

Irish Beef Review and Outlook 2024/25

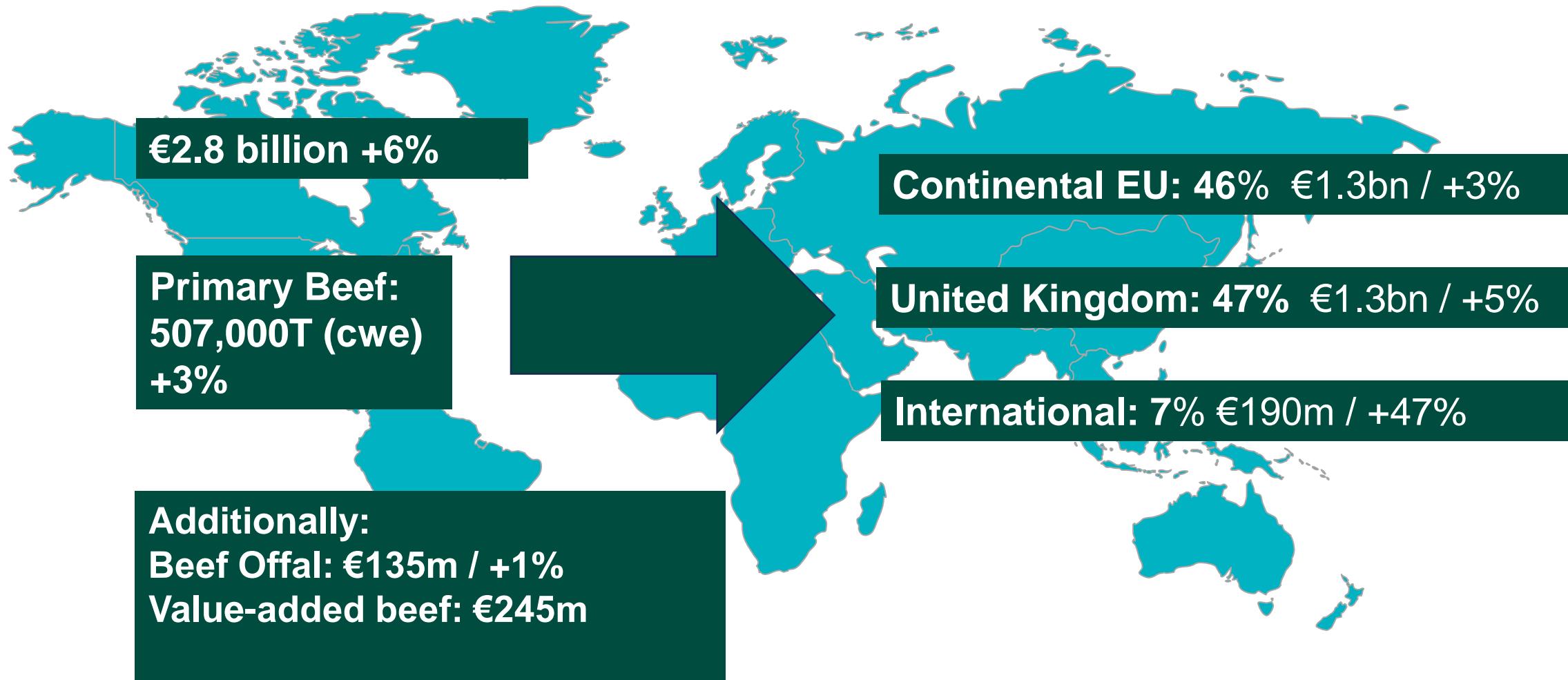
Mark Zieg

January 17th 2025

BORD BIA
IRISH FOOD BOARD



Irish beef exports 2024



Key Irish Beef Markets 2024

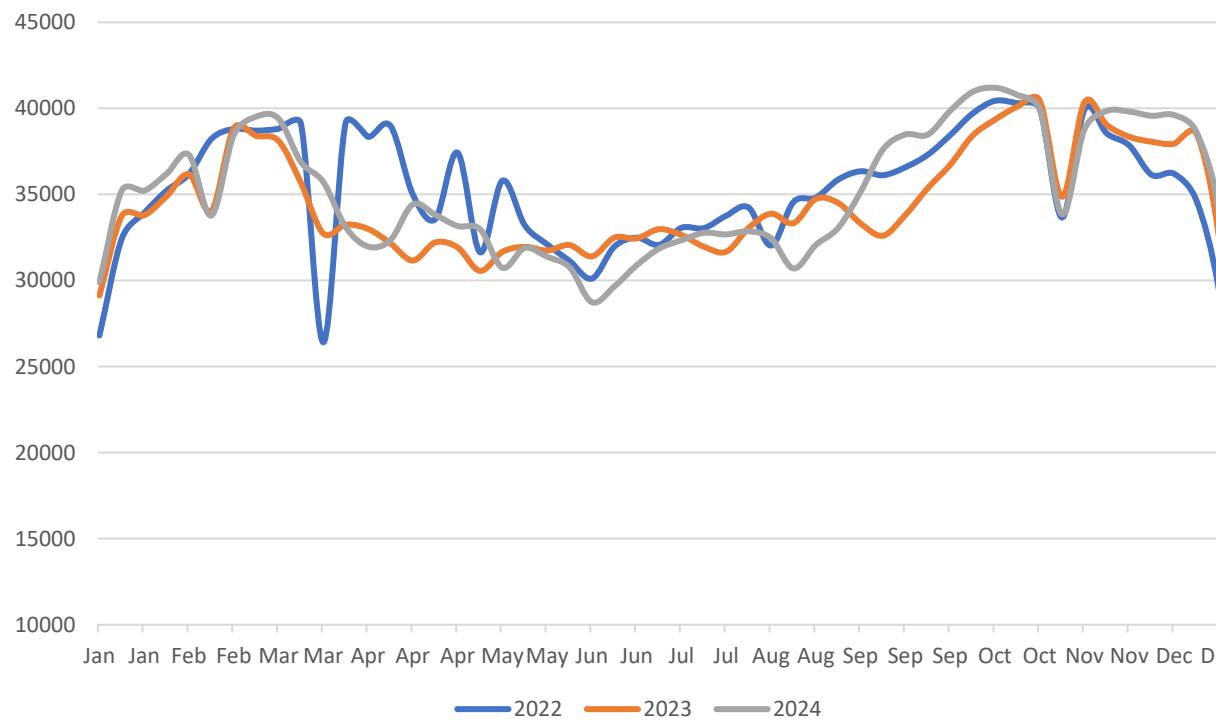


Exports to:	Value (million €)		% Change	
UK	1,050		+3	
France	300		-5	
Belgium	64		-8	
Germany	134		--	
Italy	228		-2	
Netherlands	232		12	
Spain	53		3	
Sweden	112		2	
US	13	11	197	14
Canada	22		97	
China	10		-50	
Hong Kong	16	5	27	-9
Philippines	29		33	
Japan	13	14	135	5

