

An eye on the chain

Meat



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The Netherlands has a competitive position in the production and export of meat. However, the chain is also under pressure; imports of meat from countries such as Brazil compel companies to search for niche markets. Gains are, in particular, to be made in the fresh-produce sector. Collaboration and innovation enhance the chain's competitive position. The Department of Trade and Industry encourages the meat chain to conduct business in accordance with the prevailing (inter)national trading standards. Trade and Industry is familiar with the chain, identifies and places relevant items on the agenda, and maintains a comprehensive network.

The chain

The meat chain extends from the animal feed, genetics/breeding, multiplication, hatchery (poultry), farm and slaughterhouse sectors to the processing industry and the wholesale and retail sectors. The pork, beef, veal and poultry (inclusive of eggs) sectors are determinant for the chain, whereby each sector differs greatly in its structure and nature. However, all sectors are characterized by their intensive collaboration and attention to quality and food safety. A good example of this attention to quality and food safety is the Integrated Chain Management Guidelines (IKB) developed by the Livestock, Meat and Eggs Marketing Board (PVE) to provide guarantees for the quality, origins and production of meat. Some 90% of the sector participates in the IKB.

Trade and Industry's specific role

The Ministry of Agriculture, Nature and Food Quality (LNV) encourages collaboration within the chain. Trade and Industry focuses on the processing segment, whereby the Department acts as a link between the primary and retail sectors. Trade and Industry also devotes attention to the international trade dimensions.

Encouragement of innovation

Trade and Industry focuses on innovation within the chain, collaboration in the chain, and support in the development of solutions for problems caused by regulations that impede the sector's operations. Trade and Industry usually adopts a facilitating – and, on occasion – directing role. Successful examples of this approach are the *Heuvellandvarken* pig regional product and the introduction and marketing of a slow-growing broiler (farm chicken). In addition, Trade and Industry also promotes the chain's joint conclusion of energy agreements.

Mediation

Dutch meat is sold all over the world; in addition, Dutch pig and poultry genetics also rank amongst the world's top. In so doing Dutch companies have acquired an excellent reputation in the international market. Trade and Industry can assist in the combination of knowledge, and provides support to the internationalization of the companies. The Veterinary Export Policy (VEX) contributes to the elimination barriers to exports to countries outside the European Union. Trade and Industry can bring veterinary marketing-access issues to the attention of the Dutch Chief Veterinary Officer.

Network

Trade and Industry is fully integrated in the network. Regular consultations are held with the PVE, the Animal Feed Marketing Board (PDV), the Food and Consumer Product Safety Authority (VWA), the Veterinary Information Point (VIP), the trade associations, and the business community. In addition, Trade and Industry also has close ties with Wageningen UR, other LNV departments, ministries, various European consultative bodies, and LNV agencies outside the Netherlands.

Key words for the chain

- attention to transparent and sustainable entrepreneurship
- innovative
- increases of scale amongst the processors
- geographical concentration
- threats: the environment, cost price, and veterinary risks
- focus on fresh meat
- family companies
- narrow margins

Key figures

- In 2005 the gross domestic production of Dutch livestock and meat was 2.7 million tonnes. 9.1 billion eggs were produced.
- In 2005 the export value of livestock, meat and eggs amounted to 5.8 billion euros.
- In 2005 the per capita consumption of meat in the Netherlands was 85.9 kg.

Related fact sheets from the portfolio of the Department of Trade and Industry

- Bilateral Economic Co-operation (BES)
- Knowledge and Innovation
- Corporate Social Responsibility
- Long-term Energy-Efficiency Agreements
- Multilateral Consultation
- Transparency and ICT
- Veterinary Export Policy (VEX)

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