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 immeditely

Thank you for your attention