Bord Bia based on CSO
Red box refers to offals

Irish Weekly Cattle Throughput

Weekly total cattle kill in DAFM approved plants 2022-2024

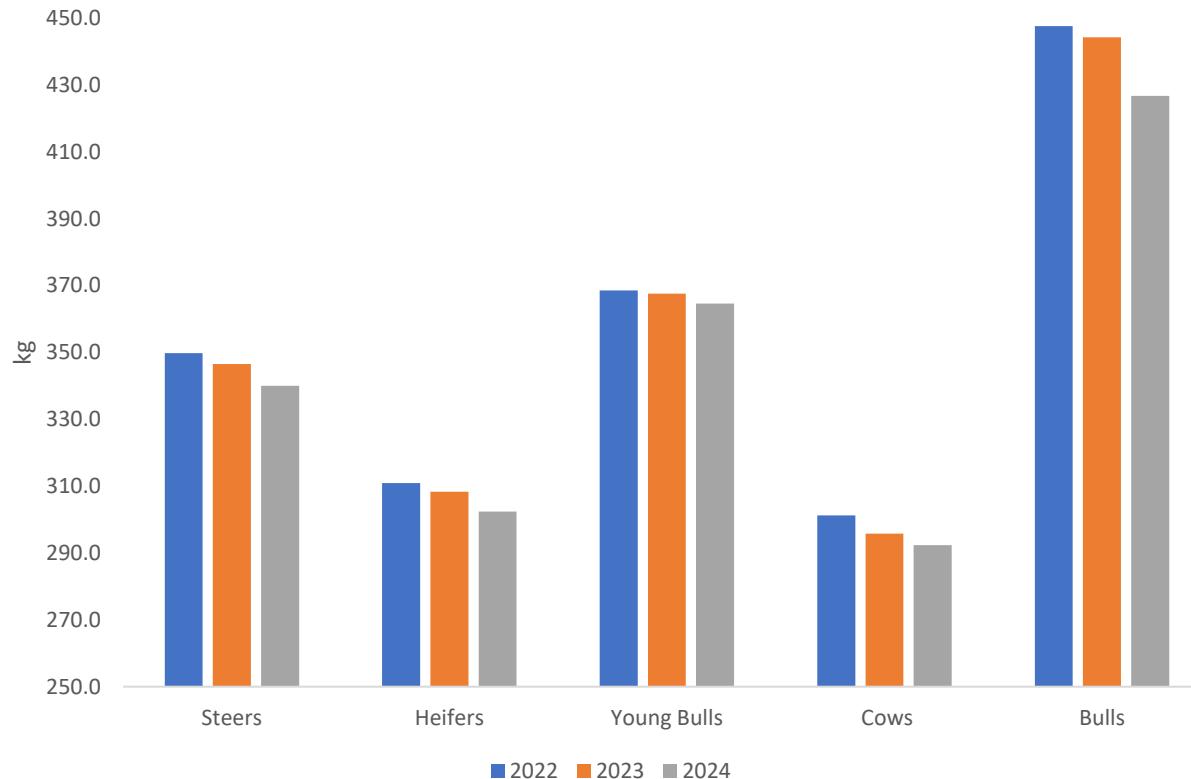


	2023	2024	Change	%Change
Total	1,781,783	1,804,639	+22,856	+1%
Prime	1,303,512	1,306,080	+2,568	0%
Cows	418,271	447,552	+29,281	+7%
Other	60,000	51,007	-8,993	-18%

Data up to w/e 27 December 2024: Source DAFM

Carcase Weights

Average carcase weight by category Jan-Dec 2022/24



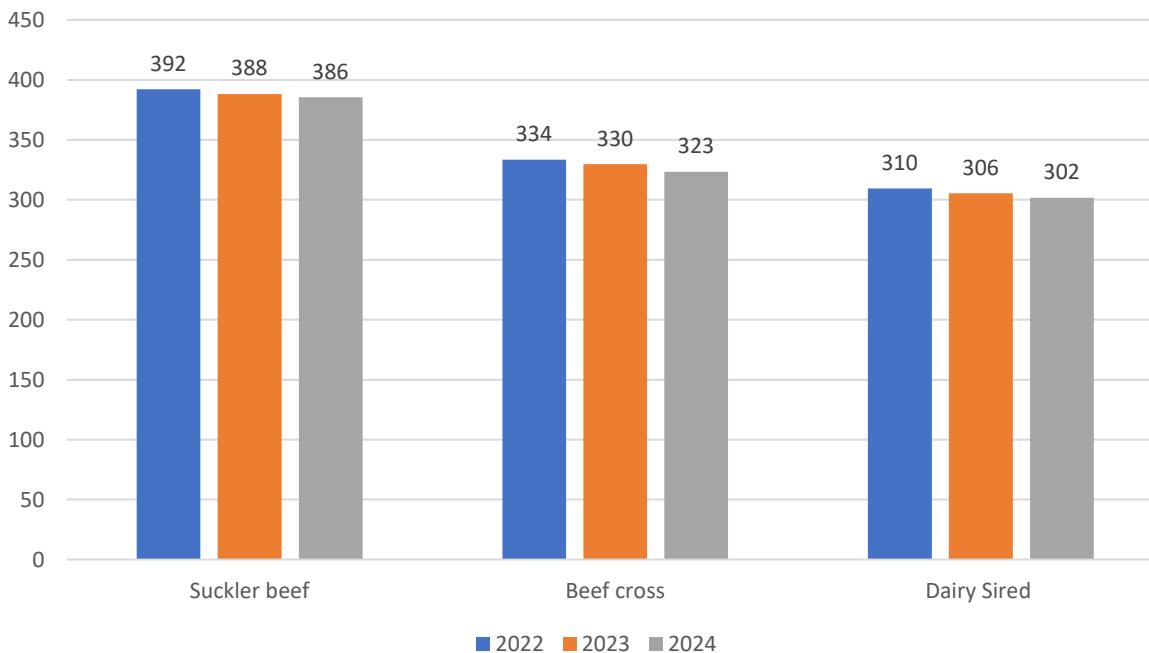
(kg)	Steers	Heifers	Young Bulls	Cows	Bulls
2023	345.8	307.5	366.7	294.7	444.9
2024	339.5	301.5	364.1	291.2	428.8
Change	-6.3	-6.0	-2.6	-3.4	-16.1

