárnico, y aplica un sistema con un pasaporte que no es electrónico, sino escrito que ha tenido complicaciones.

"Dijeron varias veces que, a partir de 2010 y 2011 se pondrían duros en hacer cumplir con la trazabilidad, pero en el mundo no sobra carne y si frenan las importaciones los precios se dispararían y eso no les



conviene. Por eso, considero que si siguen estas condiciones en el mercado internacional, la presión se diluirá; igual hay que estar preparados", dijo Paysée.

COMISIÓN. La pasada semana, el Ministerio de Ganadería, Agricultura y Pesca realizó la primera de las reuniones con los productores y sus técnicos, planificando lo que serán una serie de jornadas informativas que hará con los usuarios de la trazabilidad.

En ese marco, el ministro Aguerre reflató la Comisión de Seguimiento, en la que están, además del gobierno, los usuarios del sistema (ganaderos), buscando solucionar en conjunto los problemas. Es que hay un 10% de los animales con trazabilidad observada o pérdida debido a errores de registro por mal ingreso de la información o en el aporte de los datos que deben realizar los ganaderos.

Paysée, que hoy representa a los usuarios en lo que es la Comisión de Seguimiento, sostuvo que "el sistema uruguayo, en términos generales, es reconocido como uno de los más razonablemente diseñados y muy bien ejecutado, por más que tenga algunos pequeños problemas que son solucionables".

El empresario se mostró de acuerdo en reflatar esta comisión, pero sostiene que también debe integrarse a los consignatarios y frigoríficos, que ya participaron años atrás.

Para Paysée "el sistema de trazabilidad uruguayo es el que funciona mejor en América Latina. En Australia existe un sistema bastante parecido y nos basamos mucho en él, pero no funciona a nivel de todo el país. Sólo funciona para las exportaciones de carne bovina hacia la Unión Europea".

HISTORIA. El empresario se mostró molesto cuando se intenta desconocer el papel que jugó el Snig para lograr los avances actuales.

Es que para Paysée la trazabilidad individual del ganado bovino no empezó en septiembre de 2006 con la identificación obligatoria de los terneros nacidos en cada temporada de cría, sino el 23 de abril de 2001 con el Snig, que sirvió para monitorear los movimientos del ganado durante la epidemia de aftosa.

A través de esta herramienta se pudo controlar la epidemia y Uruguay pudo salir del problema. En ese entonces, todos los movimientos del ganado y la posible dispersión de los focos, se hizo gracias a los datos del sistema de identificación.

"Para que la trazabilidad sea una verdadera política de Estado deben reconocerse todas las etapas", dijo Paysée.

En medio de la crisis, Uruguay le pidió apoyo financiero al Banco Mundial y se pensó en comenzar con un monitoreo de la información ganadera en el país mejorando la trazabilidad grupal que hacía la Dirección de Contralor de Semovientes, poniendo en marcha un proceso de apoyo a la trazabilidad individual que hoy rige.

Exigencia que pesa al vender

En el 2002 se hicieron las primeras licitaciones por un millón de identificadores electrónicos, 600 aplicadores de dispositivos, 300 lectores manuales y 20 grupales.

A fines de 2005 ya se habían distribuido 380.000 caravanas por un lado y 250 por otro, que estaban en poder de los productores y a esa altura 150.000 animales habían sido incorporados al sistema de identificación individual optativo (Snig).

Hoy Uruguay cuenta con alrededor de 8,5 millones de bovinos sobre un stock de 13 millones de cabezas identificados, de los cuales 7,8 millones están trazados y la meta es llegar al 2011, la fecha que exige la Unión Europea, con todo el rodeo trazado (quedan por identificar 2,5 millones de vacas adultas).

La trazabilidad es un requisito impuesto por la Unión Europea no sólo para sus propios productores, sino también para terceros países que habitualmente abastecen al bloque con carne bovina. El país que no cumpla con esa exigencia quedará fuera del mercado.

### **Medio Oriente será el mercado del futuro de las carnes uruguayas junto con Rusia a criterio de un operador**

Observa: 23/08/2010 El director de la empresa Mirasco, Samy Ragy, un profundo conocedor del mercado internacional, aseguró que Medio Oriente será, en el futuro y junto a Rusia, el gran comprador de carnes uruguayas.

"Creo que para Uruguay, en materia de mercados, el futuro estará entre Medio Oriente y Rusia. Medio Oriente es un mercado muy importante y en la región estará a la par o mejor que Rusia en cuanto a volumen", sostuvo.

Acotó que Uruguay estará habilitado para exportar a Egipto carne ovina con hueso, dado que en estos momentos hay una misión auditando los frigoríficos para darles la autorización.

Agregó que para lo que resta del año el mercado estará firme. "Habrá una tendencia se suba de precios, pero todo dependerá de lo que ocurra en el corto plazo en el mercado europeo", sostuvo.

En cuanto a Rusia señaló que actualmente la baja faena de Uruguay ha hecho mermar mucho la oferta mientras que ha tonificado los precios y los rusos todavía no están al día con ese ajuste.

