



Gira Asia Meat Club – 2027

15th Edition

18th - 19th February 2027

New features, summary of service, structure and fees

Proposal – September 2026



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Market Insights, Data and Forecasts by Species and Country:

Pork - Poultry - Beef - Sheepmeat

Country Reports

CHINA

Country report

INDIA

Country report

INDONESIA

Country report

JAPAN

Country report

MALAYSIA

Country report

PHILIPPINES

Country report

SOUTH KOREA

Country report

THAILAND

Country report

VIETNAM

Country report

SRI LANKA

Country overview

PAKISTAN

Country overview

SINGAPORE

Country overview

TAIWAN

Country overview

BANGLADESH

Country overview

Synthesis Reports

Feed Cost

Iran War Impact
Analysis

ASIA Synthesis

Production - Consumption - Trade - Prices

China Pork System
Could it be the
next big exporter?

El Niño
Impact and outlook

Pigmeat

Poultrymeat

Beef

Sheepmeat

GLOBAL Synthesis

Production - Consumption - Trade - Prices

Global Pigmeat

Global Poultrymeat

Global Beef

Global Sheepmeat

DATA (for 2015-2025, 2026e, 2027f, 2031f)

2031 outlook... supported by data forecasts and explanation

5-year outlook as Asian markets handle the turbulent economic impact of the Iran War and its inflationary impact, alongside the potential disruption from a significant El Niño event. Who will the winners and losers be in Asia's developing modern livestock and meat sectors, and what are the pitfalls for potential investors?

Animal diseases, variations and developments

The status quo of widespread disease remains the biggest single barrier to developing Asian exports and remains a huge cost factor. Under-reporting and misdiagnosis continue to plague the industry, making combating disease events more complicated and costly than they should be. Can the industry develop a credible international position? Can they become "free from"?

Rising Cost of Living, what are the impacts of increased energy costs in a largely price-sensitive region:

Whilst many talk about rising fuel and energy costs, and their immediate impact on the "cost of living", 2026 has brought the impact on meat consumption in the Asian region into focus. Consumers in most markets across the region are still in sensitive income zones, where a small increase in income has driven rapid increases in meat (usually chicken) consumption. The reversal is in full swing in 2026, but how does that shape 2027?

South Asia

A complex region with poor data, significant demand potential, but currently suffering from weak economies and high inflation. A main area of focus to improve Gira's insights in markets that represent low per capita consumption but huge potential for market shifts. India is now the world's most populous country, but how does the meat supply chain respond in this highly price-sensitive market? Gira continues to improve the clarity of the data in a region known for a lack of insight!

Gira's Meat Newsletter - a core part of the service

Five editions throughout the year, updating trends in the core regions and their impact on global markets. This publication is available to anyone working within a GAMC member company or organisation. Subscribers can be added to the mailing list at any time of the year.

World-class interactive annual meeting on 18th and 19th February 2027 in Mumbai. Both the physical meeting and online streaming (live and recorded) allow members to share insights with more colleagues than ever before. Two days of interactive discussion and networking between Gira's research team and GAMC members. Supported by presentations covering key disruptors in the future of the industry and the valuable opportunity to build your network.

Club webinars - selected webinars throughout the year

Between annual club meetings, Gira updates members on developments around the world in the meat supply chain and how Gira's view on key markets is evolving. Each webinar is approximately one hour, focusing on key issues at that point in the year, and the key changes since the last update. Webinars are available as recordings. Recent examples: HPAI Brazil Risk, COVID Impact Analysis, ASF China, HPAI in US Dairy Cattle, Trump's Tariffs, ASF Spain...



Key changes to the outlook,
what are the major changes in
the global market



- Email and phone access to Gira personnel
- Providing data clarification and discussion



Picking up on key events and
issues throughout the year



Five editions throughout the
year, updating the key issues
for the global industry



- 9 major country reports
- 5 country profiles
- Including chapters on each of the 3 species; Beef, Piguemeat, & Poultry
- Selective coverage of Sheepmeat



Two-day meeting, 18th-19th February 2027

Venue: Mumbai

- Overview of Gira's outlook by species
- Intimate "club" environment
- "Round-table" discussion of key issues
- Key networking opportunities
- Remote access available
- Informal welcome dinner, 17th February 2027
- Networking Dinner, 18th February 2027
- Soft copy of presentations
- Field trip



- Half-day, one-to-one (for species members)
- Tailored to your specific needs
- Client-office or boardroom, briefing
- Client pays travel costs

- **Global Synthesis:** 5 reports - Total meat overview & drivers at a global level; + 4 x species
- **Asian Synthesis:** 5 x reports *Beef, Piguemeat, Poultry & Sheepmeat + Overview*
- Option: Excel-based Data Dashboard



Key variables & assumptions:

- Socio-economic, political, feed grain cost & availability, and weather impact...
- Major supply and demand side drivers, breaks and disruptors.

