



NOTICIAS INTERNACIONALES AL 07/10/2021

GLOBAL	2
Estados Unidos y UE se unen al Compromiso de Reducción de Metano	2
FAO: indice de precios de los alimentos vuelve a subir en septiembre	3
FAO: Producción récord de cereales de 2021 inferior a las necesidades de consumo	3
BRASIL	4
Retroceso en el mercado de hacienda	4
IMPACTO DE BSE ATIPICA	4
<i>Preocupación por la demora en la reapertura de CHINA</i>	4
<i>Efectos negativos para todo el sector</i>	5
Exportaciones batieron récord: se embarcaron 187 mil toneladas	5
Productores de Rio Grando do Sul tendrá seguro contra casos de Aftosa	6
Impacto por falta de contenedores en el sector agropecuario alcanza 1000 millones de US\$	6
Exportaciones de toros hacia VIETNAM	7
MAPA brasileño publica nuevos procedimientos para el registro de establecimientos	9
URUGUAY	9
Novillos gordos especiales se comercializaron a US\$ 4,80 el kilo	9
Aún con valores buenos, se prevé que el mercado chino "se acomode" para el año que viene	10
Demanda continúa firme en el mercado de ganado gordo	10
Declaraciones sobre suspensión de un establecimiento por parte de China	10
Importaciones de carne acumulan caída de 23% en lo que va del año	10
Baja la morosidad de la industria frigorífica y aumentan los créditos vigentes	11
PARAGUAY	11
Vuelve a bajar el precio del ganado gordo y se ubica en US\$ 3,50 por kilo al gancho	11
Exportaciones ganaderas ingresaron US\$ 1.600 millones hasta septiembre	11
Primeras cuadrillas de rabinos podrían llegar en 15 días	11
"No hay información" sobre el retorno de la carne brasileña a China	12
Faena de bovinos de septiembre fue la segunda más baja del 2021	12
Roberto Vázquez Platero: "Paraguay está en una posición débil por la dependencia de Chile"	12
ESTADOS UNIDOS	13
Oferta ganadera presiona sobre los precios de la hacienda	13
USMEF: Nuevo record en las exportaciones de carnes vacunas	14
USDA lanzó un plan de ayuda crediticia para expandir la capacidad de procesamiento de carnes	15
Discuten en el Congreso un informe del USDA sobre el mercado de ganado y carne bovina	15
El desafío de la sustentabilidad	17
AUSTRALIA	18
Continúan estancadas las exportaciones de carnes bovinas	18
Buen posicionamiento de Australia en el Mercado global de carnes rojas	19
Implicancias de la participación brasileña en Vietnam	20
EMPRESARIAS	21
McDonald's proyecta emisiones cero de gases de efecto invernadero hacia 2050	21
Frigorífico Concepción invierte en la producción de carne de cerdo	22
Uruguay : China suspendió importaciones de Frigorífico Rosario. Investigación determinará si es un caso aislado o un modus operandi	22
Negocian la compra de un frigorífico de dos multinacionales cerrado hace 7 años	23
Marfrig cierra una de sus plantas de faena animal en Brasil	23
Marca Friboi de JBS obtuvo certificación como de Alto Renombre	24



GLOBAL

Estados Unidos y UE se unen al Compromiso de Reducción de Metano

02 October 2021 The European Union and United States have joined the Global Methane Pledge, an initiative to reduce global methane emissions that will be launched at the UN Climate Change Conference (COP 26) in November.

President Biden and European Commission President Ursula von der Leyen urged countries at the US-led Major Economies Forum on Energy and Climate (MEF) to join the Pledge and welcomed those that have already signaled their support.

Methane is a potent greenhouse gas and, according to the latest report of the Intergovernmental Panel on Climate Change, accounts for about half of the 1.0 degrees Celsius net rise in global average temperature since the pre-industrial era. Rapidly reducing methane emissions is complementary to action on carbon dioxide and other greenhouse gases, and is regarded as the single most effective strategy to reduce global warming in the near term and keep the goal of limiting warming to 1.5 degrees Celsius within reach.

Countries joining the Global Methane Pledge commit to a collective goal of reducing global methane emissions by at least 30% from 2020 levels by 2030 and moving towards using best available inventory methodologies to quantify methane emissions, with a particular focus on high emission sources. Delivering on the Pledge would reduce warming by at least 0.2 degrees Celsius by 2050.

Countries have widely varying methane emissions profiles and reduction potential, but all can contribute to achieving the collective global goal through additional domestic methane reduction and international cooperative actions. Major sources of methane emissions include oil and gas, coal, agriculture, and landfills. These sectors have different starting points and varying potential for short-term methane abatement with the greatest potential for targeted mitigation by 2030 in the energy sector.

Methane abatement delivers additional important benefits, including improved public health and agricultural productivity. According to the Global Methane Assessment from the Climate and Clean Air Coalition (CCAC) and the United Nations Environmental Programme (UNEP), achieving the 2030 goal can prevent over 200,000 premature deaths, hundreds of thousands of asthma-related emergency room visits, and over 20 million tons of crop losses a year by 2030 by reducing ground-level ozone pollution caused in part by methane.

The European Union and eight countries have already indicated their support for the Global Methane Pledge. These countries include six of the top 15 methane emitters globally and together account for over one-fifth of global methane emissions and nearly half of the global economy.

The European Union has been taking steps to reduce its methane emissions for almost three decades. The European Commission strategy adopted in 1996 helped reduce methane emissions from landfilling by almost a half.

Under the European Green Deal, and to support the European Union's commitment to climate neutrality by 2050, the European Union adopted in October 2020 a strategy to reduce methane emissions in all key sectors covering energy, agriculture and waste. The reduction of methane emissions in the current decade is an important part of the European Union's ambition for reductions in greenhouse-gas emissions by at least 55% by 2030.

This year, the European Commission will propose legislation to measure, report and verify methane emission, put limits on venting and flaring, and impose requirements to detect leaks, and repair them. The European Commission is also working to accelerate the uptake of mitigation technologies through the wider deployment of "carbon farming" in European Union Member States and through their Common Agricultural Policy Strategic Plans, and to promote biomethane production from agricultural waste and residues.

Finally, the European Commission is supporting the United Nations Environmental Programme (UNEP) in establishing an independent International Methane Emissions Observatory (IMEO) to address the global data gap and transparency in this area, including through a financial contribution. IMEO will play an important role in creating a sound scientific basis for methane emissions calculations and delivering the Global Methane Pledge in this regard.

The European Union and eight countries have already indicated their support for the Global Methane Pledge:

Argentina
Ghana
Indonesia
Iraq
Italy
Mexico
United Kingdom



United States

The United States, the European Union and other early supporters will continue to enlist additional countries to join the Global Methane Pledge pending its formal launch at COP 26.

FAO: índice de precios de los alimentos vuelve a subir en septiembre

07/10/2021 Roma - Los precios mundiales de los productos alimenticios aumentaron en septiembre, debido a la escasez de la oferta y la fuerte demanda de productos básicos como el trigo y el aceite de palma, según ha comunicado hoy la Organización de las Naciones para la Alimentación y la Agricultura (FAO).

El índice de precios de los alimentos de la FAO se situó en un promedio de 130,0 puntos en septiembre, lo que representa un aumento del 1,2 % respecto de agosto y del 32,8 % respecto del valor registrado en septiembre de 2020. El índice refleja la variación mensual de los precios internacionales de los productos alimenticios más comercializados.

En septiembre, el índice de precios de los cereales de la FAO aumentó un 2,0 % con respecto al mes anterior; concretamente, los precios mundiales del trigo aumentaron casi un 4 % y llegaron a ser un 41 % más elevados que el año anterior, debido a la reducción de las disponibilidades exportables en una situación de fuerte demanda. Los precios mundiales del arroz también aumentaron en septiembre, mientras que los del maíz experimentaron un crecimiento moderado del 0,3 %, lo que representa un incremento promedio interanual del 38 %, ya que las perspectivas mundiales sobre las cosechas mejoraron y el inicio de la cosecha en los Estados Unidos de América y Ucrania contrarrestó buena parte de las consecuencias de las alteraciones portuarias relacionadas con el huracán en los Estados Unidos de América.

“Entre los principales cereales, el trigo será el centro de atención en las próximas semanas, ya que se deberá evaluar la demanda en relación con el rápido aumento de los precios”, afirma el Economista superior de la FAO, Sr. Abdolreza Abbassian.

El índice de precios de los aceites vegetales de la FAO se situó en el 1,7 % durante el mes, aproximadamente un 60 % más que en septiembre de 2020, ya que los precios internacionales del aceite de palma alcanzaron el nivel más alto de los últimos 10 años debido a la fuerte demanda mundial de importaciones y a la preocupación por la escasez de mano de obra migrante que afectaba a la producción en Malasia. Los precios mundiales del aceite de colza también se revalorizaron notablemente, mientras que las cotizaciones del aceite de soja y de girasol disminuyeron.

El índice de precios de los productos lácteos de la FAO aumentó un 1,5 % desde agosto, puesto que la fuerte demanda de importaciones a escala mundial y los factores estacionales de Europa y Oceanía propiciaron el alza de las cotizaciones internacionales de todos los productos lácteos, en especial de la mantequilla.

El índice de precios del azúcar de la FAO aumentó un 0,5 % respecto del mes anterior y un 53,5 % respecto del año anterior, debido a las condiciones meteorológicas adversas y al incremento de los precios del etanol en el Brasil, que es el mayor exportador de azúcar del mundo. La desaceleración de la demanda mundial de importaciones y las buenas perspectivas de producción en la India y Tailandia frenaron la presión al alza.

El índice de precios de la carne de la FAO permaneció prácticamente inalterado en septiembre en comparación con el mes anterior, aunque el aumento interanual fue del 26,3 %. Las cotizaciones de la carne de ovino y bovino aumentaron debido a la escasez de la oferta, mientras que las de la carne de aves de corral y de cerdo descendieron debido al elevado volumen de la oferta mundial en el primer caso y a la disminución de la demanda en el segundo en China y Europa.

FAO: Producción récord de cereales de 2021 inferior a las necesidades de consumo

Se prevé que la producción mundial de cereales de 2021 alcanzará el récord histórico de 2 800 millones de toneladas, aunque esta cifra es inferior a las necesidades previstas de consumo para la campaña de comercialización de 2021/22, según las nuevas previsiones publicadas hoy en la última nota informativa de la FAO sobre la oferta y la demanda de cereales.

Actualmente, la FAO prevé que en 2021 se habrán cosechado 776,7 millones de toneladas de trigo y se espera que el aumento del rendimiento en Europa oriental y Australia contrarreste el descenso de la producción provocado por las condiciones meteorológicas y de plantación que se prevén tendrán lugar en el Canadá y la Federación de Rusia. El pronóstico sobre la producción mundial de cereales secundarios se sitúa actualmente en 1 504 millones de toneladas; en este sentido, se prevé que la cosecha mundial de sorgo y cebada aumentará más rápidamente que la del maíz. Según las previsiones, la producción mundial de arroz será de 50 millones de toneladas, lo que representa un nuevo máximo y refleja unas expectativas más optimistas sobre el principal cultivo de la India.

Al mismo tiempo, la utilización mundial de cereales en la campaña de 2021/22 se prevé ahora de 2 811 millones de toneladas, un 1,8 % más que en la campaña anterior, debido al considerable incremento



previsto de la utilización del trigo como pienso, una tendencia impulsada en parte por los elevados precios de los cereales secundarios.

En consecuencia, se prevé que la relación entre las existencias y la utilización de cereales a escala mundial en la campaña de 2021/22 se situará en el 28,4 %, algo menos que el 29,2 % del año anterior, pero que sigue indicando un nivel general cómodo.

En la Nota informativa sobre la oferta y la demanda de cereales también se incluye el último pronóstico de la FAO sobre el comercio mundial de cereales en la campaña de 2021/22, que apunta a una reducción del 0,3 % interanual hasta situarse en 473,2 millones de toneladas, debido principalmente al bajo volumen previsto de comercio de cebada y maíz.

BRASIL

Retroceso en el mercado de hacienda

Quinta-feira, 7 de outubro de 2021 -

O mercado do boi gordo segue pressionado nas praças paulistas.

Sem notícias da reabertura das exportações para a China e com boa oferta de boiadas, as cotações do boi e vaca gordos caíram R\$5,00/@, e para novilha gorda houve queda de R\$3,00/@ na última quarta-feira (6/10), na comparação diária.

Dessa forma, segundo levantamento da Scot Consultoria, o boi, vaca e novilha gordos foram negociados em R\$285,00/@, R\$267,00/@ e R\$284,00/@, respectivamente, preços brutos e a prazo.

