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IMS World Meat Congress 2023 - don't miss out!

*Your company and/or members are facing many challenges at the moment. How will the IMS World Meat Congress (**www.WMC2023maastricht.com**) address these challenges? And how can you and/or your members benefit from it?*

Consumers wonder whether eating meat affects their health. And whether they save the planet if they eat less meat. They are also concerned about the welfare of animals in livestock farming. Politicians try to discourage the production and consumption of meat. The legislative framework for livestock farming and meat production is becoming stricter. Meanwhile production costs are rising, and it is increasingly difficult to find good employees.

All these challenges will be addressed at the World Meat Congress 2023. Experts from all over the world give their vision and share their knowledge with you. Below you will find three appealing examples:

Meat is healthy food

Professor Luc van Loon is a world-leading scientist. He is professor of Nutrition and Exercise at the Academic Hospital of Maastricht University. And connected to the universities of Melbourne and Brussels. Professor Van Loon studies the effects of meat protein in relation to vegetable protein in the human diet. He will present his new research results. These show a clear positive relationship between the protein source in the diet and the muscle buildup of men. Van Loon presents his scientific evidence at the World Meat Congress in Maastricht. Fun fact: Luc was also involved in the group of scientists who advised professional cyclist Tom Dumoulin when he won the Giro d'Italia.

Reducing global warming

Jason Clay, Vice President of the World Wildlife Fund, presents his strategy to reduce global warming. Global warming is both a challenge and an opportunity for the meat sector. The WWF wants to tackle global warming in collaboration with the meat sector worldwide. Together we develop sustainable meat supply chains.

Jason Clay is keynote speaker in a key session at the World Meat Congress. A session in which we discuss our ambitions to reduce global warming. And new, scientifically based strategies to achieve that. We show how smart and sustainable choices throughout the entire production chain already ensure that the CO2 footprint of pork and beef has been reduced enormously. One of the preconditions is effective cooperation throughout the supply chain. Don't miss this opportunity and become a participant in the natural and sustainable path to CO2-neutral meat!

Animal welfare, market and society

Gemma Willemsen of animal welfare NGO 'Eurogroup for Animals' talks about the intensive cooperation between NGOs and meat producers. By developing standards and labels together, we can better sell meat with higher levels of animal welfare. Gemma Willemsen elaborates on the opportunities this offers for humans and animals. She also explains how companies and NGOs can work together successfully on improving animal welfare.

Other speakers in the same session also give their views on the preconditions for successful collaboration and broad acceptance of products with more animal welfare in the market. For example, companies must work together to protect the investments of those who are willing to invest in more animal welfare. Several markets already show a substantial market share (>50%) in meat with more animal welfare. That is the result of effective cooperation between NGOs and companies.

Chinese market

The optimal valorization of all the meat cuts is one of the prevailing challenges the global meat society encounters. For this, meat producers benefit from the global cultural culinary differences. The Chinese market is often especially important for the cuts that are in limited demand on the

producers' home markets.

Gaining access to the Chinese market is one key factor. Retaining access is another. Particularly in light of the global animal health situation, more specifically the African Swine Fever situation. And what about the impact of the recent global pandemic and the various ambitions for food security and food autonomy in the different parts of the world? How is China addressing these issues?

A distinguished speaker from Chinese industry, Mr Chen Wei, Vice President of the Chinese Meat Association, will share China's views with the audience. This will provide you some interesting pieces for the 'Chinese puzzle '.

You should not miss out! Make sure you join us in Maastricht! The full program and more information can be found at www.WMC2023maastricht.com

Laurens Hoedemaker
Chairman Central Organization for the Meat Sector
Chairman Association for the Dutch Meat Products Industry
IMS Executive Council

OECD-FAO Outlook 2023-2032

Cautious optimism for livestock markets but heightened risk and uncertainty.