Total meat consumption, prices, production and trade

- Meat availability, total consumption in volume and per capita terms.
- Fish consumption – total and per capita.
- Total production & imports/exports, price comparisons.
- Drivers for change.
- Overview of forecasts.

Data per species 2015-2025, 2026e, 2027f, 2031f: per country, across Asia and in a global context

- Herd breakdown: breeding herd, rearing/finishing herd.
 - Farm structure and key developments.
- Production: slaughtering, carcass weight, net production.
 - Processing structure and key corporate developments.
- Consumption.
 - Key market segmentation and distribution channel developments.
- Trade – annual and monthly.
 - Key flows in volume, origin/destination and price.
- Prices.
 - Producer prices, and wholesale/retail where available.

Gira	Report contents
1. Executive Summary	7
2. General Drivers and Market Situation	10
a) Macro-economic situation and exchange rates	11
b) Governance & Policy	13
c) Feed	17
d) Coronavirus & Meat	21
e) Corporate Developments	24
3. Meat Market Overview	28
4. Beef	37
5. Sheepmeat	65
6. Pigmeat	82
7. Poultrymeat	114

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and channels
ary supplement

ect, 2009-25f

Source: Gira based on Trade Ship

China frozen beef imports by channel, 2020e

2020e Import Volume: 2.68 mio t pw

Source: Gira based on Trade Ship

Species Membership

- Two delegates to the 2-day meeting
- **Reports** - Global & Asia synthesis reports and Country reports for the selected species
- **Presentations** - copies of all species-specific and general presentations, including synthesis
- Newsletter - five editions p.a., key global issues
- Email and phone access to Gira personnel
- Price:
 - One species - **USD 19,500**
 - Two species - **USD 24,500**

Options

Full Membership

(all four species)

- Two delegates to the 2-day meeting
- Reports - all synthesis and country reports
- Soft copy of all presentations
- Half-day client-office consultancy
- Newsletter - five editions p.a.
- Email and phone access to Gira

USD 31,500

Country Membership

- Two delegates to the 2-day meeting
- Reports - copy of the full selected country report
- Presentation - copy of the Asia synthesis presentations and selected country presentations
- Newsletter - five editions p.a.
- Email and phone access to Gira

China - USD 15,500

Other countries - POA

Synthesis Membership

- Two delegates to the 2-day meeting
- Reports - copies of Global and Asia synthesis reports
- Presentations - copies of the Global and Asia synthesis presentations
- Newsletter - 5 editions p.a.

USD 13,900

Extras

Extra Delegate to Meeting

+USD 1,500 per seat (max 2 extra)

Excel Dataset - for internal use

+USD 1,500 for Asia Synthesis

Webinar Presentation (30-60 min)

+USD 2,500 delivered as required

Gira Asia Meat Club 2026

Conference Agenda – Kuala Lumpur

Session 1 - Key Global and Asian Meat Market Dynamics & Drivers

08:30 Registration

09:00 Welcome

Global Meat Market Context
Asian Meat Market Overview
2025 Asian Market Drivers & Disruptors

Tight livestock supplies, high meat prices, and low input costs
Demand recovery overtaken by production booms
Lessons from 2025 for 2026

10:20 Coffee Break - 30 mins

10:50 Special Topic **The Malaysian Market - turning to imports**

Feed ingredient dynamics in Asia
Asian Lamb Markets
Special Topic **Changing Consumer Habits in Asia**

Reliant on imports, and global prices
Significant production, but locally focussed

12:30 Lunch - 1 hour in the hotel

Session 2 - Pigmeat

13:30 Pigmeat Global Overview
China
Vietnam

Brazil rises as an export player, whilst EU struggles with supply
Losses at the farm gate accelerate consolidation
Lessons from increased ASF despite vaccination?