Devido ao escoamento lento, parte dos frigoríficos está com as programações de abates com volumes reduzidos e/ou pulando dias de abate. Há unidades testando preços mais baixos que as referências.

IMPACTO DE BSE ATÍPICA

Preocupación por la demora en la reapertura de CHINA

6 de outubro de 2021 A demora da China em reabrir o mercado para a carne bovina do Brasil preocupa cada vez mais a indústria, confirmou um executivo graduado ao Valor. Mesmo com as vendas aos chineses suspensas – o país absorve mais de 60% das exportações brasileiras – os preços do boi gordo seguem altos no mercado doméstico. Quando o Ministério da Agricultura suspendeu voluntariamente as vendas à China, após a ocorrência de dois casos atípicos do mal da “vaca louca” em Minas e Mato Grosso, poucos acreditavam que a suspensão levaria mais de um mês.

No mercado, acreditava-se que Pequim repetiria o que ocorreu em 2019, quando um caso atípico da doença também motivou a suspensão temporária – pelo protocolo sanitário, o Ministério da Agricultura é obrigado a adotar a medida. Na ocasião, as autoridades chinesas liberaram as compras em 13 dias.

Com mais de 30 dias de portas chinesas fechadas, o reflexo sobre as operações já aflige frigoríficos, e alguns já estão operando com margens praticamente zeradas ou negativas, disse um especialista. Uma fonte próxima à indústria também não comprehende como o preço do boi gordo ainda não se ajustou devidamente à ausência da China. Na avaliação desse executivo, os preços do gado deveriam estar entre R\$ 250 e R\$ 260 por arroba para fazer sentido econômico para os frigoríficos.

Sem a China, não há mercados que comprem volumes da mesma magnitude e tampouco com preços remuneradores. Além disso, o Egito também está fechado para o Brasil, o que tira mais um mercado para escoar o dianteiro bovino.

Em setembro, o preço do boi gordo se sustentou na maior parte do mês mesmo com a suspensão chinesa, e só começou a cair na última semana. Conforme o indicador Cepea/B3 para o boi gordo negociado em São Paulo, praça de referência para o restante do país, o preço recuou 6,9% em setembro, chegando a R\$ 291,60. Na primeira semana de outubro, o indicador caiu mais 1,95%. Ontem, o indicador estava a R\$ 283 por arroba. Na média, o gado representa 80% dos custos de produção dos frigoríficos.

Confinamentos vazios

Entre pecuaristas, a ausência da China também incomoda. Nos confinamentos, poucos se atrevem a enviar mais animais sem a garantia de que haverá um mercado para escoar. Uma preocupação desses produtores é que os confinamentos fiquem cada vez mais vazios, reduzindo a oferta futura de gado e provocando uma nova disparada dos preços daqui a alguns meses.

No mercado, é consenso que a China, normalmente uma negociadora habilidosa, está bastante confortável para ficar mais um tempo sem liberar a carne brasileira. O país lida com um estoque elevado de carne suína e ainda tem cargas de carne que foram produzidas antes da suspensão das exportações brasileiras a caminho dos portos do país asiático.

Na visão do consultor César de Castro, do Itaú BBA, a menos que Pequim esteja disposta a reduzir seus estoques de carnes a ponto de prejudicar os mais fracos da cadeia (restaurantes e consumidores), é provável que o embargo à carne bovina brasileira não dure muito mais.

Em setembro, com as cargas que já estavam prontas para embarque antes da suspensão – boa parte sofrendo com atrasos logísticos, entre os quais a falta de contêineres -, a China ainda foi o destino de



65% das exportações brasileiras. Contando as vendas via Hong Kong, mais de 123 mil das 187 mil toneladas de carne bovina embarcadas pelo Brasil foram para o gigante asiático, de acordo com dados da Secex.

O volume exportado, que representou um novo recorde mensal, chama atenção. Para Castro, a hipótese mais provável é que a indústria brasileira tivesse um estoque já certificado para cerca de um mês. Porém, ele acredita que as exportações do Brasil tendem a despencar neste mês de outubro.

Efectos negativos para todo el sector

Mesmo na forma atípica, ela causa prejuízos consideráveis. Estimativa de perda de receita com exportação de carne bovina, tendo-se setembro de 2020 como parâmetro, seria de US\$ 296,4 milhões. O “mal da vaca louca” voltou a assombrar a cadeia da carne bovina. A confirmação de dois casos atípicos da EEB (Encefalopatia Espóngiforme Bovina), nos municípios de Colíder (MT) e Campo Azul (MG), no dia 3 de setembro, provocaram a imediata suspensão das exportações para a China e, dias depois, para a Arábia Saudita (estas já retomadas). Principal comprador da carne brasileira, a China foi responsável por 54,3% do total exportado pelo País até o mês de agosto.

Considerando-se a quantidade diária exportada para o país no mês de setembro do ano passado, que foi de 70.768 t, com faturamento de US\$ 296,4 milhões, o Brasil, com 30 dias sem exportar, perdeu bastante dinheiro, a menos que os frigoríficos tenham conseguido direcionar as vendas para Hong Kong.

O mercado interno também sentiu o baque. Com o consumo doméstico nas cordas – por causa da economia em recessão –, a ausência da China foi um golpe difícil de assimilar. Em São Paulo, a arroba caiu R\$ 8 entre os dias 3 e 24 de setembro, retração de 2,6%.

“Num boi de 19@, representa uma perda de R\$ 152. Para uma boiada de 1.000 cabeças, o produtor deixou de ganhar R\$ 152 mil”, exemplifica Alcides Torres Júnior, o Scot, da Scot Consultoria, de Bebedouro, SP. A novilha gorda teve a mesma desvalorização no período.

A vaca gorda, por sua vez, sofreu ainda mais, com recuo de 3,7% no período, o que significou uma perda de R\$ 10,50@, segundo dados da consultoria.

Diante desse cenário de perdas, que afeta indústria e, principalmente, os produtores, e que se repete a cada novo caso atípico do mal da vaca louca. É a quinta ocorrência dessa forma da doença no País, o setor começa a se fazer alguns questionamentos: por que esses casos têm se sucedido, afinal?

Como é a manifestação da EEB atípica noutras partes do mundo? Os protocolos comerciais, especialmente os firmados com os chineses, podem ser revistos para retirada da cláusula que estabelece a interrupção imediata das exportações em casos atípicos da doença? Há algo que possa ser feito internamente, do ponto de vista da vigilância epidemiológica?

Exportaciones batieron récord: se embarcaron 187 mil toneladas

Apesar do recuo no volume dos embarques nos últimos nove dias úteis do mês, setembro/21 se encerrou com mais um volume recorde nas exportações de carne bovina in natura. Os envios aos portos do período final de setembro/21 ficaram em 6,28 mil t/dia, uma queda de 42,29% frente a média diária que estava se consolidando até o dia 17/09. Ainda assim, foram 187,02 mil toneladas embarcadas para fora do país no último mês, 31,38% a mais do que no mesmo período de 2020.

Com o preço médio da carne bovina também estabelecendo um novo recorde, vendida em média à US\$ 5,79 mil/t, a receita obtida com a venda de proteína bovina atingiu novo recorde. Foram mais de US\$ 1,08 bilhão no mês passado, com o preço 41,37% maior que no mesmo período do ano passado, o avanço da receita sobre setembro/20 foi de 85,73%, quase dobrando o resultado.

Cabe a ressalva de que exportamos um grande volume de carne bovina in natura mesmo diante da interrupção das certificações para a China desde o dia 04/09. O que ocorreu foi uma celeridade em envio de proteína que estava certificada anteriormente a essa data. A desaceleração das exportações deve aparecer nos números de outubro/21, já que como vimos nos últimos nove dias de setembro/21, a média diária embarcada recuou 40% frente os dias iniciais do mês.

As exportações de milho encerraram setembro/21 com uma média diária de embarques em 135,96 ton, 31,23% de queda no comparativo mensal. As vendas externas totalizaram 2,85 milhões de toneladas, o equivalente a 65,81% do volume embarcado no mês de agosto e 44,81% do mesmo período em 2020. O preço médio pago pelo produto ficou na casa dos US\$ 188,1/ton, resultando num faturamento de US\$ 536,94 milhões, receita 48,30% inferior que setembro/20.

Já as importações do cereal avançaram 179,57% frente ao mês passado e registraram o recorde 407,37 mil toneladas em setembro para o ano de 2021. A média diária dos desembarques nos portos brasileiros ficou em 19,39 mil ton/dia, 176,5% de avanço quando comparado a mesma ocasião em 2020.

As exportações da soja registraram volume recorde para o mês setembro com 4,83 milhões de toneladas, volume 13,43% superior ao volume de setembro/20. Apesar do bom desempenho de 230,157 mil ton/dia, o recuo foi de 22,10% sobre o mês de agosto.



O preço médio da oleaginosa ficou em US\$ 508,8/ton, 4,74% de alta no comparativo mensal. Com uma receita das vendas diárias em US\$ 117,10 mil, setembro/21 consolidou um montante de US\$ 2,45 milhões, 57,95% a mais que a mesma ocasião no ano passado.

Fonte: Money Times. 4 de outubro de 2021

As exportações de carne bovina em setembro mostram, ao lado da “China dependência”, o potencial perdido no mês, até para o produtor de boi.

Os embarques foram recordes, de 187 mil toneladas, e sem importações novas chinesas.

Como não tem nenhum mercado que sustente volumes tão grandes, a China aceitou a carne que estava nos portos até que as compras foram suspensas em 3 de setembro, a partir da notificação oficial brasileiro do diagnóstico de vaca louca atípica.

Aliás, o maior cliente brasileiro não fez mais do que manda a regra em situações como essa.

Desde julho, os chineses estavam aumentando suas importações, como em 2020, visando encorpar seus estoques para o final de ano e, depois, para o Ano Novo Lunar do país.

Eles terão que retomar os negócios a qualquer tempo, porém é bem possível que em outubro não haja muitos reflexos, até porque até o final desta semana não deverá ter nenhuma novidade. Até dia 7 é feriado na China.

O potencial perdido é refletido também nos preços do boi, que caíram para R\$ 292 em São Paulo, se for considerado apenas os dados do Cepea, praticamente o indicador oficial.

Os frigoríficos teriam exigido mais lotes para suprir as exportações.

Productores de Rio Grande do Sul tendrán seguro contra casos de Aftosa

Por: Portal DBO 04/10/2021

O pecuarista gaúcho está protegido para o caso de ocorrência de febre aftosa, com a necessidade de indenização por abate sanitário

Foi assinado no início da tarde desta segunda-feira, 4, na sede da Federação da Agricultura do Rio Grande do Sul, em Porto Alegre, o seguro do rebanho bovino gaúcho para caso de ocorrência de focos de febre aftosa.

Trata-se do primeiro seguro de pecuária contra a febre aftosa em todo o mundo, conforme o representante da seguradora Fairfax, Ricardo Sassi.

Segundo ele, o cálculo para o valor do seguro gaúcho levou em conta diversos fatores como o georreferenciamento de propriedades, e a qualidade do trabalho de defesa agropecuária realizado no estado.

O presidente da Farsul, Gedeão Pereira, destacou a importância do olhar do produtor para comunicar qualquer suspeita de doença. “O seguro vai contribuir para que o produtor, que é o primeiro fiscal, tenha o conforto necessário de agir com rapidez para chamar a autoridade sanitária fazer o diagnóstico”, afirmou Gedeão Pereira.

O presidente do Fundesa, Rogério Kerber, falou sobre as mudanças de cenário desde 2001 quando houve o último foco no estado.

“É uma condição totalmente diferente que temos hoje, com um serviço veterinário oficial preparado e estrutura para um rápido diagnóstico e ação para a contenção de eventuais focos”.

Kerber pontuou também que o setor tem esse desafio, de conscientizar o produtor sobre a importância de notificação de suspeitas e de controle de ingresso de pessoas e animais nas propriedades.

Com a assinatura do seguro, o produtor gaúcho está protegido para o caso de ocorrência de febre aftosa, com a necessidade de indenização por abate sanitário.

O valor do prêmio (que o Fundesa pagará anualmente à seguradora) é de R\$ 3,98 milhões. Já a franquia é de R\$ 15 milhões e o valor segurado, além da franquia é de R\$ 300 milhões de reais.

Impacto por falta de contenedores en el sector agropecuario alcanza 1000 millones de US\$

6 de outubro de 2021

A escassez global de contêineres teve um impacto de pelo menos US\$ 1 bilhão sobre a receita das exportações do agronegócio brasileiro neste ano, segundo levantamento preliminar da Frente Parlamentar da Agropecuária (FPA). O estudo, elaborado em conjunto com o setor, apresenta uma estimativa do volume de recursos que deixaram de entrar no país em casos em que os embarques não ocorreram por falta de contêineres, mas desconsidera despesas como multas e demurrage.