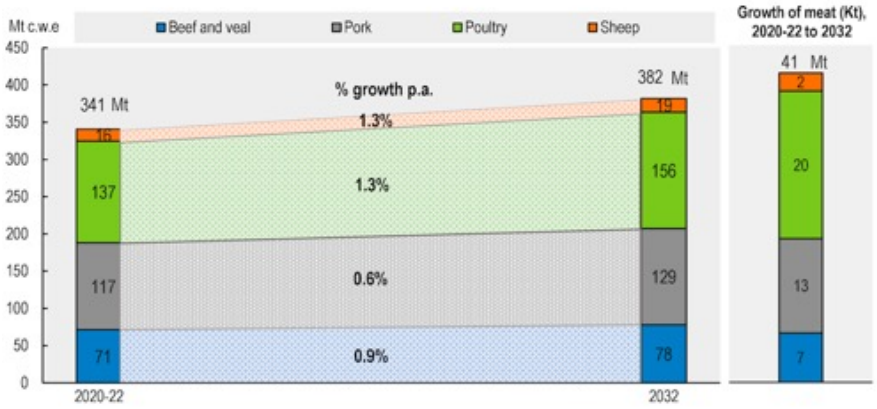
This year's *OECD-FAO Agricultural Outlook 2023-2032* raises concerns about global food security following recent surges in agricultural input prices experienced over the last two years. Nevertheless, there are reasons to be optimistic if the potential for increased productivity is realized, but this does require a favorable policy environment.

While the impacts of the global COVID-19 pandemic have been largely factored into agricultural markets, the Ukraine-Russia war continues to disrupt and create uncertainty. Moreover, the lack of progress in multilateral trade negotiations, increasing protectionist policy stance in many countries, and impacts of diseases and climate change or extreme weather events, heighten these concerns.

According to the *Outlook*, annual projected growth of 1.3% in **livestock production** will mainly result from improvements in animal productivity, more efficient herd management and higher feed intensity. Upper middle-income countries will drive the growth in global meat production.

Poultry is projected to account for about half of the global growth in meat production due to sustained profitability and

Growth of meat production by meat type, 2020-22 to 2032



favourable meat-to-feed price ratios. Pig meat production is still recovering from the outbreak of African Swine Fever in East Asia but is projected to resume a pre-crisis growth path in a few years. The various outbreaks have highlighted the need to implement a comprehensive policy approach that combines biosecurity measures, surveillance, compensation, import/export regulations, and the development of a vaccination programme to successfully control and recover from ASF.

Analysis using the Aglink-Cosimo model shows that a 10% increase in fertiliser prices is estimated to lead to a 2% increase in agricultural commodity prices while GHG emissions from agriculture are expected to increase by 7.5 percent to 2032, less than half the projected output growth - indicating a significant fall in the carbon intensity of agricultural production. This is good news as the livestock sector is the driver of these gains and accounts for an important share of total agriculture emissions.

Global **food consumption** is projected to increase by 1.3% annually, a lower pace than the previous decade due to a slowdown in population and per capita income growth.The *Outlook* expects downward pressure on the growth of meat demand amid high and rising consumer costs and weak income growth. It is expected that global average per capita demand for meat will increase by 2% (0.7 kg/year/person) from the 2020-2022 base period to 2032.

Meat consumption patterns in most high-income countries - which currently represent 33% of total meat consumption for 16% of the global population - have started to stagnate, with changes mostly based on the type and quality of meat consumed. Growth will be generated primarily from low- and middle-income countries. Worldwide, poultry, pigmeat, beef, and sheepmeat consumption is projected to grow 15%, 11%, 10%, and 15% respectively by 2032.

Poultry meat is expected to account for 41% of the protein consumed from all meat sources in 2032, followed by pig, bovine and ovine meat. Globally, there is a growing trend among consumers to become increasingly sensitive to animal welfare, environmental and health concerns, and poultry is estimated to have the lowest carbon footprint.