15:15 Q&A

15:20 Coffee Break - 30 mins

15:50 Philippines - Pork and Poultry Interplay
Japan
South Korea
Asian Pigmeat overview

Could new investments change the ASF story?
How does Japanese production differentiate from lower-cost imports?
Why does Korea's farm structure allow ASF to spread?
Recovering supply, with less Chinese market stress + minor markets

17:10 Concluding comments

17:30 Close of Day 1

18:30 Networking BBQ Dinner

Session 3 - Poultrymeat

08:30 Poultrymeat Global Overview
China
Bangladesh
Indonesia

Global supply increases after profitable 2024
Is China's Export push a long-term play or a short-term balancing act?
Booming production, but can it be sustained?
How is domestic production evolving alongside import protection?

09:50 Q&A

10:15 Coffee Break - 30 mins

10:45 Special Topic ** Aftermath of Malaysian HPAI melt Down **

Thailand
Vietnam
India
Asian Poultrymeat overview

Production has peaked, but what does this mean for Thailand
End of the Native bird as modern broiler integrations develop?
Maturing industry faces challenges to consolidate supply chain
Broiler has been the clear winner on volume, but profits still challenging

12:30 Lunch - 1 hour in the hotel

Session 4 - Beef

13:30 Beef Global Overview
China
India
Q&A

Impact of high US beef prices on Asian markets
Safeguarding challenge - winners and losers
Domestic market understated; does it impact export potential?

14:50 Coffee Break - 30 mins

15:20 Special Topic ** Pakistan Beef Export Potential**

Japan
Philippines
Indonesia
Asian Beef overview

Shifting import patterns as US prices climb
Domestic supply evolution, but in reality an import market
Live cattle and beef import strategy - investable?
Growing Asian consumption, despite high prices

16:45 Concluding comments

17:00 Finish

Two days packed with detailed information on the latest issues that continue to impact the livestock and meat markets of Asia.

Supported by insightful discussion between the club members and Gira's team.

The 2026 Gira Asia Meat Club was launched with a two-day meeting in Kuala Lumpur on 12th - 13th February 2026, with a gathering of delegates representing 20 Club members.

The meeting was also broadcast to members unable to attend. The broadcast has become a part of the GAMC service and will continue in future editions.

2026 HIGHLIGHTS

In addition to the country and species reports the 2026 Gira Asia Meat Club also included special reports on:

- Inflationary impact on demand
- Forecast Disruptors
- Disruption in Asian Live Cattle Flows
- The Challenges of Pakistan's Poultry Sector
- The recovery of modern retail in Asia post-Covid
- The evolution from feed to meat of a Vietnamese Integrator
- Asian lamb markets

2026 MEMBERS

- AHDB
- Aviagen Inc
- Boehringer Ingelheim
- Bord Bia
- BRF
- JBS Foods
- Meat & Livestock Australia
- Muyuan Foods
- National Pork Board (US)
- Novonesis
- PIC
- Seara
- VLAM (Belgian Meat Office)



Gira is a Geneva-based group with over 55 years' experience in the meat sector. It has a reputation for high-quality, objective and neutral analyses throughout the food chain:

- Specialist in food market and chain dynamics - especially in meat and livestock.
- Trusted - Great client relations with a wide range of 'blue chip' livestock and food companies.
- Established - Gira's Global Meat Club is now in its 51st Year!

Global coverage for the meat & dairy sectors: with selective detail in strategy and marketing analysis, and of other sectors of the food market.

- Gira's meat team is uniquely positioned to assemble a global analysis of key events.

Gira is highly cost-effective:

- Very experienced staffing network with a unique geographic, sectoral, and process skill mix.

Gira is flexible, with two main 'streams' of client service:

- **Published research** (uniquely detailed) on key current topics, with costs shared by a 'syndicate' of clients.
 - Annual Meat and Dairy Clubs – provide a significant foundation of global information and insight.
 - Selective studies on key issues affecting the meat industry today – some of these are one-offs, whilst others are repeated periodically.
- **Management consultancy** (specific to, and sensitive to, client needs) with sector focus on food & agribusiness. Including, but not limited to:
 - Corporate strategy and company development.
 - Due Diligence.
 - Market appraisals and access studies.
 - Customer-need audits.
 - Competitor benchmarking.

To find out more and keep up to date, visit www.girafood.com or follow our [Gira LinkedIn page](#)



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