

INTRODUCTION

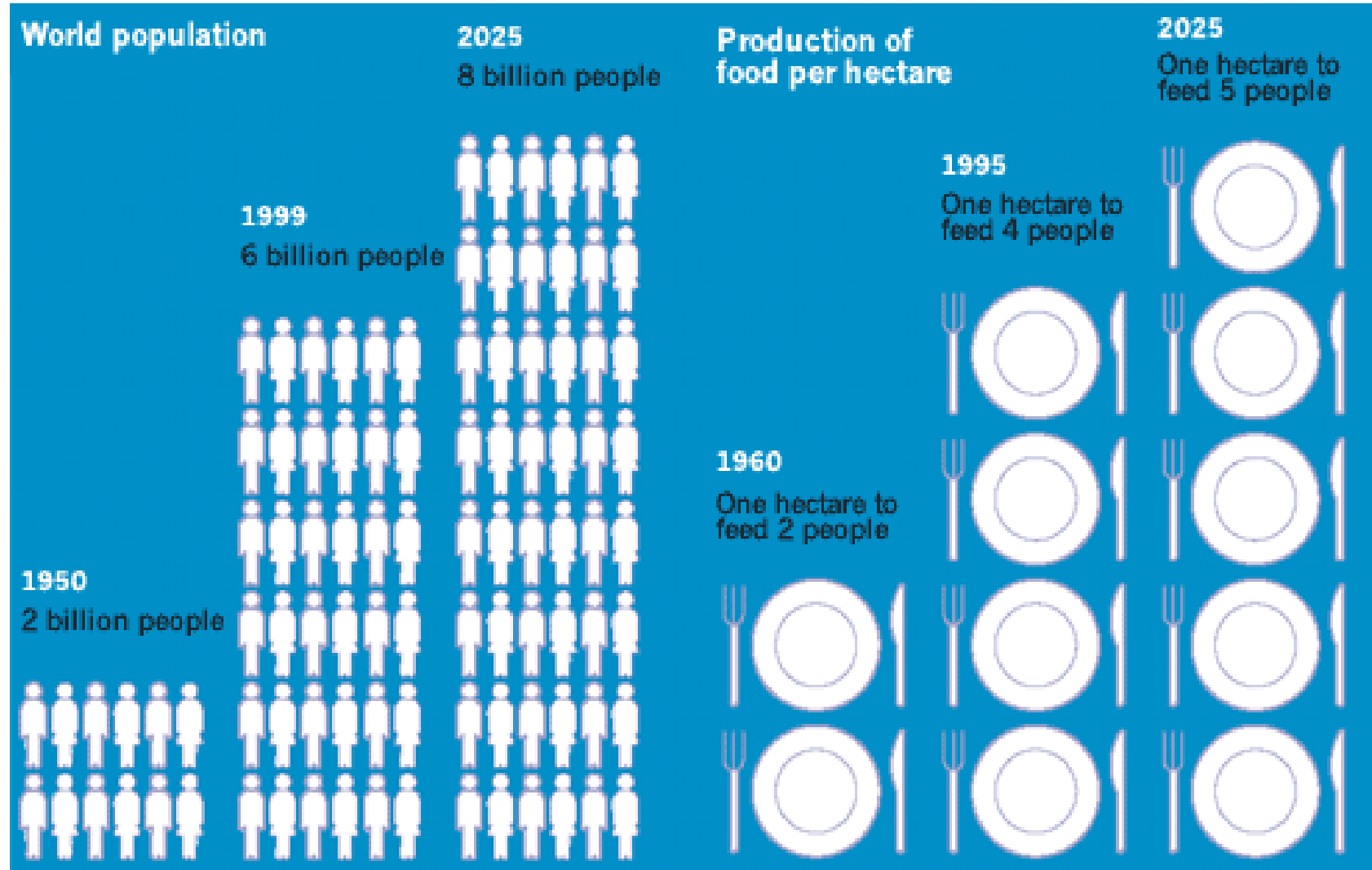
Journée d'étude des productions porcines et avicoles
Moulins de Beez, 25 novembre 2015