"Creo que en setiembre y octubre, en la medida que vaya aumentando el volumen de faena, los precios tienden a estabilizarse. Hoy no es un mercado atractivo en cuanto a precios", indicó.



## **“Se puede duplicar la venta de carne a China” El presidente del Instituto Nacional de Carnes destacó la ofensiva comercial uruguaya en ese país**

Observa: 26/08/2010 El presidente del Instituto Nacional de Carnes (INAC) justificó la ofensiva en varios aspectos que está realizando el país en China.

En las últimas horas el vicepresidente de la República, Danilo Astori, encabezando una delegación de la que participan otras autoridades del gobierno, casi 40 empresarios y delegados del Pit-Cnt, inauguró “El festival de la carne uruguaya” en el exclusivo Hotel Intercontinental Shanghai Puxí, donde sus Restaurantes ofrecerán exclusivamente platos con carne uruguaya, a precios promocionales.

Fratti dijo que al lanzamiento concurren 17 medios de prensa y que la novedad es que la demostración incluye costilla con hueso, es la primera vez que hacemos en el exterior una demostración con carne con hueso.

“La realidad hoy marca que China permite una ecuación muy buena para Uruguay. Nosotros exportamos los cortes más nobles a la Unión Europea y los delanteros a Rusia, ambos a buen precio. Los subproductos vienen a China a excelente precio, muy alto para el tipo de producto que enviamos, que incluso algunos no son comestibles”, sostuvo Fratti. Señaló que se está llegando a U\$S 100 millones de exportación cárnica a China y estimó que en el futuro es probable duplicar ese monto con la colocación de otros cortes.

## **ESTADOS UNIDOS**

### **Ganado en feed lots: por tercer mes consecutivo se observa un incremento en las existencias de animales en engorde intensivo**

TheCattleSite News Desk August, 23, 2010 - USDA's August cattle on feed report contained no major surprises as the numbers came in close to that predicted by the pre-release trade estimates. The total number of cattle on feed at the start of August was up 2.4 per cent compared to August 2009, writes Ron Plain and Glenn Grimes.

Ron PlainThe pre-release survey of forecasts had an average increase of 2.0 per cent. The number of cattle on feed has been above the year-earlier level for the last 3 months. The August inventory is the highest on-feed number for any August since 2007.

USDA said July placements of cattle into large feed yards (over 1,000 head capacity) were 5.9 per cent below July 2009. The average of pre-release trade forecasts was for July placements to be down 7.4 percent. The decrease was due to fairly heavy placements in July 2009. Despite the decrease, July placements were the third highest in the last 7 years.

USDA said marketings of fed cattle from large feed yards during July totaled 1.903 million head, down 1.7 per cent compared to July 2009. The trade forecast July marketings to be down 0.3 per cent. Marketings from large feed yards also were low relative to July steer and heifer slaughter, which was down 0.6 per cent from a year earlier level. There was one fewer slaughter day this July than last. Last month's marketings were the lowest of any July since USDA started this series in 1996.

The number of cattle placed on feed weighing more than 800 pounds was unchanged from last July. Placements of feeders weighing less than 800 pounds were down 8.5 per cent compared to a year ago. The calculated average weight of cattle placed on feed during July was 0.9 per cent higher than in July 2009.

The average retail price for choice beef during July was \$4.444 per pound. That was down 4.7 cents from June and up 26.5 cents from July 2009

### **Recomiendan a los criadores el seguimiento de sus terneros hasta la carcasa, como mecanismo para mejorar su producción**

TheCattleSite News Desk August 26, 2010 US - The primary goal of every cow/calf producer should be to get each cow to raise a healthy calf to weaning every year, says Grant Crawford from the University of Minnesota Beef Team.

Between the initial task of breeding cows and maintaining pregnancy, having a live, healthy calf at birth, keeping the calf healthy and growing, and then successfully weaning the calf, there are a number of places along the way where this goal can be missed.

For too many cow/calf producers, however, the process ends when the calves are sold dafter weaning.

To truly understand the quality of the calves produced, cow/calf producers should consider following their calves further down the production chain to determine how well they perform in the feedlot and what type of carcasses they produce. Through utilization of feedlot performance and carcass data, cow/calf producers can see if the traits they select are being expressed down the line.



When cattle buyers are looking for calves to place into feedlots, they are looking for a number of positive traits: uniform groups, healthy, pre-weaned, ability to gain weight quickly and efficiently, and ability to produce a high-quality carcass.

In general, cattle feeders are looking for value and predictability. It is therefore up to the cow/calf producer to provide calves that meet these expectations.

Some of this can be done through breeding and genetics, but that only provides the input. To accurately determine the output of these genetic and breeding decisions, cow/calf producers need to evaluate what happens after weaning.

There are basically three ways to do this: retain ownership and feed the calves on-farm; track the calves after sale through a relationship with a cattle feeder; or place cattle into a custom feedlot.