Entre nos cálculos os efeitos do “apagão” sobre três grandes segmentos exportadores. No caso das exportações de aves, ovos e suínos, o impacto (de janeiro a julho) foi estimado em US\$ 436,9 milhões. O setor de café já indicou que sua receita foi prejudicada em cerca de US\$ 500 milhões entre maio a agosto – período em que ficou evidenciado o aperto. Nas exportações de tabaco os impactos foram de US\$ 170 milhões entre junho e julho. De janeiro a agosto, o agronegócio brasileiro exportou US\$ 83,6 bilhões.



O levantamento deixou de fora informações sobre grandes exportadores, como os segmentos de carne bovina e de papel e celulose. A consolidação desses números é considerada complexa e, como algumas empresas têm capital aberto, há dificuldade na apuração de dados mais precisos.

Representantes do agronegócio tentam diálogo com o governo para tratar da falta de contêineres desde o fim de agosto, mas só no último dia 22 os exportadores conseguiram se reunir com o Ministério da Economia. Ontem, foram atendidos no Ministério da Infraestrutura.

A curto prazo, o setor pede “reunião urgente” com armadores para cobrar um plano para escoar as cargas que estão paradas nos portos. “Não se trata de alterar as leis de mercado [...], mas sim de olharem o Brasil como um provedor de alimento para o mundo”, diz o estudo. Essa reunião deverá ser organizada pelo governo nos próximos dias.

O setor usa como exemplo a Comissão Marítima Federal (FMC, na sigla em inglês), órgão regulador da atividade nos Estados Unidos, que está acompanhando o problema para tentar impedir impactos sobre os produtores americanos.

Os exportadores do agro brasileiro também criticam a concentração da atividade de transporte marítimo. Cinco armadores detêm, sozinhos, 65% do mercado global, o que, na visão do setor, “dificulta a prática do livre mercado”.

Outra reclamação dos representantes do agro é que os transportadores estariam priorizando outras rotas, consideradas mais vantajosas, em vez de garantir fluxo para as necessidades brasileiras. “A situação está extremamente cômoda para os armadores e não vemos perspectivas de regularização”, afirma o documento.

Para isso, a médio prazo, pedem para que o governo estude formas de permitir a entrada de novos armadores ou a criação de incentivos para que os atuais fornecedores garantam maior disponibilidade de contêineres.

Em nota divulgada no fim de agosto, o Centro Nacional de Navegação Transatlântica (Centronave), que representa 97% do mercado brasileiro, afirmou que seus associados não pouparam esforços para garantir as exportações. Porém, reconhece que ainda não há perspectiva de melhora neste segundo semestre.

Thiago Péra, coordenador do EsalqLog/USP, reconhece que o alto custo do frete tem tirado a competitividade dos exportadores. Ele destaca ainda que, diferentemente do ano passado, não havia tanta demanda das grandes economias por contêineres como neste ano – situação que ficou acentuada por problemas como a interrupção do Canal de Suez e o fechamento do maior porto de contêineres do mundo (Ningbo-Zhoushan). “Há um problema global, mas ele não ocorre apenas no Brasil, estamos em uma fase de muita demanda e o arranjo é demorado”, diz.

Péra ressalta, porém, que a movimentação de contêineres no Brasil cresceu neste ano. Dados mais recentes da Agência Nacional de Transportes Aquaviários (Antaq) mostram que o fluxo subiu 16,5% de janeiro a julho em comparação com o mesmo período de 2020.

A Associação Brasileira de Proteína Animal (ABPA), que representa Aurora, BRF e Seara (JBS), disse no estudo que o problema também estaria afetando a importação de insumos importantes para a alimentação dos animais de abate, como vitaminas e aminoácidos. O custo do frete saiu de US\$ 2 mil por contêiner para US\$ 12 mil. Esse aumento, alega, tem deixado menos atrativa a compra insumos de menor valor agregado.

Miguel Faus, presidente da Associação Nacional dos Exportadores de Algodão (Anea) diz que também há seguidos adiamentos de embarque e dificuldade de exportar volume adicional. “Com sorte, você só consegue agora para embarcar para janeiro”. “No ano passado, nós batemos recorde de exportação de algodão, mas ocorreu porque os armadores disponibilizavam navios adicionais e, hoje, simplesmente não vamos ter. O resultado é que vai demorar mais do que deveria”, acrescenta.

Exportaciones de toros hacia VIETNAM

James Nason, 06/10/2021

A second large shipment of Brazilian bulls is scheduled to take to the seas for Vietnam in December following the successful delivery of the first history-making consignment aboard the MV Nada last month.

The first shipment, which comprised close to 14,000 black and grey coated Nellore bulls weighing an average of 550kg, was discharged at the port of Thi Vai near Ho Chi Minh City in Southern Vietnam on September 23 and 24.

The trade-opening shipment, which establishes a second source of live cattle supply for Vietnam in addition to cattle from Australia, performed “very well”, according to parties involved.

Danny Fakhre, the owner of the MV Nada, told Beef Central this week that the 30 day voyage produced a mortality rate across the 14,000 head consignment of 30 head, or 0.25 percent, less than would be expected on a farm or feedlot in South America or Australia he said.

Weight loss on the 500kg bulls across the journey averaged below 5 percent, also lower than usual rates. “The performance on board was very good,” Mr Fakhre said.



"Post-discharge the feedback we are getting is that the importer is very happy with the animals and that the authorities are very pleased with the way the cattle have travelled and what happened after discharge."

Mr Fakhre is the ship owner and not the exporter and was unable to confirm the price involved.

However other sources who are understood to be familiar with the transaction have told Beef Central the price was US \$3.20 CIF. That is said to be about US 25c lower than the best CIF price available for Australian slaughter steers or bulls at current market prices.

When additional local costs and charges are taken into account the real landed price arriving into the feedlot may have been nearer to US \$3.50, some sources estimate. But that would still be cheaper than recent sales of cattle from Australia to Vietnam at quoted estimates of around US \$3.70-3.80 CIF.

Cattle from Brazil also attract a 5 percent import tax upon arrival that is waived on Australian cattle due to regional trade agreements, but even with this disadvantage and higher freight costs, Brazilian cattle can still be landed in Vietnam at a cheaper price than Australian cattle which are at historically high price levels.

The transaction was facilitated by a well-known Vietnamese importer with several feedlots and abattoirs in south Vietnam and with many years of experience importing Australian cattle, working in partnership with an army company based in Ho Chi Minh City.

Mr Fakhre told Beef Central the importer has received a permit from the Vietnam Government to import 60,000 cattle from Brazil, which is the equivalent of four shipments aboard the Nada, one of the world's largest livestock carriers.

He said it is expected that further import permits will be issued to other importers when authorities are comfortable that the initial shipments have been successful.

Second shipment in December

Mr Fakhre said the original idea was for four voyages to occur from Brazil to Vietnam consecutively.

However, he said the Vietnamese importer had requested the second shipment be delayed until December.

"Because of the Covid situation at the moment in Vietnam they have some restrictions so they have asked if we can perform a separate voyage in between," he said.

"So they won't have a consecutive shipment, but we believe they may take a second shipment in December."

Other sources have told Beef Central that recent BSE detections in Brazil prompted Vietnamese authorities to extend the quarantine period by 45 days before the first cattle from Brazil can be processed.

Two cases of atypical BSE were formally confirmed in Brazil about one week after the first shipment departed enroute to Vietnam.

Commercial consequences of a 45 day delay would include deferment of commercial returns from the first shipment for the importing and exporting parties, and additional feeding costs for exporters for any cattle already assembled for the second shipment, which was to have occurred consecutively, but which will now be delayed by around six weeks.

Mr Fakhre said he did not believe the BSE detections played a role in delaying the second shipment, because the atypical BSE cases were detected in cattle in Brazil some 2000km away from Para State, where the cattle for the shipment originated.

"I don't think the Vietnamese were overly concerned, they have had these cases before, which are atypical.

"The importers are monitoring the situation.

"What they did do is rather than have two ports of discharge which was the original plan, they decided to discharge all of the cattle in one port to have them all in one area to monitor them better.

"The main reason (for the delay) was with lockdown in Vietnam, all the restaurants were closed, the consumption of beef was down so it was more a commercial decision."

The MV Nada has left Vietnam and is currently heading for the Suez Canal.

Mr Fakhre said the Nada may do a voyage carrying South American beef cattle to the Middle East or South American dairy cattle to China before returning to Brazil to load the second shipment of bulls for Vietnam.

The first shipment from Brazil to Vietnam has been closely watched by the Australian live cattle trade, which until now has been the only approved supplier of live cattle to Vietnam.

Mr Fakhre said he did not believe imports from Brazil will replace imports from Australia, believing both countries offered unique advantages for Vietnamese importers.

Brazil provided an important second source of supply, was able to provide large volumes of bulls which Vietnamese buyers preferred, and was currently also able to land cattle at a cheaper price in Vietnam than Australia can.

Cattle from Brazil were also not beholden to the ESCAS rules that importers of Australian cattle must comply with. ESCAS rules reduced the flexibility of where and how Vietnamese importers could sell cattle.



On the other hand Australian cattle had the highest animal health standards in the world and closer and geographic proximity to Vietnam.

"Australian cattle will always be desirable to Vietnamese importers," he said.

"The Vietnamese want to have a second source of supply and not rely solely on Australia, but I don't see it as a replacement."

MAPA brasileño publica nuevos procedimientos para el registro de establecimientos

21/09/2021

El Ministerio de Agricultura, Ganadería y Abastecimiento (Mapa) publicó recientemente la Ordenanza No. 393, que aprueba los trámites de registro, relación, reformas y ampliaciones, cambios de registro y cancelación de registro o relación de establecimientos con el Departamento de Inspección de productos animales, incluidos los pequeños establecimientos agroindustriales de productos animales. La Ordenanza entrará en vigor el 1 de octubre.

La norma publicada revoca la Instrucción Normativa No. 3/2019 para dar cumplimiento al Decreto 10.468 / 2020, que determina que los establecimientos de productos animales deben registrarse de manera más simplificada, es decir, de acuerdo a su clasificación, el registro se otorgará automáticamente al presentación de información y documentación obligatoria.

Los establecimientos clasificados como granjas avícolas, estaciones frigoríficas, queserías, unidad de procesamiento de productos apícolas, almacén de productos animales y mayoristas están incluidos en los procedimientos simplificados de registro y listado automático.

Para otros establecimientos clasificados como matadero refrigerado, unidad de procesamiento de carne y productos cárnicos, barco factoría, matadero refrigerado de pescado, unidad de procesamiento de pescado y productos pesqueros, estación de purificación de moluscos bivalvos, unidad de procesamiento de huevos y productos de huevo, granja lechera y unidad de procesamiento lácteo, el análisis será Se requerirá para la aprobación y emisión del informe de inspección para otorgar el registro.

URUGUAY

Novillos gordos especiales se comercializaron a US\$ 4,80 el kilo

por Javier Lyonnet octubre 6, 2021

"Hoy se hicieron negocios por novillos a US\$ 4,80", dijo el consignatario Carlos de Freitas este miércoles a ByA.

Por un camión de novillos de pasto hoy "hay que pedir US\$ 4,70 o US\$ 4,75 si es especial" había dicho más temprano Gustavo Basso en Tiempo de Cambio de Radio Rural: "estamos prácticamente al borde de los 5 dólares". Todo lo que se vende se carga inmediatamente, con entradas máximo de 7 u 8 días.

"La escalada semanal de 10 o 15 centavos tiene una sola explicación, los niveles de faena superan ampliamente la oferta, y generan una puja por el ganado que hace que el ganado se valore", apuntó De Freitas.

"Tiene cierta sustentabilidad esto porque cada vez se faena más, los frigoríficos aparentemente han logrado abatir costos fijos y los negocios del exterior lo respaldan; el valor de las haciendas es directamente por las 50.000 reses semanales de promedio de faena", explicó De Freitas.

Esta semana la vaca gorda se manejó entre US\$ 4,35 y US\$ 4,45 y la vaquillona especial al abasto entre US\$ 4,50 y US\$ 4,55, indicó De Freitas.

Según Gustavo Basso, "la realidad del mercado de hoy nos ha sorprendido a todos, hay una demanda muy interesada y muy corta en entradas y validando valores que no soñábamos tener a esta altura del año", sostenida por "esta coyuntura tan favorable de la ausencia de Brasil en el mercado chino".