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INTERNATIONAL CONTEXT

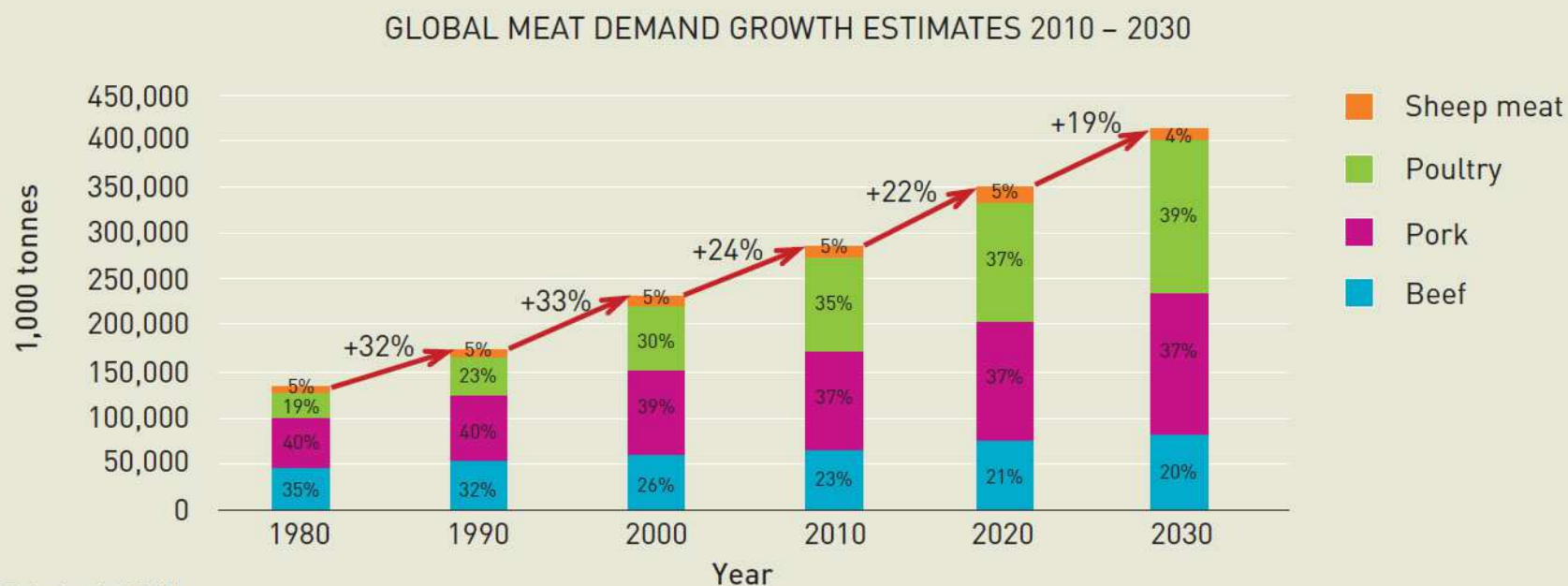
- Growth of world population \uparrow +50% by 2050
 - Economic growth
- } Food demand \uparrow x2



Source: <http://www.syngenta.com/global/corporate/en/products-and-innovation/research-and-development/Pages/why.aspx>

