

# ***EU AGRI – FOOD EXPORTS INTERESTS***

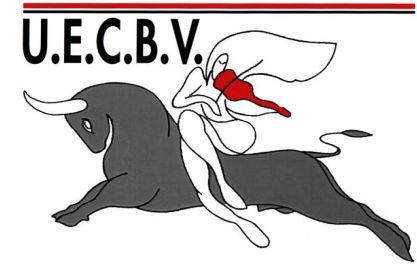
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# Scope of the Presentation

- **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.

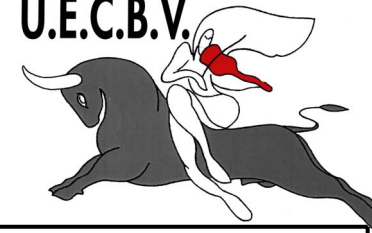
⇒ Export is a key issue for the EU pork market.



# Geographical Export Priorities

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

<b>Europe</b>	<b>Gulf Cooperation Council</b>	<b>Mediterranean Countries</b>
<b>Ukraine</b>  <b>Croatia</b>	<b>Saudi Arabia</b>  <b>U.A.E.</b>  <b>Bahrain</b>	<b>Egypt</b>  <b>Algeria</b>  <b>Morocco</b>  <b>Israel</b>  <b>Tunisia</b>



# Product Export Priorities

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