Basso proyecta que se mantendrá hasta fines de año la faena semanal en el entorno de las 50.000 cabezas, encaminada a superar el récord del año 2006 y afirma que es una decisión "inteligente y racional" de los productores poner ganado en el mercado sin dejar que se hayan generado gorduras especiales "en estos momentos que los precios no son definitivos, y en la medida que Brasil retome el mercado chino, va a cambiar para todos".

De Freitas, por su parte, sostiene que "los volúmenes de Uruguay no mueven la aguja" y que "la ausencia de Brasil y Argentina en lo que más ayuda es en la logística".

Mientras los frigoríficos compran y faenan todo lo que se mueve, la reposición está bastante demorada.

"Hace muchos años que no veo una relación de 1 a 1", asume De Freitas, "hace dos años la relación era 1.38, es una situación muy beneficiosa para el invernador que va más por el lado de la oferta de forraje, por eso no acompaña, porque demanda hubo y se han comercializado volúmenes importantes de terneros".



Aún con valores buenos, se prevé que el mercado chino "se acomode" para el año que viene

El broker de carnes Daniel Castiglioni sostuvo que este año "estamos en el punto más alto" por la incertidumbre de Brasil y, entre otros, las restricciones de Argentina

05/10/2021

Se está cumpliendo un mes de la salida de Brasil del mercado chino. A propósito, Daniel Castiglioni, broker de carnes, comentó que no se esperaba que durara tanto, sobre todo, por los antecedentes de este mismo caso de vaca loca.

"No se cumplió lo que todo el mundo esperaba: que al cabo de dos o tres semanas Brasil volviera. Nunca hay un hecho que se repita dos veces en China. Se ha sentido mucho la falta de Brasil y por lo tanto la falta de carne. Fueron dos o tres semanas de especulación esperando que Brasil volviera", señaló.

Al ver que Brasil no volvería en lo inmediato, los operadores se dividieron en dos tipos: los que compraron para cubrirse con carne e hicieron que los precios subieran; y los que hicieron la plancha no operan.

"No hay información de nada; de cuándo puede liberarse, ni en Brasil hay indicio de cuándo puede terminar. Eso genera más incertidumbre en el mercado", aseguró.

Por otro lado, el broker de carnes comentó que Estados Unidos ha ganado más terreno en China en los cortes de alto valor agregado, pero además ha encontrado en China, debido a la falta de productos, un lugar para huesos y menudencias. "No son volúmenes grandes ni trascendentales, pero es real que cada vez entra más Estados Unidos", indicó.

De cara para el año que viene, Castiglioni comentó que si bien los valores van a seguir siendo buenos, "este año estamos en el punto más alto" por la incertidumbre de Brasil y, entre otros, las restricciones de Argentina.

"Para el año que viene se acomodará el mercado. Los valores son muy buenos, pero se hizo una tormenta perfecta. Estamos entre un 5% y un 8% más arriba de lo que debería ser el precio de hoy si estuvieran todos los mercados operativos", dijo.

Demanda continúa firme en el mercado de ganado gordo

05/10/2021

Todas las categorías de ganado aumentaron su valor: el novillo cotiza US\$ 4,57 por kilo en cuarta balanza; la vaca US\$ 4,28; y la vaquillona US\$ 4,39.

Tras su reunión semanal de precios de referencia, la Asociación de Consignatarios de Ganado (ACG) informó que en el mercado de ganado gordo continúa el excelente nivel de faena, con una demanda que mantiene su firmeza ante la oferta vendedora y reducida en calidad.

Todas las categorías de ganado aumentaron su valor: el novillo cotiza US\$ 4,57 por kilo en cuarta balanza; la vaca US\$ 4,28; y la vaquillona US\$ 4,39.

Según datos del Instituto Nacional de Carnes (INAC), durante la última semana se faenaron 52.860 vacunos: 16.358 novillos, 18.443 vacas y 7.142 vaquillonas.

Declaraciones sobre suspensión de un establecimiento por parte de China

04/10/2021 Según el subsecretario de Ganadería, si bien China ha reforzado sus controles la confianza entre ambos países "se mantiene"

Desde el jueves 30 de septiembre Rondatel SA, Frigorífico Rosario, debió suspender sus exportaciones de carne debido a discrepancias en la descripción de un producto de grasa animal.

A propósito, el subsecretario del Ministerio de Ganadería Agricultura y Pesca (MGAP) Ignacio Buffa señaló que se está haciendo una investigación por parte del MGAP para saber qué pasó. "Estamos en un proceso de trabajo permanente de mejora para las condiciones de exportación de Uruguay. Todo se da un marco de confiabilidad por parte de ambos países", recalcó.

Buffa aseguró que el resto de las plantas operan con normalidad y que China está reforzando mucho sus controles internos. "Es una situación que se da todos los días, se deslistan 20 o 30 frigoríficos todos los días por este tipo de problemas. Hay que dar la respuesta técnica, pero todo se da en un marco donde la confianza se mantiene y Uruguay ratifica que es un proveedor más que confiable", aseguró.

El MGAP tiene un plazo de 45 días para generar la respuesta a China.

Si bien se trata de cantidades insignificantes (dos o tres cajas) teniendo en cuenta el volumen exportado hacia el gigante asiático, el MGAP junto con toda la división de sanidad animal y sus pares chinos ya trabajan en la investigación del caso para poder reanudar la corriente comercial lo antes posible —aunque se estima puede durar algunos meses—. Al momento algo más de 300 trabajadores están en seguro de paro.

Importaciones de carne acumulan caída de 23% en lo que va del año

por Cecilia Ferreira octubre 6, 2021



Uruguay importó más carne roja en setiembre frente al mes anterior. Fueron 2.196 toneladas, 13% más que en agosto, de acuerdo a datos de Aduanas, por un valor de US\$ 10,47 millones. El valor promedio por tonelada importada registró un leve ajuste a la baja, con un promedio de US\$ 4.769 por tonelada.

El volumen fue 5% inferior al registrado en setiembre del año pasado.

Brasil fue por lejos el principal proveedor, con una participación del 91%.

La mayor parte fue carne enfriada (1.977 toneladas) y 218 toneladas fueron de carne congelada.

En el acumulado anual las compras de carne en el exterior suman 18.566 toneladas, 23% por debajo de las 24.022 registradas entre enero y setiembre del año pasado.

Baja la morosidad de la industria frigorífica y aumentan los créditos vigentes

por Cecilia Ferreira octubre 6, 2021

Los datos desagregados de créditos con el sistema financiero publicados por el Banco Central muestran un descenso en los créditos vencidos de la industria frigorífica en agosto.

Sumaron US\$ 11,1 millones, 2% menos que en julio y 14% por debajo de los US\$ 14,99 millones registrados en mismo mes del año pasado.

Los créditos vigentes, por su parte, mostraron su tercer mes consecutivo de suba. Totalizaron US\$ 347,66 millones, la mayor cifra desde que hay registros (2005). Y representa una suba interanual de 4%.

Si se observa el trimestre junio-agosto los créditos vigentes promediaron US\$ 337,61 millones, 2,6% por encima de los 328,9 de igual periodo de 2020.

Los créditos vencidos promediaron US\$ 11,62 millones, 22% menos que los US\$ 14,84 registrados un año atrás.

PARAGUAY

Vuelve a bajar el precio del ganado gordo y se ubica en US\$ 3,50 por kilo al gancho

05/10/2021 GANADERÍA

El precio del ganado gordo en Paraguay vuelve a bajar varios centavos de dólar por segunda semana consecutiva, y tiene como principal causa la suspensión de Brasil para ingresar al mercado chino por los dos casos atípicos de vaca loca registrados a fines de agosto. Un operador del mercado confirmó a Valor Agro la baja de 20 centavos de dólar para todas las categorías, que se suma a los 40 centavos de dólar que perdió la hacienda durante la semana pasada. La fuente dijo que el macho común y la vaquilla para exportación cotizan a US\$ 3,50 a la carne, mientras que la vaca se valora en US\$ 3,30. Por otro lado, un industrial señaló a Valor Agro que las dos bajas importantes responden directamente a Brasil, que no es rehabilitado por China (resolución que está demorando más de lo previsto) y tiene fuerte repercusión en el mercado internacional y en destinos comunes con Paraguay. En poco menos de un mes, el precio promedio del ganado en los principales estados exportadores de Brasil, luego de la suspensión de China, bajó de US\$ 3,85 a US\$ 3,50 por kilo carcasa. Fuente: Valor Agro.

Exportaciones ganaderas ingresaron US\$ 1.600 millones hasta septiembre

03/10/2021 GANADERÍA

Hasta el cierre del tercer trimestre del año las exportaciones de productos y subproductos de origen animal permitieron un ingreso de US\$ 1.600 millones, volumen récord que representa un incremento del 68% en comparación a los US\$ 953,5 millones generados por el sector en el mismo periodo del año pasado, de acuerdo al informe del Servicio Nacional de Calidad y Salud Animal (Senacsa). Este significativo incremento obedece a la firme demanda del mercado internacional por los rubros pecuarios, principalmente carne bovina, y por la importante mejora de precios. En el acumulado enero-septiembre de este año se embarcaron 482.965 toneladas de productos de la ganadería a los diferentes destinos, evidenciando un aumento del 33% comparado con las 362.926 toneladas enviadas en el idéntico lapso de tiempo, pero del 2020. Los precios promedios experimentaron una mejora del 26% y pasaron de 2.627 dólares la tonelada del 2020 a los 3.312 dólares la tonelada actuales. Sin lugar a dudas el rubro estrella de la ganadería es la carne bovina y representó el 80% de los ingresos de este segmento. Este producto nacional por su calidad está posicionándose cada vez en destinos muy importantes y la tendencia es ir apuntando a los nichos premium. Hasta el cierre de septiembre se exportaron 264.378 toneladas de carne bovina por un valor de US\$ 1.273,7 millones, de acuerdo a los datos del servicio veterinario oficial. Fuente: Valor Agro.

Primeras cuadrillas de rabinos podrían llegar en 15 días

06/10/2021 GANADERÍA

Si bien las negociaciones para acordar el arribo de las cuadrillas de rabinos "no están siendo fáciles" debido a la presión de precios de Brasil, un exportador dijo a Valor Agro que los primeros grupos podrían



llegar al país en 15 días para comenzar con las faenas kosher en noviembre.“Se están armando los equipos y en dos semanas, como tarde, estarán disponibles para empezar a trabajar”, señaló.La fuente explicó que con un precio del macho y la vaquilla en US\$ 3,50 por kilo carcasa es viable cerrar los acuerdos kosher, pero con las cotizaciones de la hacienda de dos semanas atrás era imposible.También existe la opción de que los rabinos lleguen a Paraguay y, estando acá, se cierren los precios. “Es una temporada larga, la idea es iniciar los trabajos en noviembre y que se extiendan hasta las primeras semanas de abril”, apuntó.Otro exportador dijo a Valor Agro que “se está negociando e intentando mejorar el precio de exportación”, que lo pretenden cercano a los US\$ 7.500 por tonelada; unos 500 a 1.000 dólares más por tonelada que lo acordado a mitad de año.Fuente: Valor Agro.

“No hay información” sobre el retorno de la carne brasileña a China

05/10/2021GANADERÍA

La cadena cárnica de Paraguay espera con expectativas el retorno de las exportaciones de Brasil a China, luego de que el principal comprador del mundo suspendió automáticamente las compras desde el país sudamericano por la confirmación de dos casos atípicos de vaca loca.La salida temporal de China se ha extendido más de lo esperado, y el precio del ganado y de la carne brasileña comenzó una etapa de desvalorización y de mayor competencia en mercados comunes con Paraguay.Días atrás, el gerente de la Cámara Paraguaya de la Carne, Daniel Burt, dijo a Valor Agro que el ajuste a la baja en el precio del ganado “es necesario para poder ser competitivos en los mercados, un ajuste a la realidad porque los US\$ 4 a la carne dejaba al país fuera del juego”.Un bróker de carnes sudamericano radicado en China confirmó a Valor Agro que todavía “no hay novedades” sobre la rehabilitación de la carne de Brasil. “No hay información al respecto, y posiblemente no haya durante los próximos días dado que es una semana de festejos por la Revolución de Mao”, apuntó.En poco menos de una semana el precio del ganado gordo en Paraguay se desvalorizó unos 60 centavos de dólar, actualmente cotiza el macho y vaquilla común en US\$ 3,50 y la vaca en US\$ 3,30 a la carne.Un exportador paraguayo dijo a Valor Agro que las ventas de octubre están siendo lentas en Chile, pero con una demanda más activa de Rusia y Taiwán. Además señaló que la incertidumbre del mercado incidió en el volumen de faena de bovinos de septiembre, que fue el segundo mes más bajo del año, después de enero, con 163.223 cabezas. “Es posible que en octubre suceda algo similar”, resaltó.La salida de Brasil del mercado chino desvalorizó el precio del boi gordo con una caída en menos de un mes de unos 40 a 50 centavos de dólar, hasta alcanzar una referencia de US\$ 3,40 el kilo al gancho.Fuente: Valor Agro.