Economic growth

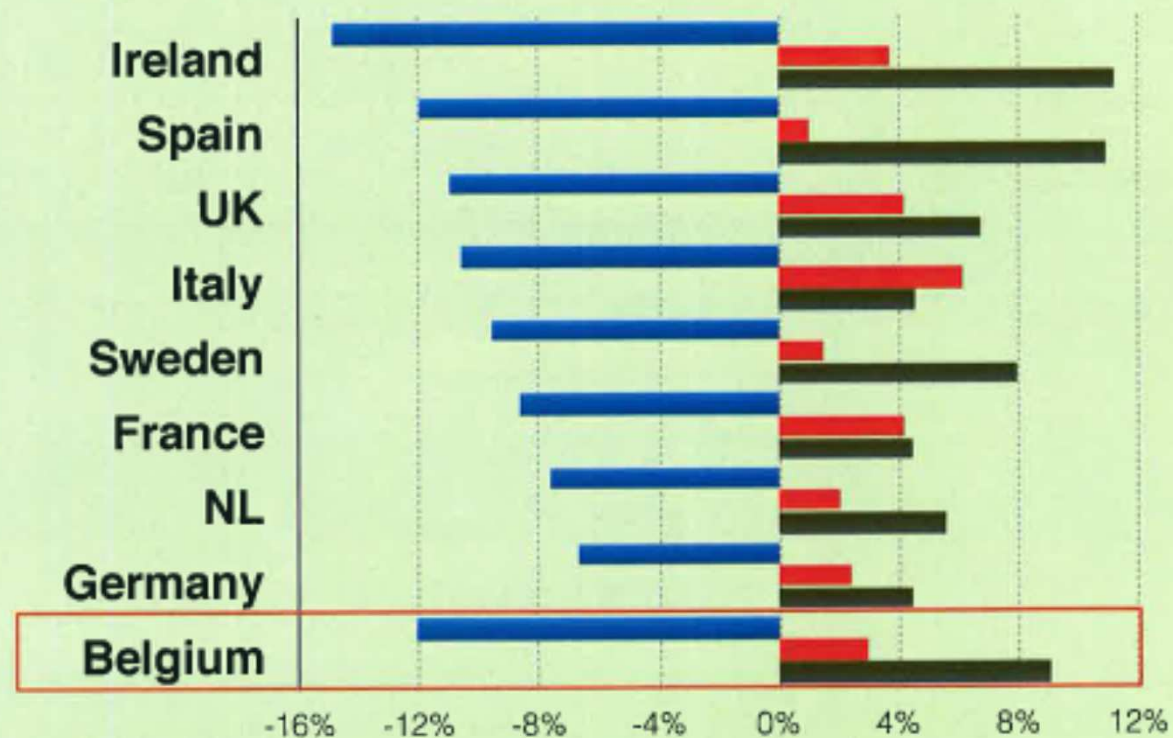
Economic growth → Income ↗ → Meat consumption ↗



Change in part of Jobs

■ Mid ■ Low ■ High

1993-2010 (%)



Source: Goos, Manning, Salomon (2013)

INTERNATIONAL CONTEXT

- Growth of world population \uparrow +50% by 2050
 - Economic growth
- } Food demand \uparrow x2
- Competition \uparrow
 - Globalization
 - BRICS - countries -> MINT