- Lower carcase weights due to younger slaughter ages and growing dairy influence
- Higher proportion of dairy cow throughput-reflected in lower carcase weights

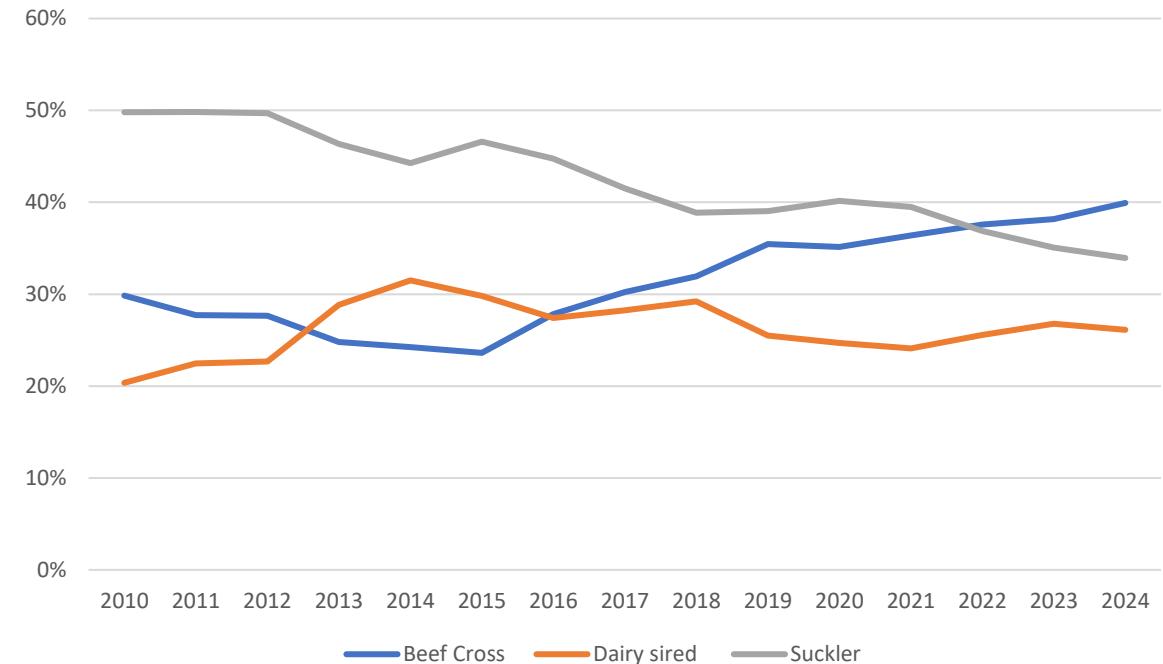
Source: DAFM/CSO

Carcase Weights by Source

Average steer carcase weight by source 2022-2024



Proportion of steer kill by source 2022-2024