Faena de bovinos de septiembre fue la segunda más baja del 2021

05/10/2021GANADERÍA

La faena de bovinos de septiembre en los frigoríficos exportadores registró 163.223 cabezas, el segundo volumen más bajo del año, después de los 145.610 animales procesados en enero.Septiembre significó el segundo mes consecutivo con una caída en la faena, pasando de 225.000 animales en julio a 173.425 vacunos en agosto y 163.223 en el último mes.El procesamiento de bovinos de septiembre representó una baja del 6% en comparación con agosto del 2021. Sin embargo, la actividad se mantuvo estable frente a septiembre del año pasado, cuando se sacrificaron 163.543 bovinos.En el noveno mes del año, las plantas frigoríficas procesaron 31.270 novillos, 69.903 toros, 34.227 vacas y 27.823 vaquillas.Frigorífico Belén (Athena) lideró la actividad mensual con 36.565 animales, seguido por Frigorífico Concepción con 23.992 cabezas y Frigorífico Mussa (Athena) con 15.974 bovinos.

Roberto Vázquez Platero: “Paraguay está en una posición débil por la dependencia de Chile”

04/10/2021GANADERÍA

El mercado internacional de la carne bovina vive un “momento excepcional”, con una demanda “fenomenal” de todos los productos a partir de la salida de la pandemia. Sin embargo, Paraguay tiene varios desafíos para mejorar su posición como proveedor de carne.El exministro de Ganadería y expresidente del Instituto Nacional de Carnes (INAC) de Uruguay, Roberto Vázquez Platero, dijo que “Paraguay está en una posición débil por la dependencia de Chile” y no contar con mercados como Estados Unidos (EE.UU.) y China.Y agregó: “Si no estás en EE.UU. o China estás jodido, hoy Chile paga menos a la carne paraguaya porque sabe que el país como exportador no tiene muchas alternativas”.Roberto Vázquez Platero disertó en Paraguay en la Noche La Tropa que se desarrolló en el salón social de la Nelore en el marco de la Expo Nacional de Ganadería que finalizó el pasado 27 de septiembre.El actual consultor privado internacional dijo que “veo a Paraguay con dos o tres mercados para la carne bovina, donde Chile es el gran mercado pero es el vendedor que recibe el menor precio, y Taiwán es un muy buen destino pero muy competitivo por la presencia de los grandes exportadores como Australia y EE.UU.”.Por tanto, señaló que el país tiene algunos desafíos de futuro como mejorar el acceso global, diferenciar la carne y formalizar sistemas que otorgan atributos de seriedad en la cadena



productiva. En cuanto a los accesos, celebró el anuncio de que una misión oficial norteamericana llegaría en noviembre a Paraguay para auditar la cadena industrial y posteriormente confirmar la apertura del mercado. "Si estás en EE.UU. hay una seguridad de que si falla algún mercado, tenés a disposición un destino que demanda el 15% de la carne que se comercializa en el mundo", apuntó. Al mismo tiempo, afirmó que estar fuera de China, el mercado más grande para la compra de carne, "es malo"; aunque dijo que en el mundo de la carne existen vasos comunicantes que permiten una mejor posición de precio o volumen en otros destinos donde sí se ingresa. Sin embargo, aseguró: "No estar en China es un costo importante y un sacrificio para la cadena paraguaya". En cuanto a la diferenciación, el expresidente del INAC comentó que para no competir por el menor precio, es necesario encontrar atractivos en importadores y consumidores. Una opción es la sostenibilidad: "Todavía no es una realidad y no hay quien pague más por eso, pero es un nicho donde Paraguay puede tener muy buenas oportunidades". Para trabajar en sostenibilidad se necesita controlar toda la cadena, lo que implica pensar en la trazabilidad total de los animales. "Tener la hacienda trazada es importante porque atribuye seriedad. Si hay trazabilidad pasás a ser un poco más serio, la gente tiene más confianza en lo qué haces porque se puede mostrar el trabajo de toda la cadena", resaltó. También apuntó que detrás de la trazabilidad hay desafíos relevantes para mejorar la competencia global, como la medición de la huella de carbono. Y además comenzar a trabajar en la promoción del producto, y sus diferentes opciones de cortes cárnicos, en los mercados. Finalmente se refirió al Instituto Paraguayo de la Carne: "Nunca diría que imiten al INAC de Uruguay, porque es malo y obsoleto. Tiene muchas actividades de contralor y regulación que no es necesario". En tal sentido, señaló que "debe haber un organismo que marque las pautas de qué se debe hacer y ocuparse de eso, para eso se necesitan cabezas que conozcan los mercados, entiendan el negocio, sepan dónde están las oportunidades y trabajen junto al gobierno". Y cerró: "Es bueno un organismo donde los importantes sean los productores, ya que a la industria posiblemente no le va a interesar tanto; pero una vez que empiecen los ganaderos en algún momento la industria se va a sumar para trabajar en conjunto". Fuente: Valor Agro.

ESTADOS UNIDOS

Oferta ganadera presiona sobre los precios de la hacienda

Steve Kay, 07/10/2021 A monthly column written for Beef Central by US meat and livestock commentator, Steve Kay, publisher of US Cattle Buyers Weekly

CATTLE feeders in the United States continue to struggle to reduce the number of cattle on feed 150 days or more (known as the front-end supply). The supply, record large in June last year, continues to stifle grain-fed cattle prices. Analysts only a month ago had forecast the supply would have declined by October 1 to be below the supply two years ago. Comparisons with 2020 numbers are not valid because of the impact last year of the COVID-19 pandemic on placements and marketings.

However, disappointing feedlot marketings this August and likely last month as well have kept the front-end supply above 2019 levels. This has continued to suppress any meaningful advance in cash prices all year. Prices traded in a narrow range of US\$118-122 per cwt live all spring, then eventually rallied to a weekly high (so far this year) of US\$127.51 per cwt the second week of September. But they have fallen since then and averaged only US\$122-124 per cwt last week.

Supplies of market-ready cattle thus remain ample. In addition, packers throughout September drew heavily on cattle previously committed by their cattle suppliers. This resulted in a much smaller negotiated cash trade than normal. The four weeks up to September 18 saw only 211,344 head or an average 52,836 head reported sold in USDA's 5-area reporting region. The same four weeks saw 1.955 million fed steers and heifers processed. So the 5-area total was only 10.8% of the steer and heifer slaughter total.

Confirmation that marketings fell behind in August came in USDA's latest monthly Cattle on Feed (COF) report. Despite one additional marketing day this year versus last year, marketings at 1.885 million head were 99.6% of a year ago. They were only 95% of a year ago if one takes into account the extra day. August placements at 2.104 million head were 2.3% above a year ago. This meant the September 1 COF total of 11.234 million head was the second highest September 1 total since USDA's data series began in 1996.

The August marketing rate (marketings versus the COF total) was only 17.0%, says analyst Andrew Gottschalk of HedgesEdge.com. This compared with the previous five-year average rate of 17.7%. While this might seem to be a trivial difference, it amounted to a staggering marketing shortfall of 77,500 head during August. This served two results, both disappointing, he says. First, it carried more market-ready cattle into September. Second, it deferred and limited the benefit of a seasonally declining front-end supply.

The number of cattle on feed 150 days or more on October 1 was 2.223 million head, says Gottschalk. This was 122,000 head or 5.8% above the October 1, 2019 total. It was also 17% above the 2015-2019



five-year average. Gottschalk now calculates that the supply on November 1 will be 100% of the 2019 supply and on December 1 98% of the 2019 supply. The drawdown in front-end supplies is making progress, albeit at a slower pace than previously projected. Labor issues resulting from COVID-19 continue to limit weekly harvest capacity, he says.

Demand becoming a 'victim of its own strength'

Meanwhile, demand at home and abroad for US beef is starting to become a victim of its own strength. August retail beef prices set new record highs in August and did so again in September. Prices are not likely to peak until this month. Consumers are already suffering sticker shock at the meat case in supermarkets and have turned to buying more minced (ground) beef and pork because they are much cheaper than a steak.

Adorning the Christmas dinner table with a succulent beef rib roast is a longstanding tradition for American meat lovers. But they might have to forego this hugely popular holiday item this year for a lower-priced cut. This is because wholesale rib prices last month hit record highs and might not decline enough to avoid substitution by other beef items.

There tends to be large increases in retail feature activity on ribs in front of the Thanksgiving holiday (November 25 this year), as measured by store ad counts and even larger activity heading into Christmas and New Year, say analysts. More than half the store ad counts are for bone-in rib roasts, followed by bone-in rib steaks and boneless ribeye steaks or roasts. Over the past five years, the average retail feature price on bone-in rib roasts for Thanksgiving ads has been in the area of US\$8.10 per pound to US\$8.45 per pound. Average feature prices for Christmas have ranged from near US\$7 per pound to US\$7.45 per pound, say analysts.

However, with Choice 109E rib prices recently at record levels near US\$1,350 per cwt, retailers are looking at the potential of serious negative margins on rib features this fall, say analysts. Even if ribs do moderate from their record levels, there remains the question of how much upward adjustment in retail feature prices might occur and how that might affect the movement of ribs through those feature periods. Some retailers may look at partial substitution of lower-priced loin steaks to moderate margin losses on beef in these holiday periods, say analysts.

USMEF: Nuevo record en las exportaciones de carnes vacunas

07 October 2021 U.S. beef exports soared to another new value record in August, topping the \$1 billion mark for the first time, according to data released by USDA and compiled by the U.S. Meat Export Federation (USMEF).

Pork exports posted another strong month in August, remaining ahead of the record pace established in 2020.

Led by record shipments to China and the largest exports of the year to Japan, August beef exports totaled 132,577 metric tons (mt). Export volume was up 21% from a year ago and the second largest of 2021, while export value climbed 55% to \$1.04 billion. For January through August, beef exports increased 18% from a year ago to 955,407 mt, with value up 34% to \$6.62 billion.

Exports were also 6% higher in volume and up 20% in value compared to the record pace established in 2018. In addition to setting new records in China, beef exports are also on a record pace to South Korea and Central America and have rebounded significantly to Mexico.

Pork exports totaled 225,822 mt in August, up 4% from a year ago, and value increased 20% to \$633.9 million as record shipments to Mexico and strong growth in several other markets helped offset the expected slowdown in muscle cut exports to China. For January through August, exports were 1.5% above last year at just over 2 million mt, while value climbed 10% to \$5.62 billion.

Pork exports are on a record pace to Mexico, Central America and the Dominican Republic, and chilled pork exports to Japan and South Korea are above last year. While China's demand for pork muscle cuts is trending lower, variety meat exports to China continue to expand.

"The August export results would be impressive under any circumstances, but achieving these totals despite all the COVID-related obstacles at home and overseas is truly remarkable," said USMEF President and CEO Dan Halstrom. "Our transportation and labor situation is challenging, and customers continue to face an uncertain business climate due to foodservice restrictions and other economic headwinds. Yet international buyers remain committed to the quality and consistency delivered by U.S. red meat, and the U.S. industry has gone to tremendous lengths to keep shipments moving."

Halstrom emphasized the broad-based growth achieved in 2021, noting that it bodes well for both near and long-term exports.

"Obviously breaking the \$1 billion mark in a single month is a huge milestone for U.S. beef, and that's not possible unless a wide range of markets are hitting on all cylinders," he said. "But the trendlines for U.S. pork are also very encouraging. Just a few years ago, it was an achievement to reach \$6 billion in pork export value in a full year. In 2021, exports will exceed that total with an entire quarter to spare."



August exports of U.S. lamb were below last year but muscle cut exports increased significantly from last year's low total, led by growth in Mexico, the Caribbean and Central America. Through August, lamb exports remained 5% above last year's pace at 8,997 mt, with value up 8% to \$12.4 million. Muscle cut exports were 10% higher in both volume (855 mt) and value (\$5.1 million)

USDA lanzó un plan de ayuda crediticia para expandir la capacidad de procesamiento de carnes

(USDA) By GREG HENDERSON October 4, 2021

Ag Secretary Tom Vilsack announced plans for another \$100 million in funding from the American Rescue Plan Act intended to help expand meat processing capacity and the number of processors in the meat and poultry supply chain.