In middle-income countries, where economic growth, urbanization, and the growth of the fast-food industry progresses, more significant changes in consumer meat choices are anticipated. In low-income countries, high population growth is expected to remain the key driver of higher meat consumption, although per capita meat consumption is only 15% of the average in high-income countries.

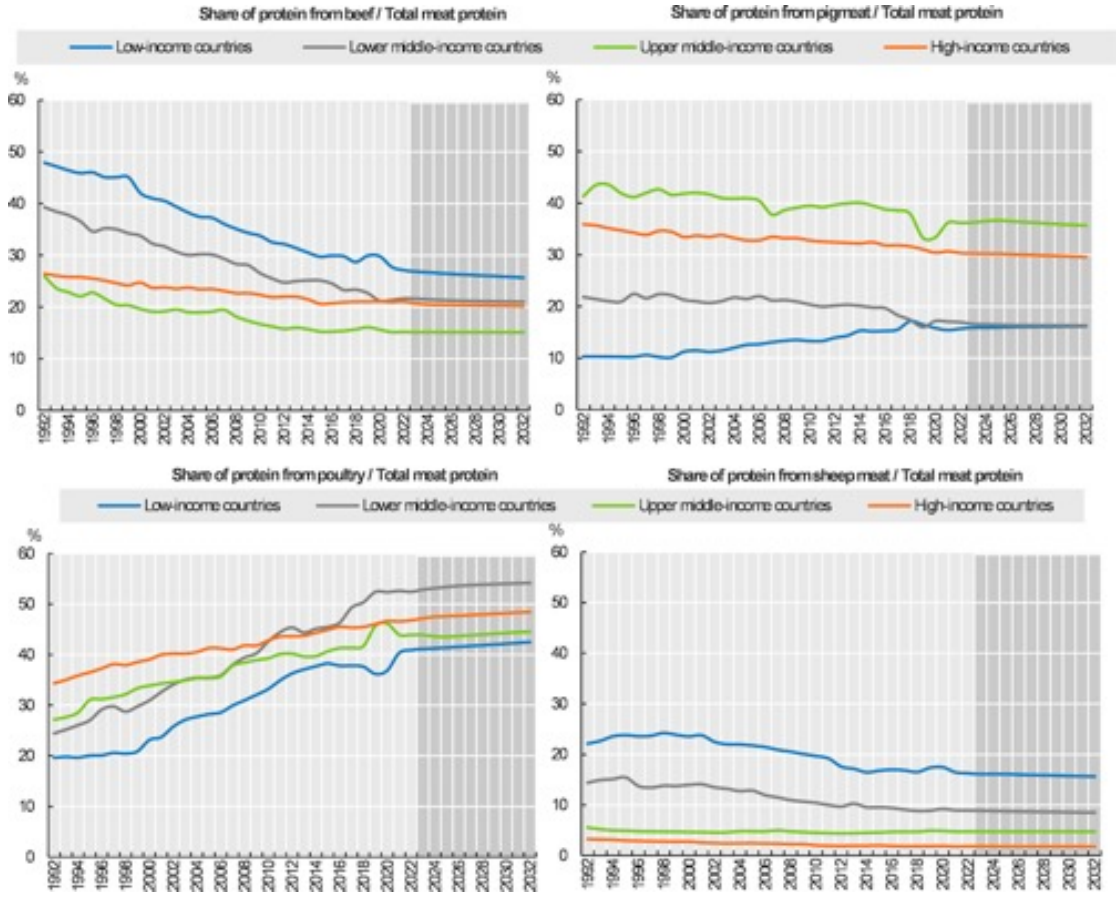
Global meat **trade** will likely be dominated by the ongoing reduction in China's meat imports but is expected to be offset by a growing demand from middle-income countries in Asia that shift toward diets that include higher shares of animal products, and from low-income countries with high population growth.

On the other hand, rising domestic production in several other countries including Iran, Russia, Saudi Arabia, South Africa, Viet Nam, and in Latin America, is likely to dampen the growth of their meat imports in the medium term. As a result, the global meat trade will expand by only 0.7% p.a., much slower than in the last decade.