Feedlot performance measures that cow/calf producers should utilize are final body weight, days on feed to reach finishing weight, average daily gain, feed intake, feed efficiency, and cattle health.

All of these measurements will help assess the feeding quality of these cattle, and will all affect cost of gain, which is the bottom line for cattle feeding. Utilising these measures can help cow/calf producers determine if the genetics they choose are allowing for fast and efficient growth in the feedlot.

Carcass quality has become increasingly important to cattle feeders due to grid marketing programs that provide premiums for desirable carcass traits. These grids generally emphasize either quality grade, which is determined primarily through assessment of intramuscular fat (marbling); or yield grade, which is basically a measure of the amount of retail yield each carcass produces.

Part of the responsibility for producing quality carcasses is on the cattle feeder, who will need to provide optimal nutrition, keep cattle healthy, determine the proper endpoint, and make management decisions on feedstuffs, implants, etc.

Genetic decisions by the cow/calf producer will also play a large role, and quite possibly a larger role than any management decisions made at the feedlot.

The key carcass data measures to evaluate are carcass weight, ribeye area, backfat, marbling score, quality grade, and yield grade. Quality grade and yield grade are both determined by trained USDA personnel, with the quality grades for fed cattle (less than 30 months of age) being USDA Prime, Choice, Select, and Standard.

Fewer than three per cent of fed cattle reach the Prime quality grade, and about 65 per cent of fed cattle are currently reaching the Choice quality grade. Yield grades range from yield grade 1 through 5, with yield grade 1 being the leanest carcass and yield grade 5 being the fattest carcass.

In fed cattle grid marketing systems, the minimum requirement generally is for a carcass that weighs between 550 and 1,000 pounds, and reaches a Choice quality grade with a yield grade of 3. If carcasses do not meet these requirements, they will receive discounts, while carcasses that grade better than these requirements will receive premiums.

One of the dangers of grid marketing is that the potential discounts are much greater than the available premiums.

For instance, if a carcass has a yield grade of 2, it will receive a premium of approximately \$1.80 per 100 pounds of carcass weight. However, if the carcass is a yield grade 4, which is considered to be a lesser yield grade due to a lower percentage of retail cuts, it will receive a discount of approximately \$12.50 per 100 pounds of carcass weight.

## **US MEF participó de un evento en Manila. Filipinas es un mercado en crecimiento para los exportadores estadounidenses**

TheCattleSite News Desk August 25, 2010 US - One of the hottest emerging markets for US pork and beef exports is the Philippines, where the 10th annual World Food Expo 2010 (WOFEX) was held earlier this month.

Covering food and beverage, catering and hospitality services, food technology and retail, the four-day exhibition spanned two of Manila's major exhibition venues - the SMX Convention Center and the World Trade Centre.

The event attracted more than 50,000 visitors from the region, including about 35,000 food industry representatives. With support from the Pork Checkoff and Beef Checkoff Programs and the USDA Market Access Program (MAP), this was USMEF's second time at WOFEX - one of 820 exhibitors participating. As an additional feature at this year's event, the Philippines Chefs Association (Les Toques Blanche Philippines) launched its first Philippines Culinary Cup competition.

"We're very bullish on the Philippines," said Joel Haggard, USMEF senior vice president for the Asia Pacific. "There's a lot of optimism with a new president (Benigno Aquino III, sworn in June 30) who has pledged a new economic track, and confidence in the economy is growing.

"There is a wide profile of meat buyers here - from processors all the way up to high-end steak houses," he continued. "So interest is strong in both US beef and pork. But competition is also becoming more intense



in the Philippines, so it's very important to have a consistent presence at WOFEX and maintain strong relationships with buyers and traders."

USDA Choice beef items displayed at WOFEX included tenderloin, top blade muscle, bottom sirloin flap, tri-tip, chuck roll, chuck tender and hanging tender. Prime cuts included ribeye roll and beef ribs. Processed US pork items displayed included smoked brats, hot links, Polish sausages, cooked brats and cheddar smoked sausage.

In conjunction with its participation at WOFEX, USMEF-ASEAN also held a training seminar for supermarket staff in Manila, explaining the attributes of US beef and pork and the proper handling and storage of imported meats.

Through June, US pork exports (including variety meat) to the Philippines increased 78 per cent in volume over last year (to 32,620 metric tons or 71.9 million pounds) and nearly doubled in value to \$62 million. Beef exports increased 66 per cent in volume and nearly 50 per cent in value, totaling 4,873 metric tons (10.7 million pounds) valued at \$12.9 million.

### **Legislador envió una nota al Secretario de Agricultura reclamando un análisis económico que convalide el cambio propuesto en la agencia de control de granos y carnes (GIPSA)**

TheCattleSite News Desk Friday, August 27, 2010 US - In a letter to USDA Secretary Tom Vilsack, Georgia Representative Jack Kingston called for a sound economic analysis to judge both the need and the utility of a proposed Grain Inspection, Packer and Stockyards Administration (GIPSA) rule that deals with the procurement of livestock.