The Megabank Cycle

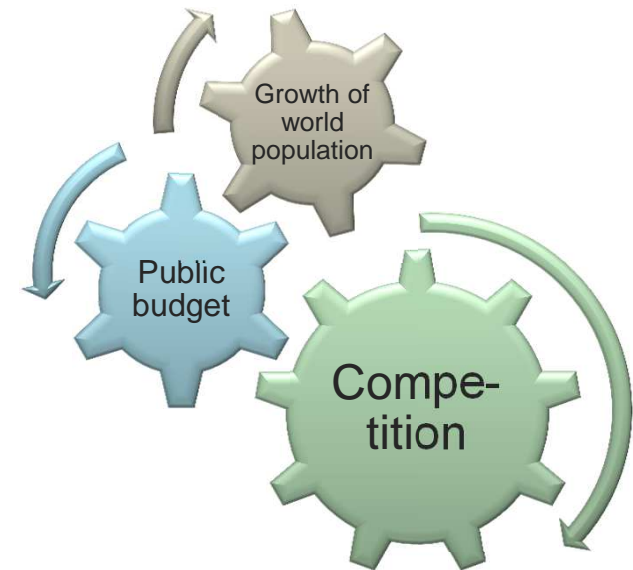






INTERNATIONAL CONTEXT

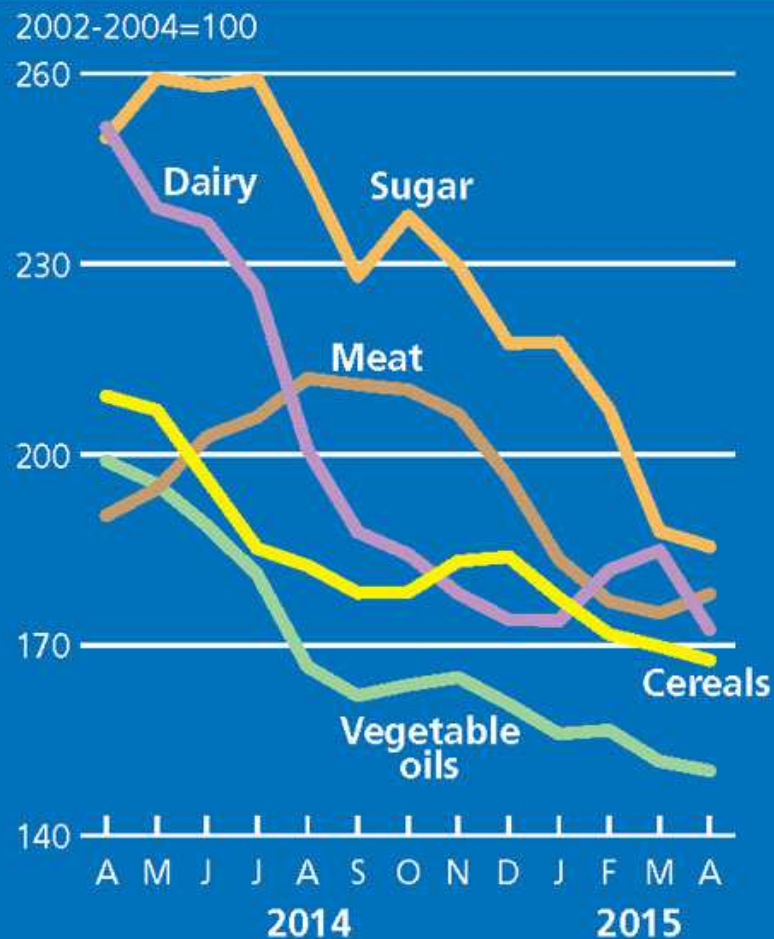
- Growth of world population \uparrow +50% by 2050
 - Economic growth
- } Food demand \uparrow x2
- Competition \uparrow
 - Globalization
 - BRICS - countries -> MINT
 - Public spending
 - In whole EU \downarrow , CAP \downarrow
 - Support of markets and prices \downarrow
 - Volatility \uparrow



FAO Food Price Index

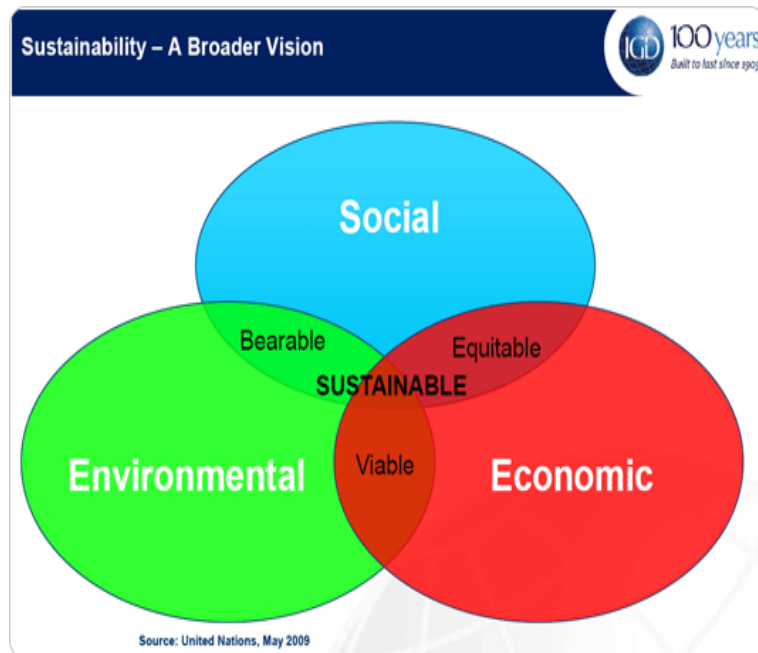


FAO Food Commodity Price Indices



SUSTAINABILITY

Sustainability is a *Hotspot* on the political & commercial agenda, at all chain levels ...

