



Invitation to the  
**Gira Meat Club – 2024/25**  
**- World Meat Market Outlook -**

**49<sup>th</sup> Annual Edition**

Geneva: 4<sup>th</sup>-5<sup>th</sup> December 2024

Summary of the service, structure and fees

**March 2024**

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- Key changes to the outlook, what are the major changes in the global market
- Delivered Early July



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



- Picking up on key events and issues throughout the year



- 5 editions throughout the year, updating the key issues for the global industry



### Country Reports

- For key countries in 8 main regions
- Including chapters on each of the 4 species; Beef, Pigmeat, Poultry and Sheepmeat

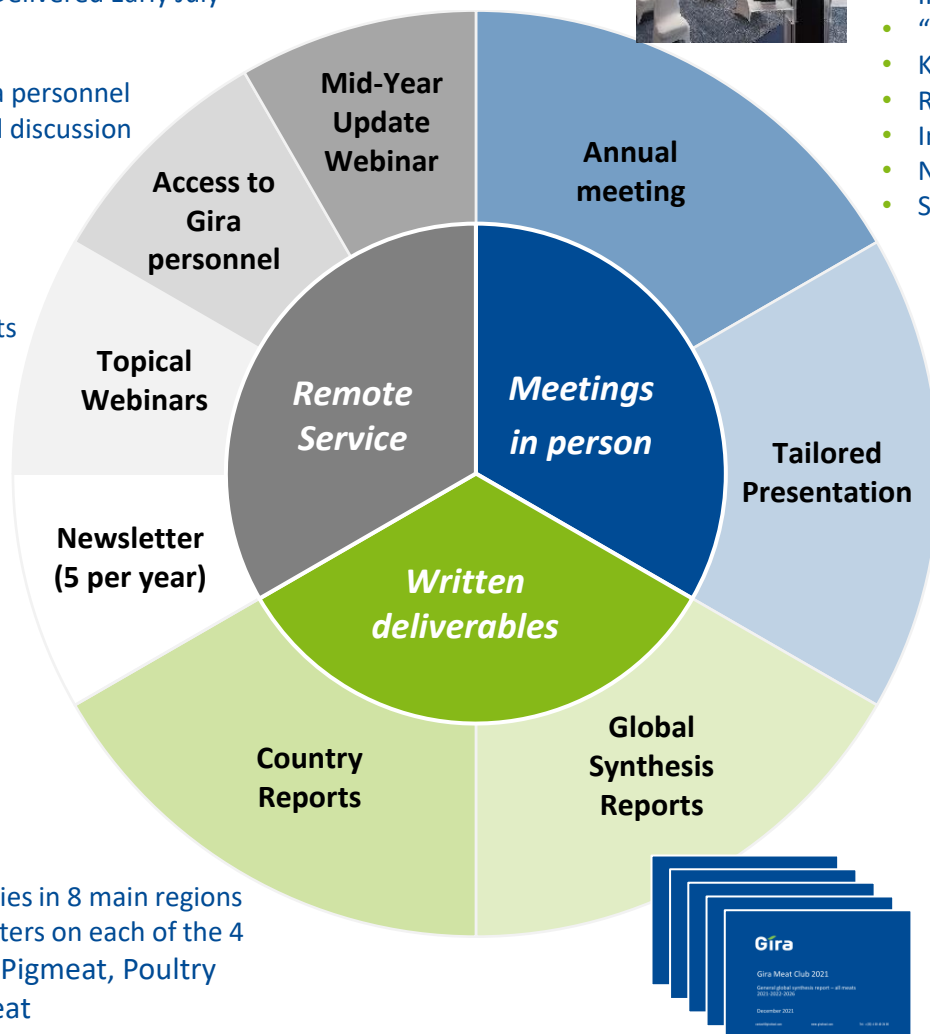


### Two-day meeting, 4<sup>th</sup>-5<sup>th</sup> December 2024 in Crowne Plaza (near Geneva)

- 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, 3<sup>rd</sup> December 2024
- Networking Dinner, 4<sup>th</sup> Dec 2024
- Soft copy of presentations