"In my view, it is unprecedented for a federal agency to propose such a wide-sweeping regulation and not conduct an economic analysis," Kingston said in a letter to United States Department of Agriculture (USDA) Secretary Tom Vilsack.

"I am concerned that despite Congress having appropriated \$13 million in the current fiscal year for the USDA Office of the Chief Economist, GIPSA has seemingly ignored this resource to analyze the proposal." In addition to a lack of economic analysis, Mr Kingston said there are other questions that have been raised with the rulemaking that require immediate response, including what some view as an attempt by the agency to circumvent the intent of Congress and what Kingston says appears to be a carefully choreographed effort by the agency and others within the USDA to lobby Congress, press, industry and public officials on the proposed rule.

"Anyone who witnessed the recent Livestock, Dairy & Poultry Subcommittee hearing on the Administration's proposed rule got the message that there are broad, bipartisan concerns that the proposed rule goes far beyond the scope of the 2008 Farm Bill, lacks a sound economic analysis necessary to judge both the need and utility of the proposed rule and may be the result of a flawed rulemaking process," Mr Kingston said.

"I am troubled that while the USDA and the Department of Justice are in the midst of conducting a series of workshops throughout the nation to gather information on a range of topics addressed by this proposal, USDA has chosen to focus its resources on efforts to promote this regulation rather than carefully consider the consequences, intended and unintended, particularly for those it purports to protect — producers," Mr Kingston concluded.

### **Relevamiento sobre el conocimiento de los consumidores sobre las carnes bovinas reveló que existen muchas ideas equivocadas sobre la realidad de la industria**

TheCattleSite News Desk August 24, 2010 US - A July 2010 consumer tracking study, funded by the beef checkoff, found that the percentage of consumers who are familiar with the term "factory farming" increased from 49 per cent to 64 per cent in the last two years, though the number of consumers who associate cattle with factory farming has remained fairly stable since 2008.

"Factory farming," paints a picture of animal suffering, excessive antibiotic and hormone use, food safety concerns and environmental damage.

The study also found that more than half of consumers believe the beef they buy at the supermarket is from animals raised in factory farms. Of concern, more than half of these consumers worry about the safety of the beef they buy.

"It's a frightening fact how disconnected consumers have become from the everyday workings of our farms and ranches," says Daryl Berlier Owen, chairman of the checkoff's Public Opinion and Issues Management group, and cow-calf/feeder from Amarillo, Texas. "This report may help us learn how to present our story in a way that improves consumers' perceptions of modern beef production. Consumers need to know about the conscientious animal care and the focus on safety, to which our industry is dedicated."

The checkoff's issues management team continues to reinforce the need for producers to share their story with fellow producers, the media and consumers. The industry seems to be operating based on bad news,



misperceptions, misinformation and fear of the unknown, which creates consumer guilt over buying beef. According to past checkoff studies, the most compelling animal welfare support statement to combat those "factory farming" accusations is, "doing the right thing for and by animals" which can help alleviate a tremendous guilt burden.

"Consumers want to buy beef," concludes Mr Owen. "If we continue to share our good news and stories about real, hard-working people, we can create the confidence consumers need to keep buying beef."

## **AUSTRALIA**

### **Aumentan un 18 por ciento las exportaciones de carnes bovinas hacia el Sudeste de Asia y China Continental durante el mes de julio**

TheCattleSite News Desk August 23, 2010 AUSTRALIA - Australian beef exports to South East Asia and Greater China during July jumped 18 per cent to total 13,231 tonnes swt, lifting shipments to the region over the calendar year to July by three per cent, to 71,062 tonnes swt.

Strong demand has maintained Australian beef exports to the region at historically high levels, reports The Asian Agribusiness Group. Demand for high-valued beef in Southeast Asia and Greater China continued over the January to July period, as chilled shipments increased seven per cent and grainfed beef volume jumped 49 per cent on a year ago, to total 7,742 tonnes swt and 5,455 tonnes swt, respectively.

Dominating exports to Southeast Asia and Greater China during the calendar year to July were volumes of manufacturing beef (36 per cent of total beef exports), shin shank (17 per cent), blade (eight per cent) and knuckle (seven per cent) that were mainly sent to Indonesia, Taiwan and the Philippines. The higher volumes sent to Malaysia, Hong Kong and China also reflected growing demand for beef in these markets.

### **Obtuvo un premio el sistema de tipificación oficial de tipificación de carnes. Es el primer sistema que tiene un importante vínculo con los consumidores. En su desarrollo se utilizaron paneles de degustación**

TheCattleSite News Desk August 26, 2010 - The science behind the world leading Meat Standards Australia (MSA) meat grading system was recognised last night at Australia's prestigious science awards - the Australian Museum Eureka Awards.

The MSA research team won the category 'Research by an interdisciplinary team' against tough competition from finalists iCinema Centre for Interactive Cinema Research and the Nanopatch Influenza Vaccination Team.

Developed from the combined efforts of industry and the science community, MSA is the only grading system globally that is backed by robust fact-based consumer research. The science uses consumer taste panels to verify results that meet consumer expectations for beef and sheepmeat eating quality.

