



FHA MEAT CONFERENCE

Presented by Gira Consultancy & Research
30 March 2020, Singapore Expo, 1pm

As we enter 2020 the Asian meat supply chain is facing unprecedented times. The devastating impact of African Swine Fever (ASF) has halved Chinese pork production, leading to a deficit in production in the region of 27 mio tonnes cwe. The impact of this was mixed throughout 2019 as supply of slaughter pigs in China increased in the initial phase, and then fell away as the year progressed. This led to increasingly tight supplies of pork and subsequently other meats as the year progressed, resulting in price spikes, speculation, and supply chain delays.

During this seminar at FHA-Food & Beverage, Gira's team will bring nearly 50 years of experience on global meat markets to bear on the challenges in Asia. Explaining the challenges facing the Asian meat supply chain in 2020, from tight availability and diverted to trade, to shifting demand, emerging consumer challenges, and issues in the major origin countries. The briefing is being positioned to help those working in and alongside the industry make more informed choices in the year ahead.

Visit FHA-Food & Beverage website for more [information](#) or [online reservations](#).
For any enquiries, please email enquiry@foodnhotelasia.com

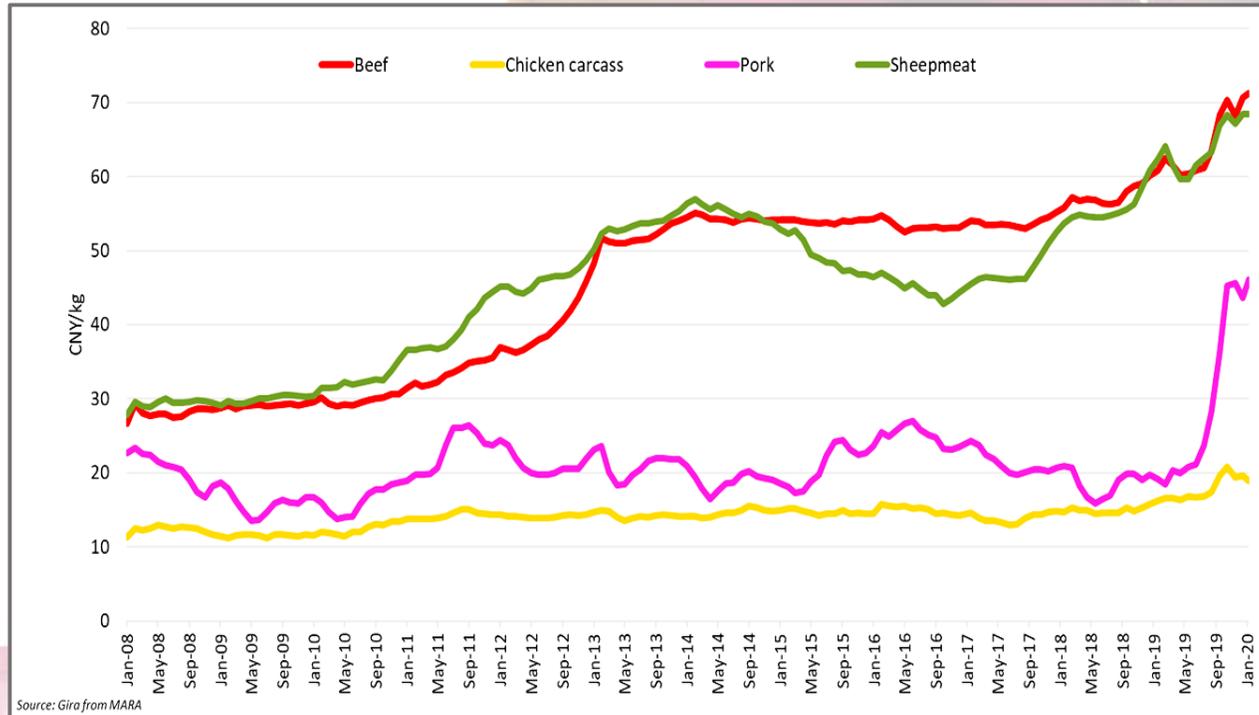
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CHINESE MEAT WHOLESALE PRICES 2008-2020 (MONTHLY)



As ASF became rampant in China, it migrated throughout much of South East Asia, leading to a similar chain of events. This has culminated in short supply of pork, and transference of demand to chicken, fish and other meats.

2020 will be marked by the continued shortage of pork production in Asia, most notably China. The resulting shifts in supply chains as the major global exporters divert trade to China, chasing high prices, effects not just pork but all meat. As a result, rice volatility is likely to be a major factor in 2020, and this will lead to inconsistencies in product, challenges in delivery timings, and ultimately high prices for all meat.

This is against the backdrop of Asia's rapidly evolving meat markets, with consumer tastes developing to look for increased variety, both in the style and type of meal consumption. Increasingly the downstream industry moves away from traditional dishes and the local market into a more global environment. Complimenting this is the ongoing investment in chill chain infrastructure, allowing the movement of chilled meat products to a wider market, as well as supporting a shift in imported meat products from frozen to chilled.

But it should also be noted that there are long term challenges weakening demand. Increased pressure on the negative impacts on the environment and human health of meat consumption are becoming increasingly visible. New meat alternative products appear weekly, competing for market share... the industry has lots to consider!

THE PRESENTERS

Rupert Claxton | Meat Director

Rupert has worked as a strategy consultant in the food sector since joining Gira in 2003, with a high level of specialisation in global meat markets, especially in the developing world. He has a strong understanding of the evolving nature of international meat demand and the supply systems that provide it, as well as their internal organisation.

For the last 16 years Rupert has produced the Asian sector of the annual Gira Meat Club report, and for the last seven, managed the Gira Asian Meat Club. He also helped produce Gira's 2018 Long Term Global Meat report. In the last year he has been actively researching developments in the global pork supply chain as ASF spreads through key markets and the resultant issues for producers and traders.

Rupert's other work recently has included; ongoing research on the impact of ASF, African research on beef, poultry and pork, European studies on the beef and sheep meat industries, processed meat production, meat in retail and global salmon production and trade.

Rupert's personal background in UK farming affords him a balanced outlook on the increasingly globalised meat industry, between the commercial drivers that control the processing industry and the complex cultural heritage that farming has evolved from.

James Caffyn | Senior Consultant

James is a senior strategy consultant with Gira. Whilst working throughout the food and drink industry, he specialises in the animal protein and dairy sectors, and has managed a wide range of strategy and due diligence projects for leading global companies. He operates globally, managing many of Gira's assignments throughout the value chain.

Recent assignments have included work in areas as varied as the restructuring and development of a growth strategy for the European arm of a global packaging company, commercial due diligence on a Russian integrated genetics producer, major international corporate expansion for a European dairy company with a particular focus on EM growth, developing an acquisition-driven growth strategy for a major Brazilian animal protein company, investment strategy development for a Middle Eastern Sovereign wealth fund, strategy formulation for a global feed company and market entrance opportunities for a US FMCG company across a wide range of emerging markets.

James features regularly on panels and as a speaker at conferences around the world covering a range of subjects through the food sector.