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



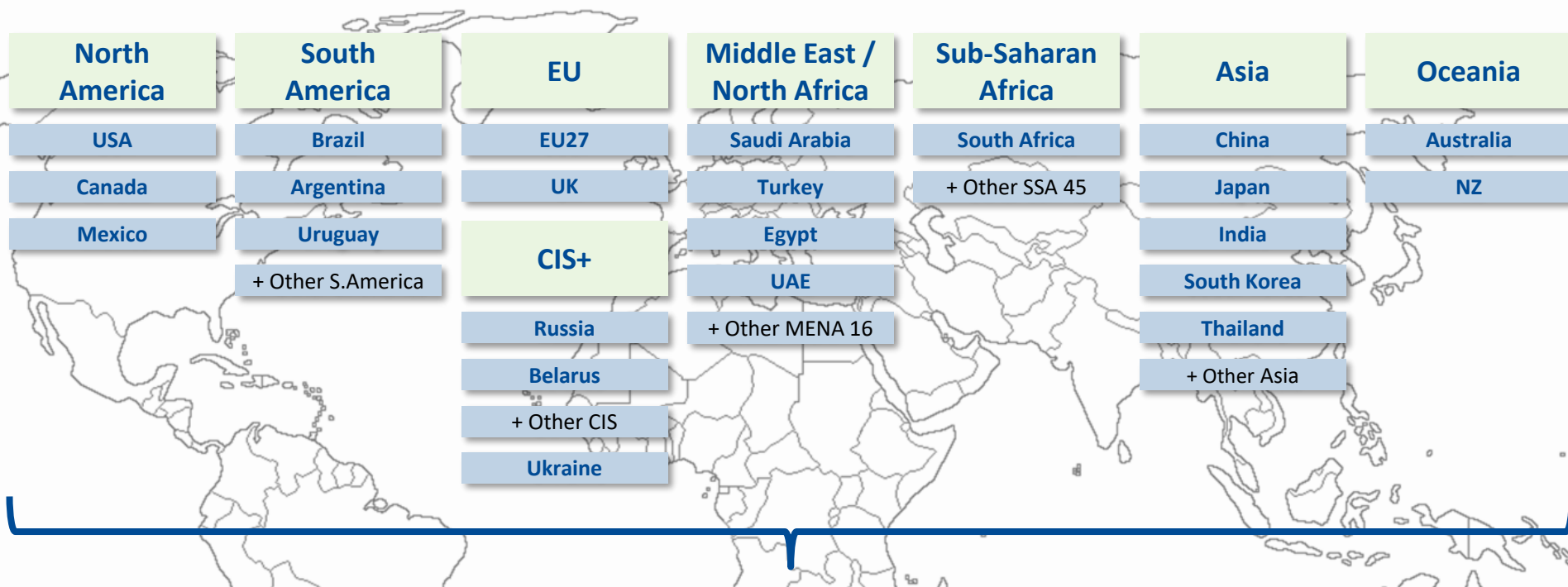
### Synthesis Reports

- Key events in the global market
- Total meat overview & drivers
- 4 x species reports (Beef, Pigmeat, Poultry and Sheepmeat)
- Optional – Excel based Data Dashboard



## REGIONAL MARKET INSIGHTS, DATA & FORECASTS BY SPECIES

Drivers & brakes – Total Meat – Pig – Poultry – Beef – Sheepmeat



## GLOBAL SYNTHESIS

Socio-economics – **Production** – **Consumption** – **Trade** – **Prices** – Industrial developments

Total Meat

Global Pigmeat

Global Poultry

Global Beef

Global Sheepmeat

## Global coverage;

resources focused on the key regions & species

## Global Synthesis Reports

Reviewing the global meat trading environment

- 1 x General Report
  - Global totals & comparison of key data by species, and region
  - Key Assumptions and Drivers
- 4 x Species Reports
  - Pigmeat, Poultry, Beef and Sheep/goatmeat
- Comparative data and focused analysis of main drivers