Global meat exports are projected to rise 3% by 2032 from the base period with almost 11% of meat output traded. However, the growth in the meat trade is projected to decelerate compared to the past decade. Developed countries are expected to account for more than half (55%) of global meat exports by 2032, a share which is 3% point lower than in the base period. However, the share of Brazil and the United States, each representing 20%, will remain stable over the projection period.

Australia and Turkey are expected to record the most

Share of proteins for each meat type in total meat protein consumption



significant increase in world meat exports globally, benefiting from a favourable exchange rate and ample feed grain availability. Other traditional exporting countries, such as Argentina, Paraguay, and Thailand, are also expected to contribute to the increase in the global meat trade. On the other hand, the European Union export share will decline from 18% in the base year to 15% in 2032.

The most significant growth in import demand originates from Africa, which will account for the 78% of additional imports of all meat types. Asia, excluding China, is another fast-growing meat importing region. While Chinese meat imports remain high in the early part of the projection period, a gradual decline is projected as pigmeat production recovers from the ASF outbreak. In terms of composition, poultry will account for two third of the additional meat imports, bringing its share of total meat imports to 40% by 2032.

Australia and New Zealand will continue to lead global sheepmeat markets. Australia is expected to increase lamb exports (of higher value) to high end restaurants at the expense of mutton, while in New Zealand, exports will slowly decline as land use shifts from sheep farming. The main source of higher import demand is the increase in middle-class consumers in the Middle East.

While nominal meat **prices** remain high, they are anticipated to be soften in 2023 and continue to decline modestly in real terms over the next decade with weaker demand, lower feed costs in real terms, and ongoing productivity growth. As feed prices decrease and consumer spending on meat recovers in middle-income countries, particularly for poultry and pigmeat, overall meat prices will return to their long-term trend levels.

However, demand growth for red meat products, particularly in middle-income countries, combined with lower productivity gains, will keep their prices in real terms relatively more expensive over the outlook period.

There are growing concerns in some countries about the **environmental impact** of ruminant production, which is perceived as a significant contributor to greenhouse gas emissions as is deforestation caused by land-use changes for grazing and feed production (even though pasture-based production of beef and sheepmeat is part of a renewable carbon cycle). As noted above, many consumers have chosen to reduce their beef consumption in favour of poultry meat which has an estimated smaller environmental footprint.

North America and Oceania, which historically have strongly preferred beef, are expected to see the most significant decrease in per capita consumption. In contrast, China, the world's second-largest beef consumer although relatively low in per capita terms, is projected to see a further increase in per capita consumption by 2032, partly due to increasing meat demand by a growing middle class.

Looking beyond the medium term into the longer term, demographic trends, human health, animal welfare, and environmental concerns may negatively impact meat consumption. Efforts to reduce **food loss and waste**, could also lead to a reduction in meat consumption and production. For example, in the European Union, 23% of production in the meat sector, taken together at all stages of the food chain, is estimated to be lost and wasted.

Various measures have been adopted including promoting dietary solutions to reduce meat consumption and technological improvements, product

World reference prices for meat - rising in nominal, but falling in real terms



Animal diseases around the world

(January to March 2023)



innovation, or the development of more differentiated sales channels to increase the value of different meat parts including their non-edible portions. Such measures can lead to higher efficiency but reduce the need for more animal production to meet the increasing demand for meat, thus addressing both demand and sustainability issues.

Animal disease outbreaks are widespread globally (see map above) and create significant risks in the meat sector. African Swine Fever and Avian Influenza have disrupted supply chains and resulted in the culling of large numbers of animals. These outbreaks have also led to trade restrictions and reduced demand for meat products due to public health concerns. The uncertainties related to animal diseases highlight the importance of collaboration between government and industry stakeholders in investing in biosecurity measures and effective treatments to ensure sustainability.