The funding would leverage hundreds of millions more in lending through community and private sector lenders to expand meat and poultry processing capacity and finance other food supply chain infrastructure, USDA said in a news release. These investments will help deliver more opportunities and fairer prices for farmers and address bottlenecks in the food supply chain revealed and exacerbated by the pandemic.

In a teleconference with reporters on Monday, Vilsack said USDA will establish a loan guarantee program to reduce the risk to bankers and to others who are providing financing to processors or producer groups. The funds will help finance mobile processing facilities, expansion of cold storage capacity or helping producers establish coops to brand or market their products.

"These loan guarantees are important to bankers and those who provide the financing, because they may not be as familiar with the risk associated and there's a real reluctance on the part of commercial lenders to establish and to provide the credit with our loan guarantee," Vilsack told reporters.

Vilsack told reporters that \$55 million in grants have already been issued to modernize existing small and very small plants to allow them to expand market opportunities. The secretary also said roughly 250 applications are currently under review for \$100 million in grants for meat and poultry processing facilities.

The additional loan guarantees are intended to increase available loan money for working capital, facilities, equipment and other investments. They will help to start-up or expand entities in the food supply chain that aggregate, process, manufacture, wholesale or distribute food; address supply chain bottlenecks; and increase the resiliency of the food supply chain, the release said.

The National Cattlemen's Beef Association issued a statement in support of the loan guarantees.

"Our number one goal at NCBA continues to be opening up new opportunities for cattle producers to be profitable," said NCBA Vice President of Government Affairs Ethan Lane. "The pandemic accentuated a number of vulnerabilities within our supply chains—chiefly the choke point at the meatpacking sector which has resulted in unsustainable prices for cattle producers and increased the cost of beef for consumers. Today's announcement is another step toward returning stability to the markets, and NCBA urges USDA to announce eligibility requirements and application instructions as quickly as possible."

USDA will publish specific details on the new program and how to apply as part of USDA's Build Back Better Initiative, a comprehensive plan to invest \$4 billion to strengthen the resiliency of America's food supply chain while promoting competition. Vilsack said a lender outreach training program would be scheduled for October 14.

This announcement follows the Biden-Harris Administration's announcement earlier this month of steps it is taking to address concentration in the meat-processing industry, adding a new commitment of \$100 million for loan guarantees on top of the previously announced \$500 million investment to expand meat and poultry processing capacity.

"Under the leadership of President Biden and Vice President Harris, USDA is shifting the balance of power back to the communities and small businesses of America by investing in ways we can build more, better and fairer markets for farmers and families alike," Vilsack said. "COVID-19 revealed vulnerabilities in our food system. As we build back better, we must create more, better and fairer markets that enhance competition and create economic opportunity across America's agriculture and food supply chains. This is another meaningful step in our efforts to act on lessons from COVID-19 to build a food system that is fair, competitive, distributed and resilient where a greater share of the food dollar goes to those growing, harvesting, processing and preparing our food."

Earlier this year, USDA announced more than \$150 million for existing small and very small processing facilities to help them weather COVID, compete in the marketplace and get the support they need to reach more customers.

Discuten en el Congreso un informe del USDA sobre el mercado de ganado y carne bovina

By PAUL SCHATTENBERG October 5, 2021

In response to a request from Congress and the U.S. Department of Agriculture, USDA, the Agricultural and Food Policy Center, AFPC, at the Department of Agricultural Economics in the Texas A&M College of Agriculture and Life Sciences have completed an extensive report on the U.S. cattle market, including information on supply chain disruptions.



The 180-plus page book, titled “The U.S. Beef Supply Chain: Issues and Challenges” can be viewed on the AFPC website at <https://afpc.tamu.edu>. It is the result of proceedings from an AFPC-hosted workshop on cattle markets held June 3-4 in Kansas City, Missouri.

The book puts into context a variety of disruptions in the cattle market, including the 2019 fire that took the nation’s second-largest beef packing plant offline for four months and the COVID-19 pandemic’s effect on packing plants and significant disruption of beef supply chains.

“This is the product of a collaboration between the AFPC and the Office of the Chief Economist at the USDA,” said Bart Fischer, Ph.D., co-director of AFPC and one of the book’s editors. “The work originated from a request by the bipartisan leadership of the Committee on Agriculture in the U.S. House of Representatives during the 116th Congress.”

When preparing this book, the AFPC commissioned papers from noted experts around the country on a variety of topics. Fischer noted that while the book is “admittedly very technical and assumes a working knowledge of the industry,” a definition of technical terms has been provided wherever possible.

About the book

In addressing the overall situation of the U.S. cattle market, the book is presented in 10 chapters to focus on some of its key aspects. The chapters are:

- How We Got Here: A Historical Perspective on Cattle and Beef Markets.
- Price Determination and Price Discovery in the Fed Cattle Market.
- How Market Institutions, Risks and Agent Incentives Affect Price Discovery.
- Enhancing Supply Chain Coordination through Marketing Agreements.
- Another Look at Alternative Marketing Arrangement Use by the Cattle and Beef Industry.
- Market Reporting and Transparency.
- What Can the Cattle Industry Learn from Other Agricultural Markets That Have Limited Negotiated Trade?
- Implications of Fed Cattle Pricing Changes on the Cow-Calf Sector.
- Examining Negotiated Cash Trade Targets.
- Workshop Discussion Summary.

“Although this book is focused primarily on fed cattle pricing, Congress also asked us to weigh in on packing capacity issues,” Fischer said. “In many ways, packing capacity and fed cattle pricing are inextricably linked. As a result, capacity is addressed in a number of places throughout the book.”

The book also notes while economists offer explanations typically tied to supply and demand relationships, others view such events as evidence the system is broken, particularly as it relates to fed cattle pricing, said Joe Outlaw, Ph.D., AFPC co-director and an editor for the book.

Outlaw said systemic issues have led to renewed concerns about packer concentration and lack of transparency in fed cattle pricing and insufficient packing capacity.

“This has also brought about an abundance of legislative proposals from policymakers attempting to address constituent concerns,” he said.

Findings from the cattle market concentration evaluation

“In our discussions among cattle industry stakeholders, the viewpoints on solutions to current concerns about cattle markets were highly diverse,” said David Anderson, Ph.D., Texas A&M AgriLife Extension Service agricultural economist, Bryan-College Station, who contributed to and was an editor for the book.

He noted, however, there was general agreement that price discovery is important to the functioning of cattle markets, including fed cattle markets.

“But agreement on any related policy changes remains an open question, and there is also concern about the unintended negative consequences of otherwise well-intentioned policy changes,” he said.

Some findings from the AFPC’s evaluation of cattle market concentration — the extent to which a small number of firms or enterprises account for a large proportion of economic activity — include:

- Confirming and validating the linkage between fed cattle pricing and packer capacity.

“With respect to fed cattle pricing, research shows that alternative marketing arrangements do not create market power because they do not change underlying supply and demand fundamentals,” the report stated.

— Although not necessarily a popular position, most research confirms that the benefits to cattle producers due to economies of size in packing largely offset the costs associated with any market power exerted by packers. Research indicates that there is market power, but its effect has been small.

Findings from the fed cattle pricing and packing capacity evaluations

Some key findings from the AFPC’s evaluation of fed cattle pricing include:

- Innovation via alternative marketing arrangements, AMA, originated with feeders who were attempting to capture value associated with improved quality. There has been tremendous variability in the adoption of AMAs, with the Texas-Oklahoma-New Mexico region by far being the largest users.



— Reliance on formula pricing significantly reduced transaction costs associated with negotiation and induced predictability in the supply chain.

— There was general agreement among cattle market economists consulted that price discovery in fed cattle markets is still robust, even though less than 30% of the transactions are from for-cash negotiations.

— Some argue that imposing mandatory minimums on negotiated, or cash, transactions would improve price discovery in the fed cattle markets and accrue benefits to the cow/calf producer.

However, the report notes it could have the opposite effect, potentially imposing huge costs – up to \$16 billion according to one estimate in the book — that would be passed down to cattle producers in the form of lower prices.

— While the economists consulted argued that fed cattle price discovery was still robust, they also noted that additional transparency in general would be good because it could help build confidence in the market. Some key findings from the AFPC's evaluation of packaging capacity include:

— The cyclical nature of the cattle business must be emphasized.

"While cattle supplies have outpaced available packing capacity, that will not always be the case," the report noted. "As a result, anyone who decides to build additional capacity must understand those market dynamics and be aware that packer margins can plummet with that cycle."

The report also noted the decline in packing capacity is not a recent event but has occurred over several decades."Expansion of small and regional packing capacity needs to be done in a way that is sustainable and economically viable," it states.

The ever-changing beef cattle industry

"Over time, the cattle and beef industry has evolved significantly, with a growing set of beef products marketed through a vast array of outlets and export markets, as well as an expanding set of specialized beef markets to meet consumer desires," Anderson said. "However, in all this time, relatively little has changed in relation to the adversarial relationship between producers and packers."

During the past decade, the nation's cattle and calf inventory has averaged 92.1 million head and the net value of trade for all cattle-related markets has been about \$1.5 billion annually.

"International trade of beef and cattle continues to grow in importance to the beef cattle industry with the U.S. being both a major exporter and importer of beef," he said. "The U.S. is currently projected to be the No. 2 global beef exporter and the No. 2 global beef importer."

He also noted the COVID-19 pandemic revealed to both consumers and producers that the supply chains for the retail grocery and food-service industry are "largely separate, very specialized and quite complex."

"It is abundantly apparent the U.S. cattle and beef industry represents one the most complex set of markets in existence today," Anderson said.

El desafío de la sustentabilidad

By GREG HENDERSON October 1, 2021 While U.S. farmers and ranchers have worked to revitalize the quality of beef and the efficiency of its production over the past 30 years, consumers are often the target of unflattering messages from a litany of activist groups. That fact first appeared as a quality concern in the 2011 National Beef Quality Audit's (NBQA) top five as: "How and where cattle are raised."

Today's consumers are regularly encouraged by one group or another to eat less meat to help mitigate climate change, which is an attempt to seek a simple solution to a complex issue, one that overlooks the unique role cattle and other ruminants play in diverse ecosystems. One particularly sensationalist report recently caught our eye: A study by Nature Food claims "substituting just half a portion of beef with a handful of nuts, vegetables, fruits and seafood could buy you 48 extra minutes of healthy life and reduce your carbon footprint for that meal by 33%."

While the initial reaction might be to ignore such reports, cattle producers must recognize that coupled with threats from animal welfare activists and vigorous marketing campaigns from alternative protein hucksters, a disruption to the future of cattle ranching seems plausible. Indeed, one anonymous government official was quoted in the 2016 NBQA as saying, "Perception is reality and drives more regulation than science."

Today's ranchers and cattle feeders, then, face the task of continuing to produce more with less — more of the highest quality beef in a sustainable manner.

A new initiative

Drovers and Farm Journal recognize that changing consumer demands create new and sometimes difficult challenges for beef producers. In an effort to help empower you with these challenges, we have launched Trust In Beef™, a new initiative aligned with Farm Journal's Trust in Food. As part of this program, we'll provide consumers with real-life proof points of the continuously improving environmental performance of U.S. beef.

Similarly, the National Cattlemen's Beef Association has launched an initiative to respond to consumer demands for more transparency around animal welfare, traceability and sustainability with the release of U.S. cattle industry sustainability goals in August. Marty Smith, 2021 NCBA past president, a rancher and attorney from Wacahoota, Fla., says the goals focus on four critical areas:



- Demonstrate climate neutrality of U.S. cattle production by 2040.
- Create and enhance more opportunities that result in a quantifiable increase in producer profitability and economic sustainability by 2025.
- Enhance trust in cattle producers as responsible stewards of their animals and resources by expanding educational opportunities in animal care and handling programs to further improve animal well-being.
- Continuously improve our industry's workforce safety and well-being.

"Cattlemen and women have demonstrated their commitment to sustainability for generations," Smith says. "Producers deserve recognition for their use of cutting-edge practices and technologies that minimize environmental impact. By setting goals, we're publicly committing to continuous improvement and setting targets to measure those efforts."

Separately, Drovers' Trust In Beef™ initiative is committed to assist beef producers on their sustainability journey.

"Our vision is that we amplify and extend the great work of many stakeholders at work on this topic already," says Amy Skoczlas Cole, executive vice president of Farm Journal's Trust In Food™. "But we also expect to drive cohesion — simplifying the process for cattle producers to meet the challenges of a changing world. That's why we're tapping into the full force of Drovers, a trusted voice since 1873."

Common ground

Earlier this year we surveyed more than 900 cattle producers from 43 states to better understand their perspectives, beliefs and actions regarding sustainability. Seventy-nine percent of respondents said U.S. beef producers "should change their production management strategies to meet consumer demand."