## Country Reports

Detailed, justifying forecasts with objective data and robust analysis

- Depth of coverage is flexed to reflect the relative importance of the species and the country
  - Report length adjusted accordingly
  - Data combined with the explanation as to why and how
- Each country report is organised into the following chapters
  - 1) **Executive summary** – the headlines
  - 2) **General Drivers and Market Situation** – economics, feed, and other...
  - 3) **Meat Market Overview** - Comparison of key data between species
  - 4) **Beef** - data & analysis
  - 5) **Sheep and Goatmeat** - data & analysis
  - 6) **Pigmeat** - data & analysis
  - 7) **Poultrymeat** - data & analysis
- Country Briefs are produced where only 'light cover' is required

| Region        | Country                 | Balance tables               |    |    |    | Reports              |    |    |    |
|---------------|-------------------------|------------------------------|----|----|----|----------------------|----|----|----|
|               |                         | Bf                           | Sh | Pk | Py | Bf                   | Sh | Pk | Py |
| North America | CA                      | x                            | o  | x  | x  | x                    |    | x  | o  |
|               | US                      | x                            | x  | x  | x  | x                    | o  | x  | x  |
|               | MX                      | x                            | o  | x  | x  | x                    | o  | x  | x  |
| South America | AR                      | x                            | x  | x  | x  | x                    | o  | o  | x  |
|               | BR                      | x                            | x  | x  | x  | x                    | o  | x  | x  |
|               | UY                      | x                            | x  | x  | x  | x                    | o  | o  | o  |
|               | Other S.Am <sup>1</sup> | x                            |    | x  | x  | x                    |    | x  | x  |
| Europe        | EU27                    | x                            | x  | x  | x  | x                    | x  | x  | x  |
|               | UK                      | x                            | x  | x  | x  | x                    | x  | x  | x  |
| CIS/UA        | RU                      | x                            | x  | x  | x  | x                    | o  | x  | x  |
|               | UA                      | x                            | o  | x  | x  | x                    | o  | x  | x  |
|               | BY                      | x                            | o  | x  | x  | o                    | o  | o  | o  |
|               | Other CIS <sup>2</sup>  | o                            | o  | o  | o  | x                    | o  | o  | x  |
| MENA          | MENA 20 <sup>3</sup>    | x                            | x  | o  | x  | x                    | x  |    | x  |
|               | AE                      | x                            | x  | o  | x  | o                    | o  |    | o  |
|               | EG                      | x                            | x  | o  | x  | o                    | o  |    | o  |
|               | SA                      | x                            | x  | o  | x  | o                    | o  |    | o  |
|               | TR                      | x                            | x  | o  | x  | o                    | o  |    | o  |
| SSA           | SSA 46 <sup>4</sup>     | o                            | o  | o  | o  | o                    | o  | o  | o  |
|               | ZA                      | x                            | x  | x  | x  | x                    | x  | x  | x  |
| Asia          | CN                      | x                            | x  | x  | x  | x                    | x  | x  | x  |
|               | IN                      | x                            | x  | x  | x  | x                    | o  | o  | x  |
|               | JP                      | x                            | x  | x  | x  | x                    | o  | x  | x  |
|               | KR                      | x                            | x  | x  | x  | x                    | o  | x  | x  |
|               | TH                      | x                            | o  | x  | x  | o                    |    | o  | x  |
|               | Other Asia <sup>5</sup> | x                            | o  | x  | x  | x                    | o  | x  | x  |
| Oceania       | AU                      | x                            | x  | x  | x  | x                    | x  | o  | o  |
|               | NZ                      | x                            | x  | x  | x  | x                    | x  | o  | o  |
|               |                         | x = Detailed Balance Tables  |    |    |    | X = Detailed Reports |    |    |    |
|               |                         | o = Simplified Balance Table |    |    |    | o = Overview Reports |    |    |    |
|               |                         |                              |    |    |    | No report            |    |    |    |

<sup>1</sup> Other South America - total figures + select detail for: CL, CO, PE, PY, VZ

<sup>2</sup> Other CIS - total figures + select detail for: AM, AZ, KZ, KG, MD, TJ, TM, UZ

<sup>3</sup> MENA20 - key numbers on all 20 countries in the region

<sup>4</sup> SSA 46 - total figures + select detail per country for Sub Saharan Africa