The livestock and meat sector often face severe economic impacts due to disease outbreaks. These disruptions have socio-economic costs, depending on the country and situation, including the loss of export markets, and reduced imports.

The *Outlook* projections generally assume integrated global markets. In this respect, it is assumed that price shocks are transmitted spatially across borders. An important exception has been for the global markets of beef due, among other things, to the significance of foot and mouth disease (FMD), which continues to be present in three-quarters of the global livestock population in countries that also account for about three quarters of the world's population.

Segmentation arises from the application of sanitary barriers by countries free from FMD, given their concern for the highly contagious nature of the disease that enables transmission readily via live animals, traded meat, or human movement. In 1927, the United States introduced sanitary legislation banning meat imports from countries where FMD was endemic, leading to the creation of two different beef markets: the Pacific and Atlantic markets.

The Pacific area, free of FMD, experienced gradual expansion, while the Atlantic market, endemic to the disease, produced growing surpluses and was unable to access more wealthy FMD free markets, resulting in significant price differentials between the two zones, to the advantage of the Pacific traders. However, with changing technologies, institutional arrangements and market structures, some

analysts have questioned whether the international bovine and pigmeat markets remain effectively segmented in product flow and price transmission.

The nature of FMD market segmentation has changed considerably over time. First, policy changes, such as status assessments and conditions established by the World Organization for Animal Health, have enabled FMD-free zones within FMD endemic countries adopting mitigation risk measures, allowing trade to occur.

For example, such zoning has allowed Brazil, the world's largest exporter of bovine meat and fourth largest pigmeat exporter, to establish trade with the Pacific market. Vaccines for FMD have also become more widely used in FMD infected countries, enabling tighter disease control and trade, and vaccination strategies have been widely pursued.

Second, from a market structure perspective, some FMD-free countries of the Pacific zone have been shipping large quantities of bovine and pigmeat into the FMD endemic market of the Atlantic zone accounting for up to 30-40% of their total shipments. Such a surplus situation is anticipated to continue for the foreseeable future, implying a considerably stronger connection between the two zones.

Third, evidence of this connection can be seen in the similar trends of prices of the two zones over the past two decades. This year's *Outlook* (which in this respect differs from past editions) assumes a high degree of integration of trade between these zones, as is the case for the other commodities. The assumption is that "the law of one price" applies across the two zones for both bovine and pigmeat.

There is a link from animal diseases to the structure of global meat markets. In recent years the significant decline in pigmeat consumption has been due to the outbreak of African Swine Fever in China, which started in 2018. The resulting modernisation of the supply chain and improved genetics, combined with increasing investment in large-scale production units, will reduce production costs and increase productivity, as well as support a rebound in Chinese consumption.

Wilfrid Legg, Consultant

The Power of Images

The meat industry owes as much to imagery as it does to taste.

Meat in America is marketed, as is in much of the rest of the world, on its taste, tenderness, nutritional value, and its role as a centerpiece of the family table. In the popular imagination, the word "steak" typically conjures a picture of a juicy tenderloin sizzling on the grill, with perhaps roasting corn on the cob just off to the side. Mention "pork roast," and a Sunday dinner at the family table comes to mind. "Lamb chop"? Many see a special holiday meal.

These are all images of tasty food, but in fact the industry owes as much to the imagery of farming, ranching, and livestock as it does to what appears on the plate. For example, consider the word "cowboy." Thanks to a long history of western movies and television shows, the image of the cowboy atop his horse driving a herd of longhorns across a sagebrush vista pretty much defines "the West" as both a real location and as a mythology. Or the word "farmer": there's the hard-working fellow in his overalls feeding his hogs and steering his tractor through his corn field.

The same holds true for photos of livestock. The photo of cattle grazing in a pasture is as iconic as the photo of the cowboy. The photo of a sow nursing her piglets is the photo of contented motherhood. My own personal experience underscores the power of this imagery.