"Put simply, MSA defines the pathways to good, consistent eating quality of beef and sheepmeat, and as a result provides an effective grading system in terms of many of the values consumers are looking for - consistency, tenderness and predictability of eating quality," explained Beef CRC Chairman Guy Fitzhardinge.

"Australia can be proud that we have developed a system that is a world first in terms of predicting eating quality."

The programme has increased the competitiveness of the beef sector in Australia and contributed \$366 million to the value of the industry and Australia's economy since its inception in 1999.

Meat & Livestock Australia (MLA) Chairman Don Heatley said this was testament to growing consumer confidence in red meat products with 85 per cent of Australian grocery buyers saying they trust their butcher or supermarket to sell good quality beef and lamb.

"This has been underpinned by high levels of compliance achieved by producers in the program with over 16,000 Australian beef and sheep producers now accredited MSA suppliers and over 1.25 million cattle and half a million lambs being MSA graded in 2009-10," Mr Heatley said.

"Beef grading numbers are expected to grow another 20 per cent in 2010-11, with sheep numbers expected to double over the next 12 months, reaching over one million by the end of the year."

The MSA programme's collaborative and multidisciplinary approach has been funded by the Beef CRC and MLA, and involved scientists from Murrumbidgee Pty Ltd, University of New England, University of Melbourne, Murdoch University, CSIRO, Victorian Department of Primary Industries, Industry and Investment NSW and Cosign.

## **VARIOS**



## **PARAGUAY envía informe a OIE para liberar zona de frontera y obtener el estatus de zona libre de fiebre aftosa con vacunación como el resto del país**

ABC- 27/08/10 El Servicio Nacional de Calidad y Salud Animal (Senacsa) remitió ayer a la Organización Mundial de Sanidad Animal (OIE) toda la documentación acerca de las tareas de control sanitario que se vienen realizando en la Zona de Alta Vigilancia (ZAV) desde hace unos años, a fin de liberar dicha zona y obtener el estatus libre de fiebre aftosa con vacunación como el resto del país.

El titular del Senacsa, doctor Daniel Rojas, afirmó que dicha documentación fue remitida a la Comisión Científica de la OIE, que analizará el tema en su próxima reunión en setiembre.

Añadió que así como Paraguay, hacen lo propio Brasil y Argentina que también están afectados por la ZAV.

Agregó que se espera una respuesta positiva de la Comisión Científica ya que se están dando las garantías a la OIE de que por más que se otorgue a la zona el estatus libre de fiebre aftosa con vacunación, continuará el mismo sistema de control sanitario diferenciado que tiene la ZAV. Las medidas de vacunación y caravaneo del ganado y de georreferenciamiento de los establecimientos continuarán tal cual como se está trabajando actualmente a fin de que si surge algún evento aftósico se pueda encapsular el lugar y proceder en consecuencia, aseguró Rojas.

Cabe mencionar que el estatus de zona libre de fiebre aftosa levantará automáticamente las restricciones comerciales que pesan hoy día sobre el ganado de frontera estimado en alrededor de 1.200.000 cabezas, pudiendo estas ingresar a la cadena de exportación.

## **FAO financia control de la aftosa en BOLIVIA: otorgó una donación de 751 mil dólares para ejecutar el proyecto de erradicación de la fiebre aftosa hasta el 2011**

Agromeat, 20/08/2010 La Organización de las Naciones Unidas para la Agricultura y la Alimentación (FAO) otorgó al Servicio Nacional de Sanidad Agropecuaria e Inocuidad Alimentaria (SENASAG) una donación de 751 mil dólares para ejecutar el proyecto de erradicación de la fiebre aftosa hasta el 2011.

Los recursos gestionados fueron el resultado de la reunión sostenida entre representantes de la Coordinadora Regional de la FAO Fiebre aftosa y técnicos del SENASAG para elaborar y consensuar un plan operativo anual que derivó en la suma de 751 mil dólares para la región del Altiplano y Valles.

Estos recursos forman parte del presupuesto programado por la FAO para Bolivia, Perú, Colombia, Ecuador y Venezuela, cuyo monto es de 6,7 millones de dólares para el proyecto del Control Progresivo de la Fiebre Aftosa a nivel de la Comunidad Andina de Naciones. Se realizó el lanzamiento de los proyectos a nivel regional en la ciudad de Lima, con la participación de los coordinadores nacionales del proyecto, la coordinadora regional y el oficial principal de desarrollo pecuario de la FAO para América Latina y el Caribe.

Hasta el momento, la FAO y el SENASAG contrataron un consultor encargado de ejecutar el proyecto en el país.

## **UNIÓN EUROPEA: nuevos certificados sanitarios para exportar animales y derivados hacia RUSIA**

Eurocarne 27/08/10 La Comisión Europea confía en que las ventas comunitarias de animales y productos derivados a Rusia se incrementarán con la entrada en vigor, el pasado 15 de agosto, de cinco nuevos certificados bilaterales de exportación, según informa Efe.