<sup>5</sup> Other Asia - total figures + select detail for: ID, PH, TW, VN

**Executive summary** – the headlines, to hand, explained.

## General Drivers and Market Situation

Key variables & assumptions

- Socio-economic, political, feed grain cost & availability, and weather impact
- Inflation, war, labour... the factors shaping 2024 and that will shape 2025

## Meat Market Overview

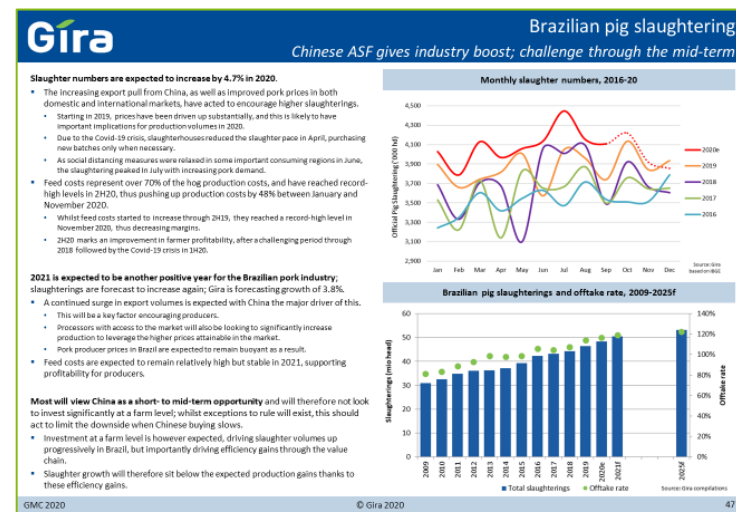
How does the evolution and outlook of the species compare to each other

- Totals for meat consumption, production and trade. Price comparisons
- With fish production and consumption data added for context

## The 4 key species chapters








Data + explanation by species 2012-23e, 2024f, 2028f: per country, per species, in a global context

- The “Balance Table” – the key numbers in one place to compare the evolution.
- Herd / Flock breakdown: breeding herd, rearing/finishing herd
  - Farm structure and key developments
- Production: slaughtering, carcass weight, net production (and GIP)
  - Processing structure and key corporate developments
- Trade: both meat and livestock
  - Key flows in volume, origin/destination and price, including estimations of Grey Trade
- Consumption: total and per capita
  - Key drivers and challenges
- Prices
  - Producer prices, wholesale/retail where available, and trade



Sample pages from the 2020 GMC Brazil Country Report

### SPECIES MEMBER Subscription









-  Country reports on the chosen species
  - Data and insight on the main metrics for that species
  - Headline coverage on the “other” species
-  Synthesis reports: Global overview + selected Species
-  Attendance at the Annual 2-day club meeting:
  - Attendance for 2 delegates
  - Electronic copy of all presentations
  - Live-streaming and recordings of all key presentations
-  Half-day client presentation (tailored)
-  Newsletter - 5 editions per year on key global issues
-  Mid-year selective global update (webinar)
-  Webinar updates on key developments

**2 species - EUR 36,000**

**1 species - EUR 26,000**







### Other Membership Subscriptions

#### FULL MEMBERSHIP Subscription

-  Detailed reports: 8 Regions of Country Reports (all species) + 5 Global Synthesis Reports (Overview + 4x Species) (PDF)
-  2-3 delegates at the 2-day Annual Meeting
-  E-copies of all presentations & forecasts
-  Dataset: Synthesis+, excel, dashboard
-  Half-day client presentation (tailored)
-  Newsletter - 5 editions, bimonthly
-  Mid-year selective global update (webinar)
-  Webinar updates on key developments

**EUR 43,500**






#### REGION MEMBER Subscription

-  Global general synthesis report and selected regional country reports
-  2 delegates at the 2-day Annual Meeting
-  E-copy of the synthesis presentations and selected region presentations
-  Newsletter - 5 editions, bimonthly
-  Mid-year selective global update
-  Webinar updates on key developments

