

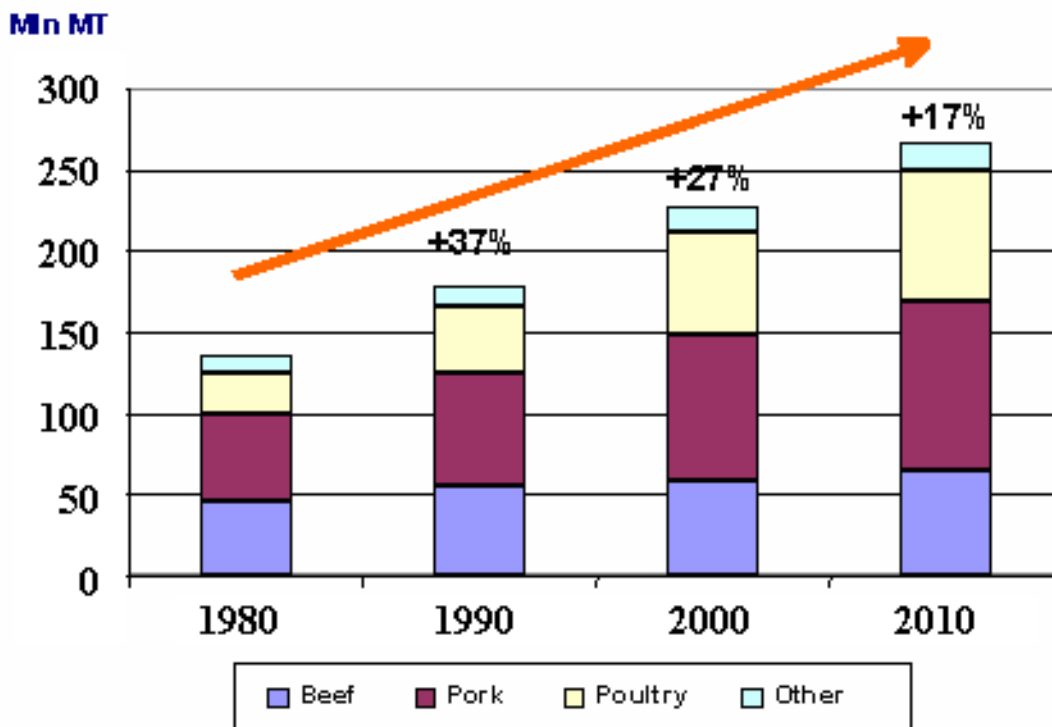
Global Perspective on Integrated Pork Production

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The growing world population and an increase in per capita meat consumption world-wide are leading to an increase in global meat consumption, including pork (Figure 1).

Figure 1 - The World Market Demand for Meat (Rabo N.D. Mulder, Projection Fapri 2001, FAO).



North America is one of the main production areas for pork (Table 1). Production is growing in most regions, including Canada and the USA, but especially where labour and feed costs are advantageous, and where there is land available for manure. Examples are South America and the new EU member countries. North America and Brazil show the greatest increases in pork exports.

Table 1. Pork Production per Country in 2003 (million tons)

Country	Pork Production
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China	43.46
USA	8.93
Germany	4.12
Spain	3.20
Brazil	2.60
France	2.35
Poland	2.20
Canada	1.91
Vietnam	1.80
Denmark	1.76

The cost of production on different continents is shown in Table 2. Welfare and environmental issues will increase production costs in Brazil, USA and Canada in the future.

Table 2. Cost Price in Euro per kg Slaughter Weight

Country	Cost price
Brazil	0.99
Canada	1.13
USA	1.15
Poland	1.18
Netherlands	1.30
China	1.35

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Western Europe has about 3.2 million swine operations serving 160 million consumers. The Western Europe market is characterized by:

- Change from production oriented to market oriented
- Critical consumers with wishes concerning production methods
- Large market consisting of consumers with a relatively high income
- High production costs compared to other areas.

Markets are changing from production to market oriented, requiring consideration of consumer wishes and requirements. The keys for the successful production of pork are:

- Food safety
- Quality assurance and transparency
- Sustainability in production
- Variety of products which are easy to prepare

Different supply chains, continuously modified to suit market demands, are needed to supply the variety of products needed. Optimization of the supply chain (breeding, feeding, husbandry, and processing) and specialization of the processing plants further improve product quality for each market segment (bacon, industry, retail, and food service). The five basic items which may affect the supply chain are:

- Food safety
- Quality
- Production circumstances
- Cost price
- Information

The importance of prepacking, processing, fresh products and supply chain management will increase in the future. In order to differentiate “in the EU” from “non-EU” pork producers, we have to stay close to the consumer and focus on the aforementioned aspects.

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