Los certificados, que se refieren a la carne de vacuno con hueso, alimentos para mascotas secos y en lata, así como ovejas y cabras de cría, "abren nuevas oportunidades para los productores europeos", según indicó la CE en un comunicado. Estos certificados habían sido acordados en una reunión entre la CE y el servicio veterinario ruso, que tuvo lugar a finales de abril pasado en Moscú.

Otros siete certificados, que se refieren a la exportación de semen vacuno, carne de caballo y ganado vacuno de cría, habían sido acordados en enero pasado, recordó la CE. Añadió que europeos y rusos continuarán las negociaciones para actualizar los acuerdos ya existentes y posiblemente acordar algunos nuevos en sectores todavía no pactados.

Los certificados de exportación establecen los requerimientos del servicio veterinario ruso para la entrada en su territorio de animales y productos de origen animal con destino a Rusia. Todos los países comunitarios deben aceptar y cumplir esos requerimientos.

Los primeros documentos de este tipo se acordaron en 2004, y en 2006 Bruselas y Moscú pactaron otros 18.

Las exportaciones comunitarias de carne, animales y productos de origen animal con destino a Rusia totalizaron 1.300 millones de euros durante el año pasado, según las cifras de la Comisión.



## **COREA: Una mayor demanda ha sostenido las importaciones de carnes bovinas en los últimos meses. En los primeros siete meses superaron 146 mil toneladas, 21 por ciento más que 2009**

TheCattleSite News Desk August 27, 2010 - Korean beef imports maintained their momentum during July, jumping 21 per cent year-on-year, to 21,575 tonnes swt, with shipments for the first seven months of 2010 up 21 per cent on 2009 levels, at 146,244 tonnes swt.

The increased demand for imported beef in the Korea market in 2010 has been reflected in higher volumes from both Australia and the US, assisted by a combination of strong consumer demand and low domestic cattle slaughter, reports Meat and Livestock Australia.

Australian volumes for the past month increased 14 per cent year-on-year, to 11,648 tonnes swt, taking imports for January to July to 76,649 tonnes swt - nine per cent ahead of the same period in 2009. Korean imports of US beef increased 53 per cent in July (7,000 tonnes swt) and 56 per cent for the first seven months of 2010, to 44,591 tonnes swt. Beef imports from New Zealand in July (2,756 tonnes swt) increased 14% on the same period last year, with total imports so far in 2010 back 4% (23,311 tonnes swt).

While positive economic conditions and strong consumer demand has helped to fuel the rise in beef imports so far in 2010, a significant fall in Korean cattle slaughter and beef production has also assisted the rise in imports. In 2009, domestic Korean beef accounted for almost 50 per cent of total beef consumed in the market (and averaged 48 per cent for the past five years). In 2009, Australia held the majority share of the imported beef market at 58 per cent, followed by the US on 26 per cent and NZ with 15 per cent.

Reflecting the reduction in Korea's domestic beef production in 2010 has been a 13 per cent year-on-year decline in total cattle slaughter between January and June, with Hanwoo female numbers back 16 per cent. Over the same period, the Korean cattle herd has reportedly increased nine per cent, to 3.3 million head - the highest number since 1998.

Given the reduction in cattle slaughter throughout 2010 and expanding herd, Korean beef production is anticipated to increase in the near-term, which will put pressure on imported beef volumes.

## **CANADA : el gobierno ha dispuesto un presupuesto de 3 millones de dólares para desarrollar nuevos mercados**

MeatPoultry.com, August 25, 2010 KAMLOOPS, British Columbia – An investment of up to \$3 million is being made to help the Canadian beef industry develop new marketing opportunities, announced Member of Parliament Cathy McLeod (Kamloops-Thompson-Cariboo), on behalf of Agriculture Minister Gerry Ritz. This investment is in addition to the Government of British Columbia's recent \$2 million (US\$1.9 million) investment that will fund projects recommended by B.C.'s Ranching Task Force.

"Canadian beef producers are the best in the world and can be proud of their long-standing history of producing safe, high-quality products for Canadians and world markets," McLeod said. "By investing in new market opportunities and research projects, the Government of Canada is helping farmers and food processors increase production and sales, ensuring they remain competitive and profitable into the future." Projects could include, among others: supporting trade missions to access emerging markets; producer education to meet consumer demands; new product development and branding; and consumer education initiatives to increase the demand for beef domestically.

"We value our partnership with the federal government and the timing is ideal for this funding, as it complements the \$2 million (US\$1.9 million) B.C. is also investing in ranching," said Terry Lake, Parliamentary Secretary for the Ranching Task Force. "The beef industry is worth more than \$250 million (US\$235 million) to the provincial economy and the hard work of B.C.'s Ranching Task Force is ensuring our 4,000-plus ranches remain healthy and vibrant."

This federal investment is made through the AgriFlexibility Fund, a five-year, \$500 million (US\$469 million) fund created to: help reduce costs of production and improve environmental sustainability for the sector; promote value-chain innovation and sectoral adaptation, and respond to emerging opportunities and market challenges for the sector.