**EU region - EUR 26,000**

**Other regions POA**

#### SYNTHESIS MEMBER Subscription

-  Global Synthesis Reports (all sectors)
-  2 delegates at the 2-day Annual Meeting
-  Copy of all the presentations
-  Newsletter - 5 editions p.a.
-  Mid-year selective global update

**EUR 21,000**

#### Annual Meeting – Only

**EUR 14,500** - with e-copies of presentations

**EUR 9,900** - attendance-only

### Extras


**Excel Dataset + Dashboard = EUR 2,500**

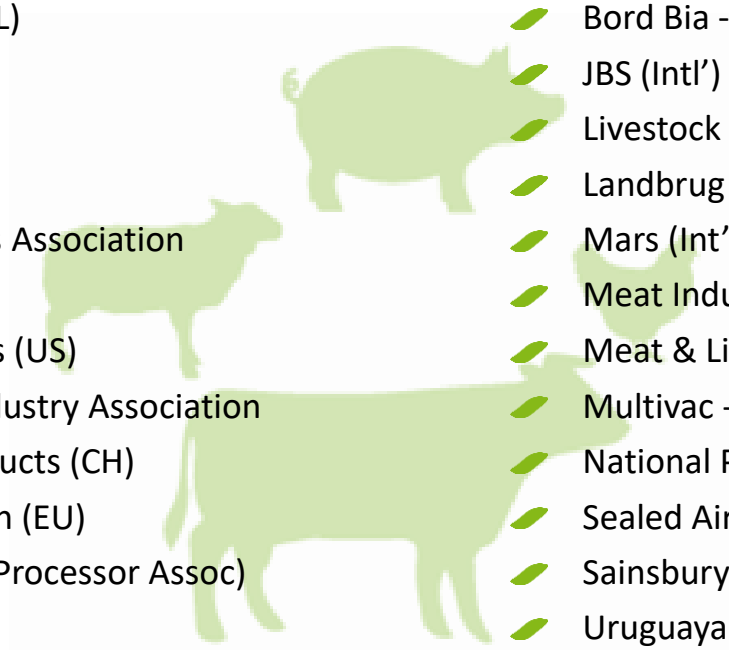
-  The key numbers from all the countries

**Extra Delegate @ Annual Meeting = EUR 1,500 pp**

-  Maximum of 2 extra

**Extra Webinar Presentations = EUR 2,500**

-  Delivered remotely - options available.

- 
- ✓ AHDB (UK)
  - ✓ Agrifirm Group BV (NL)
  - ✓ ALIC (Japan)
  - ✓ Aviagen (Int'l)
  - ✓ BRF (BR)
  - ✓ Canadian Cattlemen's Association
  - ✓ Canada Pork Council
  - ✓ Cargill Meat Solutions (US)
  - ✓ COV - Dutch Meat Industry Association
  - ✓ DSM Nutritional Products (CH)
  - ✓ European Commission (EU)
  - ✓ FECIC (Spanish Meat Processor Assoc)
  - ✓ Fedegan (CO)
  - ✓ Fulton Marketing Group (US)
  - ✓ Handtmann (DE)
  - ✓ IFC – World Bank Group (Int'l)
  - ✓ Bord Bia - Irish Food Board
  - ✓ JBS (Int'l)
  - ✓ Livestock & Meat Commission Northern Ireland
  - ✓ Landbrug & Fødevarer (Danish Meat Association)
  - ✓ Mars (Int'l)
  - ✓ Meat Industry Association New Zealand
  - ✓ Meat & Livestock Australia
  - ✓ Multivac - TVI (Int'l)
  - ✓ National Pork Board (US)
  - ✓ Sealed Air (Int'l)
  - ✓ Sainsburys (UK)
  - ✓ Uruguayan National Meat Institute
  - ✓ UNIC (Italian Tanneries Association)
  - ✓ VLAM - Belgian Meat Office