Yet, a majority of respondents, 56%, said the average American beef ranching operation is "somewhat but not entirely environmentally sound," while 40% of respondents said ranches are "very environmentally sound."

The biggest takeaway from our survey was that today's producers know the industry is changing but many are unsure of what they can and should do and what impact they can have.

"That's a gap that we at Farm Journal and Trust In Food™ can help to fill," says Skoczlas Cole. "We can start the process, but we won't be in this alone. We expect to find common ground and collaboration opportunities with many."

This first-of-its-kind initiative seeks to unite every link in the beef value chain to do two things: Empower cow/calf and backgrounding operations to start (or accelerate) their sustainability journey by providing them with (and linking them to) the resources, education and motivation they need to thrive in an evolving market and world.

Connect beef consumers to beef's sustainability story, enabling marketers and communicators to better engage about the realities of cow/calf and stocker production as it relates to sustainability

Drovers and Farm Journal are committed to helping beef producers navigate this transitional period of rapid change in ways that keep operations viable for generations to come — economically, environmentally and socially.

AUSTRALIA

Continúan estancadas las exportaciones de carnes bovinas

Jon Condon, 05/10/2021

FOLLOWING a familiar pattern seen throughout 2021, Australia's September beef exports continued to struggle, producing historically low trade volumes for this time of year.

Total chilled and frozen product to all markets last month reached just 79,843t, the lowest September level in at least ten years, according to DAF figures released this morning.

All major and secondary markets continue to be impacted by Australia's current tightly constricted supply. The statistics reflect the record low rates of kill being experienced across Australia in the wake of continental scale drought the previous two years, leading to dramatic herd reduction.

After a national beef kill totalling barely three million head for the first half of the year, Meat & Livestock Australia predicts the full-year result for the 2021 calendar year to reach 6.4 million head – a 35-year low.

Year-on-year monthly comparisons are now much less dramatic, because by September last year, Australian beef production volume had dropped substantially, as the national herd recovery process set in after drought-relieving rain.

It means that last month's volume of 79,843t actually represented a 7200t increase on this time last year, but that was coming off a very low base. For example, in the previous 2019 year, September export volumes in the depths of the drought were at fever-pitch, delivering more than 105,000t to overseas customers – about 24pc higher than last month's activity.

On top of supply-side livestock challenges, exporters continue to struggle with serious logistical challenges in getting beef out of the country. That includes shipping access, limited pick-up and drop off options (in



one company's case, delivery was taking place only to US east coast ports, not west coast), shortage of chilled containers, and in some cases, even a shortage of pallets. All are linked in some way with earlier COVID issues overseas.

On the positive side of the export equation, the A\$ continues its long, slow glide downwards, setting recently at a little over US72c, dropping about US5c over the past four months. That helps Australian beef's export competitiveness.

Calendar year-to-date statistics tell a similar story to September trade. Export shipments to all destinations for the past nine months have now reached just over 660,000t, a massive 133,000t or 17pc behind the corresponding period last year. Virtually all markets are being impacted.

Japan remains Australia's largest export beef customer by volume as well as value, just as it has been for most of 2021. Last month's shipments reached 21,435t, up about 1000t on the previous month, and slightly up on September last year.

Year-to-date, Japan has taken almost 178,000t, including about 42pc chilled – almost 21,000t or 11pc behind the same period last year.

Beef trade into the United States last month reached 15,255t, up 11pc on the previous month, but slightly lower than trade in September last year. Year-to-date volume has reached just over 108,000t, down from about 176,000t or 39pc from the same period last year.

South Korea remains arguably Australia's most consistent export beef customer, taking another 13,639t last month, virtually the same as August, but 2900t more than this time last year. For the past nine months, volumes have reached 116,715t, marginally higher than last year.

Export trade into China continues at relatively modest levels, in the context of the boom period between 2018-19 when monthly shipments in some cases topped 30,000t. Shipments last month reached 12,435t, up 535t or 4pc on the month before, but about 20pc higher than September last year.

Smaller and emerging markets produced a mixed bag last month, with Indonesia taking 4152t of mostly frozen product, well up from 2881t this time last year. Year-to-date, Indonesia has accounted for 37,245t of Australian beef, marginally down on the same period in 2020.

Recent first imports of live feeder cattle out of Brazil will add an additional dimension to Indonesia's beef supply competition, especially as the country continues to struggle to manage COVID outbreaks.

The Middle East region continues to favour cheaper product out of South America, with Australian exports to the region's ten main countries totalling 2932t last month, virtually the same as in 2020. Year-to-date totals have reached 22,754t, up about 9pc on the same period last year, but still well below historic levels.

As a result of BREXIT's activation earlier this year, DAF data now divides the United Kingdom and EU figures in two – making it more difficult for the timebeing to make historical comparisons. The remaining EU countries last month took just 577t of Australian beef, and the UK, 171t. That compares with 465t and 146t this time last year. Total volume to the UK for the year to date has reached just 785t, with the remaining EU countries, 6017t, compared with 6700t last year.

Buen posicionamiento de Australia en el Mercado global de carnes rojas

Beef Central, 05/10/2021

Key points:

In 2019–20, Australia's red meat and livestock industry turnover was \$69.9 billion, up 5pc on revised 2018–19 figures

In 2019–20, the Australian red meat and livestock industry employed approximately 445,000 people

Australia is the largest sheepmeat exporter and second largest beef exporter, behind Brazil

Red meat and livestock exports totalled approximately \$18.4 billion in 2019–20, an increase of 11% year-on-year and 23% higher than 2015–16 levels

Over the past 20 years, total global consumption of meat has been steadily increasing at an average annual rate of 1% for beef, 2% for sheepmeat, 1% for pork, and 5% for poultry.

THE red meat and livestock industry's ability to adapt and respond to significant challenges over the past 12 months has positioned the sector strongly in the global market, according to Meat & Livestock Australia's 2021 State of the Industry report released today.

The report provides an overview of Australia's red meat and livestock industry, including figures on production, consumption, exports, the economic significance of the industry, attitudes to red meat and key issue snapshots.

MLA managing director Jason Strong said overall Australia's red meat and livestock industry was in fantastic shape with minimal disruptions through the global pandemic thanks to years of innovation and hard work from red meat producers.

"Over many years we have worked on improving what we do, building relationships and diversifying our red meat markets which meant as the impact of the global pandemic arose, we were able to ride it out with minimal disruptions to export volumes and values, especially relative to other industries," Mr Strong said.



"Much of the commentary about consumers declining commitment to red meat is overblown and out of context. Australian red meat continues to be recognised as a high-quality protein of choice across the globe.

"We have a premium product with a first-rate reputation that consumers are willing to pay top dollar for, which puts us in a unique position and allows the industry to strive towards the ambitious goal to double the value of red meat sales by 2030.

"Our job is to find the most discerning consumers both here and around the world and make sure they continue to be excited to eat our product – getting people comfortable with the fact that Australian red meat is a high value, premium product should remain our focus. The combination of both value and consumption volumes contribute to the success of our industry.

"It is crucial that the red meat and livestock industry continues to unite right across the supply chain to further improve the productivity and profitability of the entire sector. We have a very exciting future ahead."

Importance to regional Australia

Agriculture minister David Littleproud said the red meat and livestock industry was of great importance to Australia.

"The industry has demonstrated resilience over the past few years dealing with drought, floods, bushfires and now COVID," he said.

"And this report is a great reflection of the beef, sheep and goat industry's sheer determination of continuing to get on with the job of producing the world's best livestock.

"The entire red meat industry is critical to regional Australia, with 90 percent of the 445,000 employees living in regional locations.

The Australian Government provides matching research and development funding to MLA/producer contributions, and working closely with the industry on market access and development opportunities.

Implicancias de la participación brasileña en Vietnam

Dr Michael Patching and Dr Rodd Dyer, 06/10/2021

In the wake of the first large shipment of bulls from Brazil arriving in Vietnam, one of Australia's largest markets for live cattle, Dr Michael Patching and Dr Rodd Dyer explore potential implications for Australia's cattle export trade.

14,000 head of cattle arrived from Brazil into the port of Thi Vai just outside Ho Chi Minh City in southern Vietnam on the 23rd September.

While shipments of breeder cattle from South America into Asia are not uncommon, this shipment was a first for slaughter beef cattle from South America to south-east Asia and followed years of conjecture over the feasibility of such an operation.

Reports from a source associated with the shipment indicate that the shipment was a resounding success. The cattle arrived healthy and mortality rates onboard were approximately 0.2%. This is lower than the Australian Standards for the Export of Livestock (ASEL) reportable limits of 0.5%. It is important to note that the shipment experienced fortunate weather when rounding the Cape of Good Hope in South Africa and this would have contributed to the positive outcome.

The cattle reportedly arrived about AUD 60 cents cheaper per kg liveweight than Australian cattle, not accounting for tax or quarantine costs. This is a combination of cheaper Brazilian cattle due to the weakness of the Brazilian Real, and the record high prices of Australian cattle.

The successful first shipment has stimulated interest from Vietnamese importers to obtain import permits. It is our understanding that several companies have now been provided approval to import cattle from Brazil including some significant importers of Australian cattle. There are reports that cattle are already being aggregated in Brazil for the next shipment.

For the Australian trade the short-term implications are that there will now be very few, if any shipments of feeder or slaughter cattle from Australia to Vietnam until after the Tet Lunar New Year holidays at the beginning of February 2022. The market is already overstocked with Australian cattle due to an unprecedented drop in demand, and challenges getting beef to consumers in traditional supply chains due to the recent and severe COVID lockdowns and movement restrictions. This easing of demand may further assist the Brazilian cattle get a foothold into the market. The small margins in slaughter cattle trade mean that large vessels such as the Nada must be used which under normal trading conditions and higher abattoir throughput this may have resulted in a disrupted trade. This may not now be the case.

The implications for the Australian trade will still be dependent on a few factors:

Increasing oil prices. The recent surge in oil prices may result in changes to the trade feasibility due to higher shipping costs and will likely have the most significant impact on the competitiveness of subsequent voyages in the short term.

Performance of subsequent voyages. The first shipment demonstrated competitive prices and the lack of regulatory requirements imposed on trading from Brazil – compared to Australian cattle under ESCAS –



probably means it will take several incidences of high mortality or poor performance, or significantly high prices in subsequent shipments for Vietnamese traders to reconsider the trade.

The actual performance of the cattle in the market. It is expected that the Brazilian cattle will compete closely with Australian cattle in the market. As the Brazilian cattle are all bulls they will have less exposure to over-fatness losses from processing delays.

Reopening of the official Laos-China border trade. There may be some interesting implications for global trade dynamics due to this new trade channel. Investments into quarantine and trade infrastructure for official beef cattle exports from Laos to China have been completed and trial shipments have already been run in early 2021. Whilst recent Lumpy Skin Disease outbreaks and COVID travel restrictions have temporarily closed the Laos-China cattle trade, the desire from China is to import 500,000 head of cattle annually through this channel. Due to ESCAS requirements and current Australian Chinese relations it is unlikely that Australian feeder or slaughter cattle will go through this route. Certainly, in the short-term. However, this may create an opportunity for South American cattle. If any cattle can politically and feasibly enter this trading channel then this would likely have a positive impact on the regional livestock trade mainly due to the introduction of stricter animal diseases control programs. The prospect of the Laos-China trade is already having profound impacts on investment into the cattle industry in the region, especially in Laos.

The introduction of Brazilian beef into Vietnam. It is an open secret that one of the reasons for Brazilian cattle exports is to work towards gaining market access for beef imports into Vietnam. If beef exports are granted the impact to both local production and processing, as well as the trade of livestock from Australia to Vietnam, would be significant.

So, what can Australia do?

The Australian ESCAS regulations have created some significant improvements in animal welfare outcomes in Vietnam, such as routine stunning now being ubiquitous. However, ESCAS adds significant transaction costs that can at times strain or complicate trading relationships. Brazilian cattle will be able to exploit this during periods of limited supply and high prices. Initiatives like LGAP were designed to address this limitation by allowing relatively natural and open market trading instead of restricted supply chains. Exporters will now need to look for innovative whole-of chain compliance approaches to decrease the burden on their supply chains while still ensuring animal welfare outcomes... which LGAP implementation demonstrated is not easy.

Braziling bulls during unloading in Vietnam.