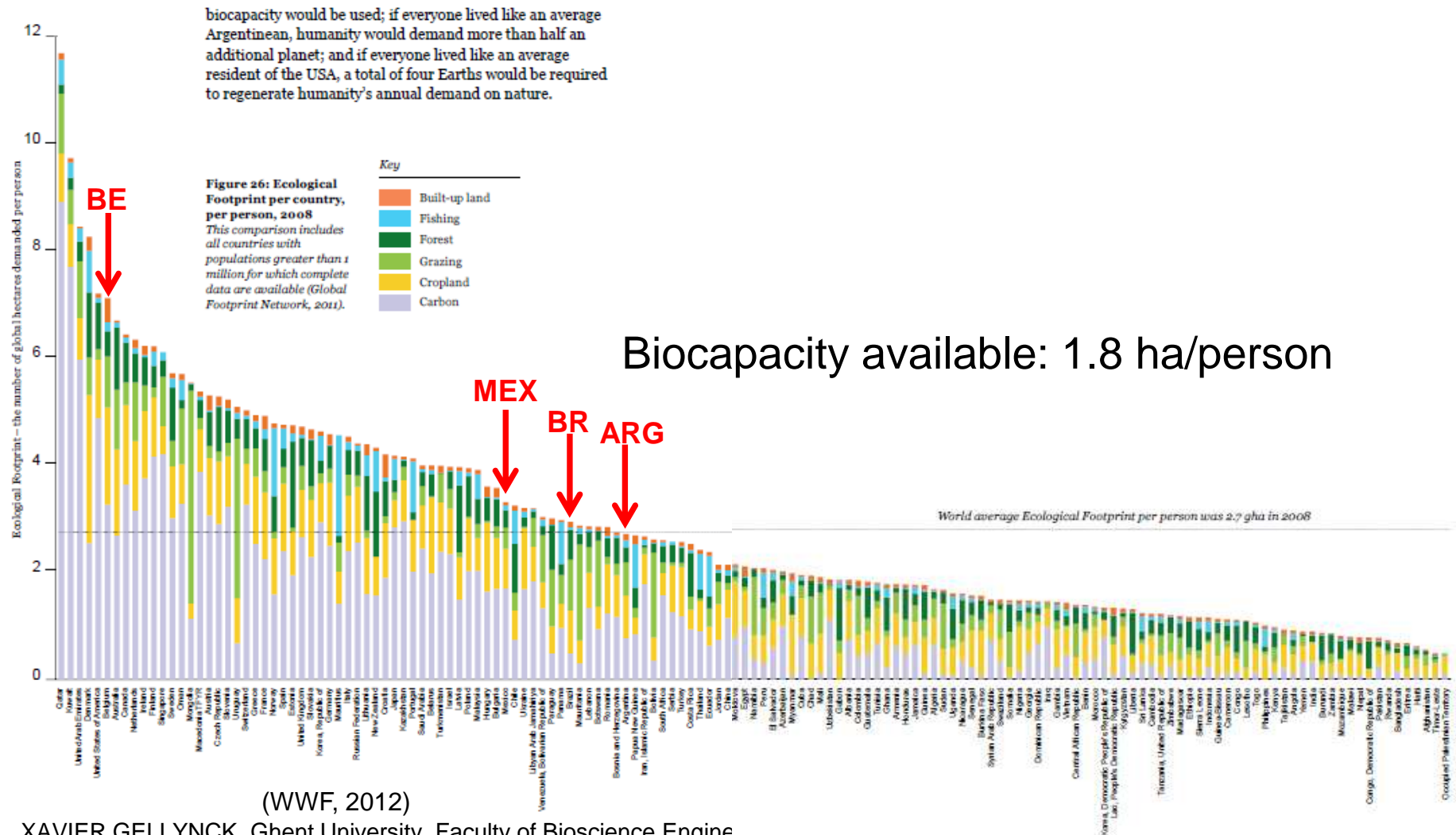


Meat industry

- 
- Carbon footprint (GHG)
 - Environmental responsibility
 - Animal welfare

• Total ecological footprint

- ▶ Worldwide: 2.7 ha/pers Belgium: 7.11 ha/person
- ▶ EU : 4.72 ha/pers Brazil: 2.8 ha/person