### Client feedback

*"Unique opportunity to get the big-picture ... and the detail ... worldwide"*

*"I received excellent feedback from colleagues - Triple AAA"*

*"Great opportunity to discuss detail with Gira experts"*

*"Data and insight used for a wide range of corporate needs"*



## GIRA Meat Club 2023e/24f - 2028f

6th & 7th December 2023 at Crowne Plaza Geneva  
Annual Meeting Agenda



**Wednesday 6th December 2023 08h15-18h00 CET**

### 08:15 Introduction

#### 08:30 Global Synthesis: Softer global demand follows the inflation peak

Overview: Impact of the Cost of Living Crisis in an uncertain and divergent world  
Key global forecasts: consumption, production, trade, prices

#### Key drivers & brakes, and disruptors in the global meat market

Inflation, interest rates & low growth ... in a year of important elections  
Cost inflation: feed, energy & labour - down from 2022 peak exacerbated by war in Ukraine  
Supply disruptions: HPAI, labour shortages but declining freight challenges  
Softer global demand: Cost of Living Crisis with regional variances

#### 09:30 Poultrymeat Global Synthesis: HPAI risk & reality dominates the outlook

Global HPAI, incl. Brazil: but regional variance in severity and impact  
Production recovery: moderate as challenges continue: grain, HPAI, energy, labour, forex  
Tight margins even with high prices

#### EU Poultry: strong demand and cautious production stimulates imports

EU meat demand in context of lagged Cost of Living crisis  
Domestic poultry supply caution from high costs & HPAI, but offset by UA exports  
Strong demand fundamentals for traded commodity products from PL and UA

Q&A

### 10:30 Coffee Break

#### 11:00 Ukraine & Russia: the war grinds on, with far-reaching consequences

Disruption & uncertainty: impact on grain production and exports  
Poultry resilience ... and re-directed exports  
Russian implications: grains, meat supply and demand ... and export ambitions

#### Brazilian poultry: strong growth in the shadow of HPAI

Record supply in spite of HPAI threat & high costs  
Higher domestic poultry demand: in all meat context  
Commodity exports into an uncertain global market: HPAI, national food security

#### Middle East & North Africa: all meat import demand overview

Market polarisation and supply problems in spite of food security strategies  
All meat import overview in domestic context and volatile politics

#### USA Poultry: cautious growth as margins recover

Modest supply growth in spite of lower grain cost  
Corporate & supply chain developments: sustainability claims

#### Productivity gains as part of the sustainability solution

Q&A

### 13:00 Lunch

### 14:00 Pigmeat Global Synthesis: contradictions

European cutbacks boost prices but RoW suffers  
ASF ongoing, but less disruptive to production  
Trade: lacking Chinese import demand

#### China pork: disappointing for many

Turgid domestic meat demand: slow recovery from the zero Covid policy  
Low margins: especially for some of the new industrial units  
Disappointing import demand: offal volume stable but at lower prices

#### EU pigmeat crisis continues longer term, and shifts emphasis

Sharp supply cutback and producer exit squeezes processor margins  
Record prices in 1H23 ... but still no producer confidence as the problems mount up  
Restructuring imperatives for the processing industry

Q&A

### 15:45 Tea Break

### 16:15 USA pork: contraction after 2023 losses

Sow cull as losses rise  
Weak domestic demand undermines producer margins in spite of lower costs  
Rising export volumes

#### Mexico - all meats: dynamic market

Rising production, driven by major integrators, but imported grain dependent  
Strong demand  
Abundant import supplies (from US and elsewhere ) boosted by strong peso

#### Other Asia: meat market dynamics

Short-term Cost of Living issues undermine meat demand growth  
Pigmeat import demand disappoints as local producers respond to ASF challenges  
Positive longer term beef and sheepmeat import outlook

#### New Product Development: Cultured meat major future threat

New technologies get closer to market: aided by investment  
Sustainability demand impact ... as plant-based products underperform

Closing comments

### 18:00 Session concludes

19:00 Pre-dinner drinks in the conference area foyer

20:00 Gala Dinner in the Paris/Munich room at the Crowne Plaza Hotel



## GIRA Meat Club 2023e/24f - 2028f

6th & 7th December 2023 at Crowne Plaza Geneva

### Annual Meeting Agenda

#### Thursday 7th December 2023

##### 08:30 Beef Global Synthesis: Divergent prices ... which will converge again

- Supply and demand contradictions in the western markets
- Asian demand continues: pulling imports ... but at lower prices
- Societal & environmental pressures challenge