## **ASIA crecen las exportaciones desde Australia, Estados Unidos, Nueva Zelandia y Brasil hacia las naciones del Sudeste de Asia y China**

TheCattleSite News Desk August 26, 2010 - Beef exports from Australia, US, New Zealand and Brazil to South East Asia and Greater China during 2009-10 all reached new records, as booming population, coupled with vibrant economic growth continued to boost demand for red meat.

Australian beef exports to South East Asia and Greater China during 2009-10 jumped 20 per cent on the previous year to a record 131,292 tonnes swt. Although Australian exports were predominantly driven by the demand for manufacturing beef (Indonesia and Philippines) and alternative cuts (Taiwan, Malaysia,



Singapore, China and Hong Kong), increased volumes of chilled and grainfed beef were also shipped to the region, reports Meat and Livestock Australia.

While relatively high prices remained the key constraint to US beef in South East Asia, shipments of US beef to Greater China (China, Hong Kong and Taiwan) continued to surge. During 2009-10, US beef exports to South East Asia and Greater China increased 33 per cent to 118,899 tonnes swt - the highest volume on record.

Over the 12 months to June, New Zealand also exported 21 per cent more beef to the region, reaching 76,060 tonnes swt, with large volumes of manufacturing beef sent to Indonesia and the Philippines.

Despite total beef exports from Brazil remaining unchanged during 2009-10, shipments to the region increased 12 per cent compared with 2008-09, attributed entirely to the trade to Hong Kong. This is despite subdued trade to Malaysia, Singapore and the Philippines - the three main markets for Brazil in South East Asia.

Beef exports from other countries, such as India (July to March) and Canada, to South East Asia and Greater China during 2009-10 also experienced strong growth, with the momentum expected to continue into the near future.

### **Informe de Rabobank sostiene que la crisis ha revalorizado a los mercados emergentes dentro del comercio mundial de carnes**

By Neal Wallace on Mon, 23 Aug 2010 The global financial crisis has increased the reliance on meat markets in emerging markets, as consumers in traditionally high-value markets trade down the value of cuts they buy, according to Rabobank.

A report by the specialist rural banker says while Europe remains our most valuable sheep-meat market, expected average economic growth of just 2.1% through until 2015 limited the potential for further growth.

It was a similar story for the United States, but this was in contrast to growth of 8% a year in China and India through until 2015.

Indonesia, Malaysia, the Philippines, Singapore and Thailand were expecting annual grow of 5%, and the Middle East and Africa 4%.

Meat consumption in developing markets would never match that of Europe and the US, but incremental gains in heavily populated emerging markets would increase sheep-meat consumption 21% and beef 15% by 2019, the report said.

"Advanced economies contribute little to this growth outlook. In fact, annual sheep-meat consumption in OECD countries is expected to decline by 6.5% over this forecast period."

The composition of New Zealand's beef production in particular could have an impact.

While beef production was growing, most of it originated from the dairy sector and was of manufacturing quality and unsuitable to be sold as prime cuts.

However, it was ideal for the cooking style in emerging markets, the report said.

The issue was whether consumers in those markets would pay prices equivalent to or better than could be received from existing markets.

Most New Zealand beef exports to the US were of manufacturing quality and used in the takeaway and fast-food sectors, while lamb was sold mainly through the restaurant and food-service sector.

These sectors were expected to recover more rapidly than retail grocery sales.

In the United Kingdom, prospects for sheep meat were described as mixed, with consumers quickly returning to buying higher-value cuts.

But lamb remained a meat for special occasions and consumption was unlikely to continue increasing, the report said.

The European Union forecasts per capita sheep-meat consumption to fall to 2.5kg in 2011, amounting to an 11% decline over five years, but domestic production was expected to fall 2% by 2015, presenting New Zealand with opportunities.

"However, a declining consumer base for a high-value niche product presents risks to market sustainability in the long term for both volume and price."

### **EMPRESAS DEL EXTERIOR**

#### **Cremonini, la empresa italiana estaría interesada en recompra la participación de JBS en Inalca**

TheCattleSite News Desk August 23, 2010 - Cremonini has confirmed that it would be interested in buying back 50 per cent of Inalca JBS S.p.A.

In connection with the news that recently appeared in the press relating to a possible buy-back by Cremonini s.p.a. of 50 per cent of Inalca JBS, the company considers that it should specify the following:



Cremonini – which founded and developed Inalca and made it the market leader in Italy and abroad – makes its top priority the future and expansion of Inalca JBS.

For this reason, Cremonini is certainly taking the hypothesis of a buy-back of the equity investment sold to JBS at the start of 2008 into serious consideration.

Cremonini, however, must consider the current contingency of the relationships with the Brazilian partner, crucial under a dual profile. On the one hand, the 2010 financial year is decisive for the verification of Cremonini's right to receive the price adjustment (earn out) of €65 million agreed with JBS in December 2007. On the other hand (but not secondarily), Cremonini and JBS are involved in a dispute that regards the themes of corporate governance of the joint venture and, also and above all, there have been certain conduct of JBS that is seriously prejudicial, which Cremonini considers are in open breach of the obligations of 'non-competition and exclusivity' contractually accepted by the Brazilian operator.