More importantly we need to re-evaluate how we are operating in some of these markets. In the long term there is the chance that when Australian prices ease again that quality Australian cattle may be a preferable to imports from Brazil. However, Australia's reliance on what is essentially a trading relationship has been exposed by COVID-induced disruptions to business relationships, cattle supply-price pressures, and a new competitor. Deeper investment and partnerships in well thought out, structured and complementary services, education, and knowledge transfer in the Vietnamese red meat sector would elevate Australian industry beyond exploring our cattle relationship as a value-based measure. Options include extension of the Australian eating quality grading, cut specifications, Ausmeat language and quality assurance systems, livestock traceability, support with epidemic control programs, abattoir staff training for working visas etc. Making these default within the Vietnamese Government and industry would create stronger linkages and help protect both beef and cattle interests in the region well beyond competitiveness of Australian cattle alone.

Finally, a critical next step is for Australian and Vietnam investors and stakeholders in the cattle and beef trade to urgently re-engage and explore concrete options to address the current challenges facing the sector. To support this, grant funding from the Department of Foreign Affairs and Trade under the Australia-Vietnam Enhanced Economic Engagement Grant (AVEG) Program 2021 has been provided to develop a bilateral investment Blueprint for Action for the Australian–Vietnam cattle sectors. AVEG aims to advance Australia's international economic interests through bilateral engagement on trade and investment policy priorities of the Australian Government. The Blueprint for Action grant will support consultation and engagement with commercial, industry and Government stakeholders in Australia and Vietnam via a series of roundtables and events to identify strategic priorities for investment in this new trading environment.

EMPRESARIAS

McDonald's proyecta emisiones cero de gases de efecto invernadero hacia 2050

By REUTERS October 4, 2021

McDonald's Corp on Monday set a new target to cut global greenhouse gas emissions to net zero by 2050, from the beef in its burgers to the light bulbs in its restaurants.



The burger chain also said it was working with the nonprofit Science Based Targets initiative (SBTi) to revamp its existing climate change targets. It aims to lower absolute emissions by about a third for both its suppliers and its nearly 40,000 company-run and franchised restaurants around the world by 2030.

"We're trying to send a signal to our partners, to our investors, to our suppliers, to other brands in the global community, to policymakers, that we share that vision for 2050," McDonald's Chief Sustainability Officer Jenny McColloch told Reuters in an interview.

United Nations scientists say the world's net emissions must fall to zero by 2050 to limit the rise in global temperatures to no more than 1.5 degrees Celsius versus pre-industrial levels.

Net zero plans require companies to decrease carbon dioxide emissions and offset any remaining emissions using projects that capture the gas.

More than 1,000 companies have signed similar pledges through the UN or SBTi.

On Wednesday, funds managing nearly \$30 trillion in assets called for 1,600 of the world's most polluting companies to set science-based emissions targets, as wildfires, droughts and floods make slowing climate change more urgent. [read more](#)

McDonald's is one of the largest beef purchasers in the world. Roughly 80% of its total emissions come from its supply chain, in particular its use of beef, chicken, dairy and other proteins. It will use new guidelines from SBTi, with which it already works, to focus on cutting emissions in agriculture, land use and forestry.

"Beef is a big opportunity to help drive impact in the world with our farmers and rancher partners," McColloch said.

McDonald's 2050 net zero goal includes emissions from direct sources like corporate offices and restaurants and indirect sources, particularly franchised restaurants and suppliers' goods and services.

Frigorífico Concepción invierte en la producción de carne de cerdo

01/10/2021 EMPRESAS Frigorífico Concepción se convirtió en accionista de Frigorífico UPISA, única planta del país dedicada a la exportación de carne de cerdo, luego de adquirir la granja porcina El Nido, ubicada en Fram, Itapúa. Con la compra, Frigorífico Concepción pretende diversificar la producción de proteínas y mejorar la calidad genética de los cerdos, junto a un aumento del volumen de animales, confirmó Jair Lima, presidente de la compañía. En Paraguay, Frigorífico Concepción opera tres plantas industriales dedicadas a la producción de carne bovina, y es el segundo grupo de mayor faena anual de vacunos, detrás de Athena Foods. Al mismo tiempo, Lima aseguró que apunta a mejorar el acceso a los mercados internacionales y aumentar la exportación de carne suína, como por ejemplo la habilitación a Taiwán, según publicó Última Hora. Paraguay exporta carne de cerdo a Georgia, Uruguay y Brasil, como principales destinos. Actualmente, la carne porcina tiene como principales destinos Georgia, Uruguay y Brasil, destacándose en los últimos meses los países de la región.

Uruguay : China suspendió importaciones de Frigorífico Rosario. Investigación determinará si es un caso aislado o un modus operandi

China suspendió las exportaciones de Frigorífico Rosario (Rondatel SA), confirmó a Blasina y Asociados Julio Ortiz, gerente del frigorífico de capitales chinos. La empresa definió no seguir faenando. La medida afecta solo a esa planta. El ministro de Ganadería, Agricultura y Pesca, Fernando Mattos, dijo en conferencia de prensa este viernes que la autoridad sanitaria [...]

China suspendió las exportaciones de Frigorífico Rosario (Rondatel SA), confirmó a Blasina y Asociados Julio Ortiz, gerente del frigorífico de capitales chinos. La empresa definió no seguir faenando.

La medida afecta solo a esa planta. El ministro de Ganadería, Agricultura y Pesca, Fernando Mattos, dijo en conferencia de prensa este viernes que la autoridad sanitaria china determinó la suspensión de Ronsatel a partir del 30 de setiembre. También quedó inhabilitado un funcionario del Ministerio en sus funciones para China.

En un envío de Frigorífico Rosario «se constató la presencia de producto descrito como grasa corporal bovina, y no coincidía la declaración del certificado explicitado en la documentación con el producto», detalló el jerarca. El problema fue detectado en unas tres cajas.

La autoridad sanitaria china ha solicitado el inicio de un procedimiento de investigación, que ya está en curso.

«Esto lo consideramos un episodio aislado, ojalá así sea», apuntó Mattos. La rehabilitación va a llevar unos cuantos meses, consideró.

En lo que va del año al 28 de setiembre Rondatel exportó 3.932 toneladas de carne, de las que 3.811 fueron para China, por lejos su principal comprador.

por Javier Lyonnet octubre 4, 2021 El mismo grupo empresarial chino que es el controlador de Rondatel S.A. (Frigorífico Rosario) "era el importador de la mercadería en cuestión" que, según el informe preliminar de las autoridades de Aduana de China, que incluye fotografías, "nos informa de una mercadería que no



está descripta en los protocolos firmados por ambos países", dijo el ministro de Ganadería, Agricultura y Pesca, Fernando Mattos en el programa En Perspectiva.

Para "establecer si se trata de un caso aislado, hubo una falla de control o del sistema de producción", el MGAP inició una investigación que incluirá la inspección del producto de la empresa almacenado en territorio uruguayo, próximo para embarcar a China.

El producto en cuestión es grasa visceral, un producto no admitido que fue identificado en algunas cajas inspeccionadas en China.

"No me quiero adelantar si esto es un tema aislado o si estamos frente a un modus operandi, una continuidad, por eso la inspección de todas las cajas que están en territorio uruguayo arrojará más información", dijo Mattos en En Perspectiva.

El funcionario que emite los certificados fue sancionado preventivamente por las autoridades de China.

"Es un inspector que no está en la línea de producción del frigorífico", dijo el ministro quien explicó que el caso es diferente al del frigorífico BPU, suspendido también por China por un error de etiquetado en un embarque.

En este caso el producto no condice con lo que dice la etiqueta y la documentación; es diferente la situación a la que ocurrió con el frigorífico BPU, donde la etiqueta ya de por sí identificaba un producto que no era autorizado y se pasó por encima de la inspección.

China suspendió las exportaciones de Frigorífico Rosario (Rondatel SA), el 30 de setiembre. La empresa definió no seguir faenando.

La medida afecta solo a esa planta y la rehabilitación va a llevar unos cuantos meses, por lo que la empresa envió a sus 300 empleados al seguro de paro.

En lo que va del año al 28 de setiembre Rondatel exportó 3.932 toneladas de carne, de las que 3.811 fueron para China, por lejos su principal comprador.

Negocian la compra de un frigorífico de dos multinacionales cerrado hace 7 años

1 de octubre de 2021 Se trata de Carnes Huinca, de Córdoba, que pertenece a Grupo Casino-Cencosud. El frigorífico Carnes Huinca, cerrado desde 2014, podría reabrir si se concreta la venta que negocian sus dueños, Grupo Casino-Cencosud, ambos ligados al rubro de supermercados, con el grupo argentino Vacuno Pacific. Instalado en el sur cordobés, en Huinca Renancó, tenía 200 empleados cuando desinteligencias entre sus propietarios llevaron al cierre.

LA NACION confirmó con los vendedores que hay "negociaciones avanzadas" con el grupo argentino que tendría interés de explotarlo para exportar vaca conserva a China. La reactivación llevaría un tiempo.

Las ventas a China son las que, desde el próximo lunes, estarán habilitadas, según la decisión que anunció esta semana el gobierno nacional, que mantiene restricciones administradas a las operaciones al exterior.

Vacuno Pacific es una empresa que aparece radicada en la Ciudad de Buenos Aires; en el Boletín Oficial su constitución es del 18 de diciembre del año pasado. Figuran como socios María Ester Valliente y Vicente Giménez, ambos "empresarios".

Su actividad declarada es "comercialización, importación, exportación y distribución en todas sus formas al por mayor y al por menor de animales vivos, carnes faenadas, haciendas, aves propias o de terceros, porcinos y todo otro tipo de productos y/o subproductos de la industria de la alimentación y/o mercaderías".

Antes del cierre a mediados de 2014, el frigorífico fue clausurado por el Senasa, debido a irregularidades en cuanto a la salubridad. Los propietarios anunciaron, después de 40 días sin actividad, que dejaban de operarlo porque no afrontarían la inversión requerida para la adecuación de las instalaciones.

Después del cierre hubo varios intentos de reactivación, pero todos fracasaron. El que pareció más avanzado fue uno que contemplaba subsidios del Gobierno de Córdoba, créditos blandos del Banco Córdoba y participación en el managment de productores y empleados. En ese momento -siete años atrás- se hablaba de \$15 millones para que funcionara.

Casi en paralelo al cese de actividad de Carnes Huinca, fue el de Estancias del Sur, en Unquillo, Córdoba. Según fuentes consultadas, para poner operativo al frigorífico Carnes Huinca se necesitarán fuertes inversiones, además de la habilitación de Senasa y la comunicación a China para que venda a ese mercado.

Marfrig cierra una de sus plantas de faena animal en Brasil

06/10/2021 La multinacional Marfrig dijo que cerró su planta de faena animal en la ciudad de Ji-Paraná, estado de Rondônia, después de que los dueños de la unidad arrendada solicitaron la entrega de la propiedad.

"Los propietarios solicitaron la entrega de la unidad, una vez finalizado el plazo de arrendamiento, por lo que la empresa está realizando la devolución según dicta el contrato", dijo la empresa en un comunicado.



Marfrig dijo que sus otras unidades industriales, principalmente la planta de Chupinguaia, en el mismo estado, absorberán el volumen de ganado faenado y procesado en Ji-Paraná para abastecer los mercados que atiende.

Alrededor de 950 empleados que trabajaban en la unidad fueron despedidos, según informaciones del portal G1.

Marca Fribói de JBS obtuvo certificación como de Alto Renombre

6 de outubro de 2021 A JBS, maior empresa de proteínas animais do mundo, informou que sua marca de carnes Fribói, a mais vendida do país, foi certificada pelo Instituto Nacional da Propriedade Industrial (INPI) como de Alto Renome. O selo conferido à marca garante a exclusividade de uso em qualquer segmento de atuação.

“Essa conquista é resultado do investimento constante na busca pela excelência na produção dos nossos produtos, no atendimento dos nossos clientes e no cuidado que temos com toda a cadeia de valor”, afirma, em nota, Renato Costa, presidente da Fribói.

Para certificar uma marca como de Alto Renome, o INPI leva em conta critérios como o reconhecimento e a reputação associada à qualidade.

“Durante seis meses, esses dados foram compilados por meio de entrevistas e pesquisa realizada pelo Datafolha em 2020, que confirmaram a alta lembrança de Fribói pelos consumidores. No resultado, 95% da população brasileira com 16 anos ou mais afirmou que, além de conhecer, também consome produtos do portfólio Fribói. Além disso, 99% tinha conhecimento do segmento de atuação da marca”, informou a JBS.

Segundo a empresa, a Fribói também está apostando em uma nova plataforma de compras online para “otimizar experiência de compra”. O projeto, que direciona o consumidor ao varejista mais próximo, conta com o portfólio completo das linhas Maturatta Fribói, Hambúrguer Gourmet 1953 Fribói e Espetinhos Fribói.