I am the photographer for a historic farm in New Hampshire, and of all the hundreds of photos I've taken of beautiful restored farm buildings, of the lovely main farmhouse, of staff members and visitors, and of the farm's ponds, gardens, fields, and forests, it is invariably my photos of the farm's horses, oxen, hogs, and chickens that receive the most attention. People simply love animals. And ranches and farms certainly have animals.

Wanted: High-Quality Photos of High-Quality Animals

Commercial ranchers and farmers are well aware of the power of such images, and as a result "livestock photography" has become a new and viable sub-genre in the U.S. of agricultural photography. Moreover, it is something virtually anyone on a ranch or farm with decent camera equipment (or a well-equipped cellphone) and a rudimentary knowledge of perspective and subject can accomplish with pleasing results.

"A fast-food restaurant has low to moderate quality food with high-quality pictures of it for marketing. So why would you want low-quality photos of your high-quality animals? Anyone can go snap a picture of your livestock, but livestock photographers know how to get the animal set up and use the right lighting to make that animal look as good as possible," says livestock photographer Chelsee Camblin, who grew up on a cattle ranch in Wyoming, as quoted by Drovers Journal.

According to Drovers, "Chelsee's passion for photography goes back to when she was in the fifth grade. She had the opportunity to take a photography class with a point-and-shoot camera and decided to take pictures of her show steers. She got a new camera when she finished high school and followed her younger siblings around to national shows to take pictures and hone…her skillset. Since then, Chelsee has leveled up her camera game and continues to take pictures of livestock. 'I've tried taking many types of pictures whether it's portraits, families or weddings; but I always keep coming back to livestock," says Camblin."

Googling "livestock photography" brings up hundreds of websites devoted to the craft, from sites presented by professional livestock photographers to camera equipment sellers to galleries of livestock photos. There's even a website called "learnlivestockphotography.com."

The book *Livestock Photography Handbook: A Guide to Picturing Cattle* from 2019 is readily available on Amazon. Or take a look at *Radiant: Farm Animals Up Close and Personal*, also on Amazon. In the words of the Radiant photographer, Traer Scott: "They may not be as outwardly emotive as dogs, as cuddly as cats, but any farmer can tell you that they have just as much personality, even if they're a little less portable and perhaps a mite stinkier."

Advice regarding photographing livestock is plentiful. "If you're shooting cattle, especially if you're photographing bulls, you won't want the 50mm [lens] recommended for puppies," advises – with a bit of obviousness! -- the site "Lenspiration." "The best pictures of single animals have them filling the frame of the shot with their head up looking at 45° or better still, with the animal sideways on, but with their head turned towards the camera. This can be achieved by getting a helper to attract the animal's attention," points out the website "SellMyLivestock."

"A well composed image drives the mind of the person looking at the image towards the subject as well as the scene. Composition helps a photographer to make their image engaging enough so that people share it with others. Always remember that many photographers may take photo of the same scene, but the best photo is that one which has the best composition," notes livestock photographer Ahmed Efaz.

The Power of Imagery

The majority of livestock photography is done for the purposes of selling individual animals (or their potential offspring) and for livestock shows. A smaller subset focuses on ranching and farming – but it is these photos that so often create the imagery the population at large conjures when thinking about farms and ranches. The stock photo supplier Alamy even has an entire category of fee-for-use photos titled "livestock scenery."

The Art.com website has hundreds of wall-art quality photos of cattle for sale. Put "livestock pasture photos" into your search engine and see what comes up – I guarantee you it'll be hundreds if not even thousands of beautiful photos. Every one of them is, in its own way, an advertisement for an industry based on raising livestock. The quality of these photos is not out of reach of the amateur, especially someone who knows livestock well. Remember: A photo of cattle grazing in the shadow of a majestic mountain range, even a photo quickly taken on a cellphone, will say more about quality than a thousand words on a meat label ever could.

Steve Bjerklie, Contributing Editor, *Meat & Poultry* Magazine; correspondent, *The Economist*.