INTERNATIONAL TRADE

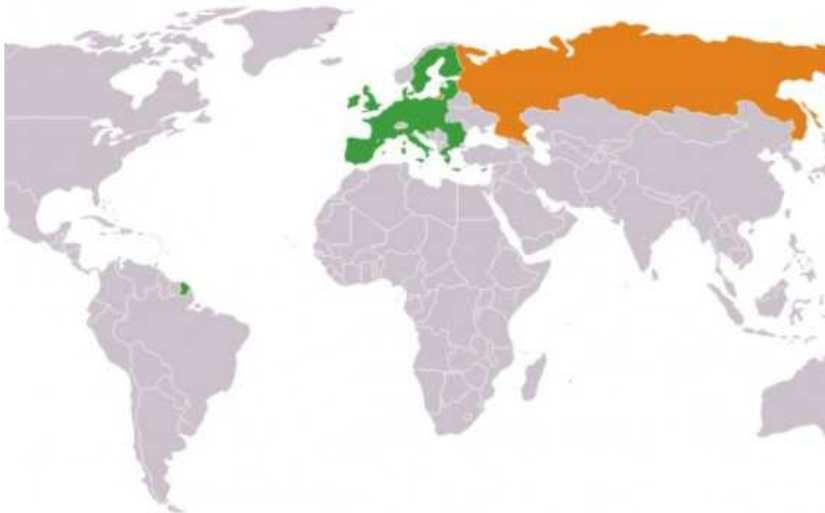
TRADE - 9 JUNE 2015

TTIP : WHAT IS AT STAKE FOR EU AGRICULTURE ?

Europa is dol op Rusland - als handelspartner

25-09-2014 Door: Winny de Jong Bron: OneWorld

REAGEER  Vind ik leuk 8  Tweeten 9    PRINT  STUUR



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06.11.2015 "Handelsverdrag met Japan moet EU-varkensmarkt redden"

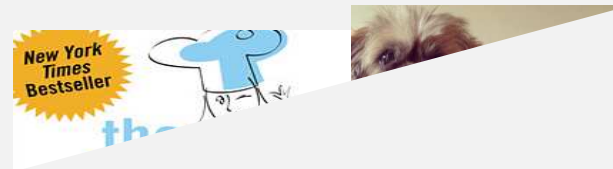


Het Trans Pacific Partnership, een handelsakkoord tussen verschillende Aziatische landen, Canada en de Verenigde Staten, vormt een enorme bedreiging voor de positie van de Europese Unie op de mondiale varkensvleesmarkt. Dat is de overtuiging van het Deense Landbouwministerie, schrijft Boerenbusiness. De Denen, die enorme exportbelangen te verdedigen hebben, zijn dan ook vragende partij om op Europees niveau snel afspraken te maken met Japan, 's werelds grootste importeur van varkensvlees.

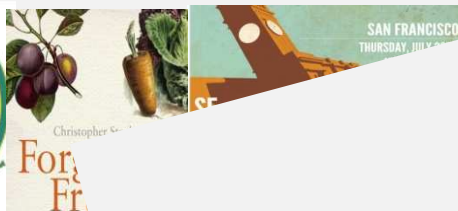
Cocooning



Personalization



Sustainability



Regional



Consumer food Trends

Taste



Health

(safety, medical, functional)

Simplicity



Given the important challenges

- How will technology help?
- What business model might fit?
- How and where to meet the future meat consumer?
- Can productivity still increase?
- How can policy facilitate our business?
- ...

THANK YOU FOR YOUR ATTENTION

