

EU AGRI – FOOD EXPORTS INTERESTS

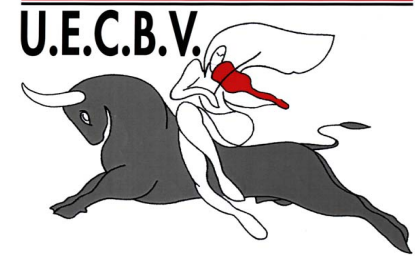
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Scope of the Presentation

- **Products**
 - **Beef**
 - **Pork**

- **Countries**
 - **Ukraine**
 - **Western Balkans (5)**
 - **Mediterranean Countries (9)**
 - **Gulf Cooperation Council Countries (6)**



EU Meat Market: Situation & Perspectives

■ Beef (veal and beef)

⇒ Production is lower than consumption and should stay lower until 2013/2014.

⇒ Exports are decreasing (exports in 2006: 231,000 t), but there are seasonal surpluses and surpluses for some particular cuts.

⇒ Export is a safety belt for the EU beef market.

■ Pork

⇒ The EU is the second world producer and the first exporter (exports in 2006 : 2 million t).

⇒ Production should slightly grow, at least until 2013 and 2014.

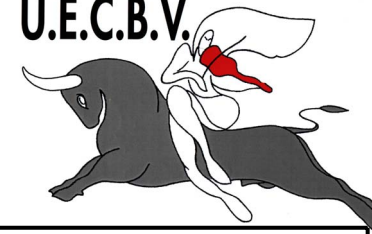
⇒ Export is a key issue for the EU pork market.



Geographical Export Priorities

Strong requirement for an agreement with the
ASEAN countries, China & Japan but also with:

| Europe | Gulf Cooperation Council | Mediterranean Countries |
|--------------------------------------|--|---|
| Ukraine Croatia | Saudi Arabia U.A.E. Bahrain | Egypt Algeria Morocco Israel Tunisia |



Product Export Priorities

| | Live Cattle | Veal | Beef | Pork |
|---------------------|-------------|---------------------|-----------------------------------|--------------------------------------|
| Ukraine | Pure breed | - | - | Carcases/Cuts /processed meat |
| Croatia | - | - | + | + |
| Saudi Arabia | - | + | Cuts | - |
| U.A.E | - | + | Cuts | - |
| Bahrain | - | + | Cuts | - |
| Egypt | - | Est. 20,000t / year | Cuts | - |
| Algeria | Pure breed | - | Carcases Boneless Beef | - |
| Morocco | Pure breed | - | Carcases / BB /minced meat | - |
| Israel | Calves | + | Cuts | - |



Demand : Perspectives

An increase in demand is expected:

- ⇒ Economic growth**
- ⇒ Population growth (Saudi)**
- ⇒ Development of tourism**
- ⇒ Desire for supply options**



Competitive Advantages

- **Long trading tradition / Strong trade contacts**
- **Good reputation of the EU meat**
- **Proximity (fresh products)**
- **High hygiene standards & food safety**



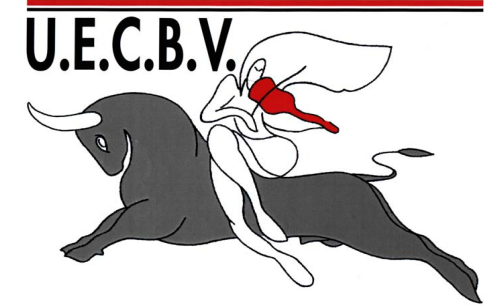
Barriers

1. Tariff barriers: Ukraine/Balkan countries
2. Non tariff barriers:
 - ♦ **Bureaucracy** (import licence issue – Ukraine)
 - ♦ **SPS : key issue**
 - **BSE:**
 - a) Ban against the EU beef: still in place in most of the concerned countries.
 - b) Restrictions: when opened, the countries impose more strict requirements than the O.I.E or UE standards (e.g. age of the cattle testing).
 - The priorities are Egypt (legally opened but technically closed) and Saudi Arabia (the key for access to G.C.C Countries).
 - **Veterinary certification**
 - **Establishment approval procedure**



Suggestions

- **SPS chapter part of any free trade agreement**
- **EU harmonised veterinary certificate – based on EU standards**
- **Maximization of the number of countries that accept the EU beef – Status/Prestige badge**
- **Uniform access conditions**
- **Effective EU promotion funds**
- **Decrease of the costs of production in the EU**
- **EU diplomatic offensive immediately**



Thank you for your attention

Brussels – 25th June 2007