##### EU Beef: high producer prices as supply remains tight

- Demand reasonably firm in spite of Cost of Living
- Bluetongue and a depressed milk market keeps producers wary
- Tight supply: improved feed conditions but shifting political support

##### Sustainability challenges to the meat industry

- Future pledges are getting closer to delivery time
- Political pressures: COP28 includes livestock
- Meat industry reactions: retail imperatives

##### Australian Beef: price collapse from peak as El Nino looms

- Re-stocked ... in time for deteriorating pastoral outlook: production + export push
- Prices plummet as supply growth coincides with weaker markets

Q&A

##### 10:30 Coffee Break

##### 11:00 China Beef: continued import pull, but at lower prices

- Good long term demand fundamentals, but slowed by the turgid Covid recovery
- Dairy growth stalls
- Import pull ... from many origins, in spite of stocks, but at lower prices

##### Brazilian Beef: volume upturn and producer profit downturn

- Cyclical production upturn continues but faces weaker market conditions
- Mounting environmental and traceability pressures
- Brazilian corporates restructure ... again.

##### Other South American Beef: China export reliant at lower prices

- AR & UY drought ends ... with scope for herd rebuilding.
- CO & PY: rising exports, with China access for CO

##### Indian buffalo exports to broad geographic portfolio

- Post Covid recovery in buffalo slaughtering
- Competitive floor price in the global beef market

##### USA Beef: record producer prices pull imports

- Drought impact on herd & production despite lower grain costs
- Record producer prices but facing some demand resistance

Q&A

##### 13:00 Lunch

##### 14:00 Europe's Green Deal and CAP Reform

- Major policies: implementation in national uptake of CAP Farm to Fork
- EUDR implementation in 2024

##### UK: increasing import penetration

- 2024 Election year - but unlikely to change agrifood politics
- Weaker demand outlook and increased import volumes

##### Sheep Global Synthesis: Divergent prices

- Stable global demand base in spite of inflation
- Impact of Australian supply surge at lower prices

##### European sheepmeat: falling production and high prices

- UK: Producer prices peak as AU quota increases
- EU27: production still declining despite high prices

##### Australian sheepmeat: supply rise faces weaker markets

- Supply boost from continued shift to meat breeds and weaker pastoral conditions
- Sheepmeat prices falling ... but long term export driven confidence

##### NZ: stable production and export portfolio for sheepmeat and beef

- Changing pastoral and political conditions
- Stable export volumes: with China dominating sheepmeat

##### China: Sheepmeat demand and changing meat route-to-market

- Firm sheepmeat demand & imports in spite of lackluster economic growth
- Changing route-to-market for meat

Closing comments & Q&A

##### 16:30 Session concludes

Two days packed with in-depth insights into the latest issues continuing to impact the livestock and meat markets globally. Engage in thought-provoking discussions amongst club members and Gira's team to gain valuable perspectives.

**Gira has over 50 years of experience as an international research & consultancy firm. Renowned for delivering high-quality, objective and neutral analyses in the food industry, Gira has a strong reputation and expertise.**

- Specialist in food market and supply chain dynamics - especially in meat and livestock.
- Strong client relations with numerous 'blue chip' food companies.
- Comprehensive global coverage of the meat and dairy sectors, with selective detail in strategy and marketing analysis but also for other sectors of the food market.

**Gira is highly cost-effective:**

- Experienced staff network with unique geographic, sectoral, and process skill mix, who work year-round in the sector.
- Extensive global network, providing up-to-date insight on key issues in the market.
- Long-term experience of key events, and how the various components within the industry interact and evolve.

**Gira is flexible, offering a range of client services across three main 'streams':**

- Published research** - Uniquely detailed, on key current topics, with costs shared among a 'syndicate' of clients.
- Management & strategy consultancy** - tailored to individual client needs, with a strong emphasis on the food & agribusiness sector. Highly confidential to the client.
- Conference speakers** - Gira's experts regularly speak at various events worldwide, from board meetings and think tanks to industry gatherings, sharing valuable insights on the ever-changing environment.



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