Only after both these delicate questions, which are destined to have a significant financial impact, have been defined will Cremonini be in a position to make a proposal for the buy-back of the equity investment held by JBS today.

Finally, Cremonini can confirm that the Managing Directors (CEO) of Inalca JBS filed a report/complaint at the Modena public prosecutor's office on 14 August last for the protection of the corporate rights and equity of Inalca JBS. Apart from the inferences and instrumental position taking, it will therefore be the magistrature that will ascertain the occurrence of the hypotheses of the alleged offences (market rigging, defamation and disruption of the freedom of industry or commerce).

### **Promoción en locales de Burger King ha potenciado las exportaciones neocelandesas hacia Taiwán**

TheCattleSite News Desk August 24, 2010 TAIWAN - Beef + Lamb New Zealand is working with Burger King as part of its activities to build demand and market positioning for New Zealand beef in Taiwan.

Beef + Lamb New Zealand General Manager Market Development, Craig Finch says Burger King Taiwan approached Beef + Lamb New Zealand to support two promotions, one featuring Burger King's Western Whopper burger and a 'King's deal' including the Whooper Junior and the BBQ Beef burgers.

"The promotions will see the New Zealand grass-fed brand prominently displayed in-store on menu boards and tray liners, and on the Burger King website. The website will also include information about New Zealand beef and New Zealand's farming systems.

"We launched the beef brand in Taiwan in 2008 to increase the awareness of New Zealand beef with consumers, and featuring it in Burger King's 41 stores across Taiwan is an excellent opportunity to build the brand. The promotions will run at various stages throughout the rest of this year and we intend to keep supporting them in 2011."

Mr Finch says Burger King wants to align with New Zealand beef because of New Zealand's pure and natural farming systems. The consistent quality of New Zealand beef is also a key consideration for Burger King in meeting consumer needs.

"This fits with our message that New Zealand beef is grass-fed, natural, safe and healthy. Our activities on behalf of farmers reinforce that New Zealand beef is raised in a clean, green natural environment. We emphasise that cattle are free ranging and eat their natural diet of grass, and that the product is safe. The health and nutritional benefits of grass-fed production are another important message."

Mr Finch says Taiwanese beef consumption is small – just 4.6 kg per person per year compared to New Zealanders' annual consumption of around 31 kg per year.

"This highlights a significant opportunity for growth that exists within the Taiwanese market.

"We know consumers have choices over the source of their beef and with Australia and the United States having the largest presence in the market, consumers have become accustomed to grain-fed beef. Our activities alongside a high profile company like Burger King are designed to raise awareness of New Zealand grass fed beef in the market.

"Burger King Taiwan is currently using New Zealand beef in around half their beef burgers, up from around a third in 2009."

### **URUGUAY Frigorífico San Jacinto realizó el primer embarque de carne ovina a Canadá**

El País Digital 21/06/10 El frigorífico San Jacinto (Nirea S.A.) fue la primera empresa de la industria frigorífica uruguaya en enviar el primer embarque con carne ovina desosada y madurada al mercado canadiense.

Canadá fue el primero de los tres mercados de América del Norte en abrir sus puertas al producto, pero en México y Estados Unidos los trámites están muy avanzados y próximos a finalizar.

El Frigorífico San Jacinto exportaba carne ovina y vacuna a Canadá antes de que se desatara la epidemia de aftosa en 2001. "Hicimos un envío para confirmar, en los hechos, que el mercado está abierto", dijo a El País Enrique Elena, asesor general de la empresa. El embarque insumió tres o cuatro cajas con cortes



ovinos, mientras que se mantiene el contacto con los operadores en la búsqueda de otros productos que puedan resultar interesante.

"Tenemos compradores e interesados, pero hay que esperar a ver si puede entrar algún producto más", agregó el vocero. Lo que más preocupa hoy a productores e industriales es la falta de oferta de carne ovina, ya que el Uruguay enfrentará la paradoja de contar con los mercados de alto valor (los del Nafta) abiertos, pero tendrá poca oferta para exportarles. Por otro lado, también deberá cumplir con su cupo con arancel preferencia en la Unión Europea, donde van más de 5.000 toneladas.

Más allá de este primer embarque realizado por San Jacinto, hay otro interesado que pidió asesoramiento al Ministerio de Ganadería, Agricultura y Pesca para poder llegar con mercaderías a este destino.

Cabe destacar que Canadá cuenta con una buena producción de corderos y la carne ovina que llegue de Uruguay deberá pelear contra una res fresca que se produce, básicamente en la provincia de Ontario. El broker uruguayo Daniel Zefferino le había dicho a El País que, aún así, "existen oportunidades para la carne uruguaya, especialmente a nivel de lo que son nichos étnicos que hoy están poco explotados, en los que hay un consumo muy alto del producto".