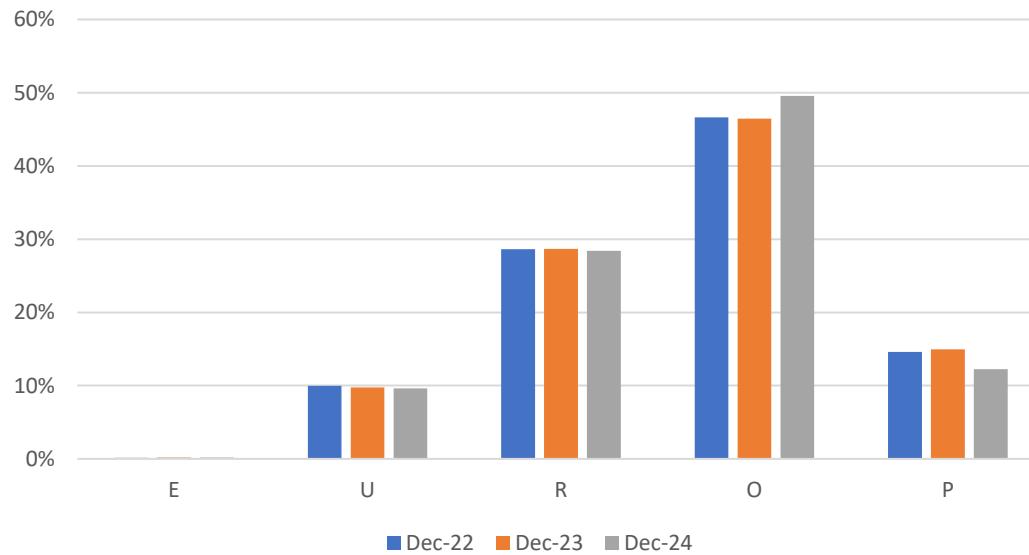


Source: ICBF

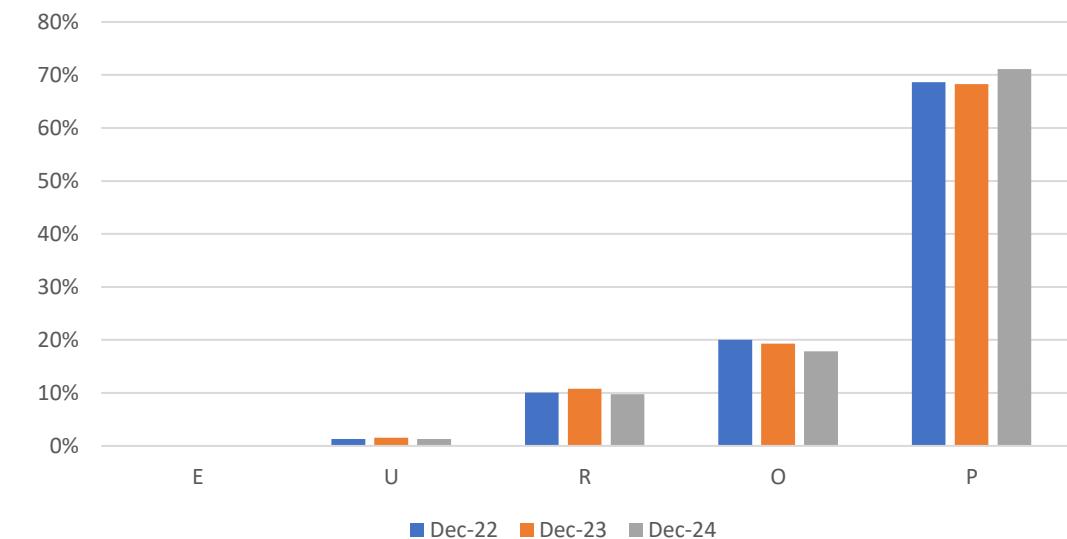
- Average carcase weight of suckler bred steers has increased over the last decade
- Beef cross and dairy sired cattle carcase weights have declined
- Growing proportion of dairy origin animals in the kill has multiplied the impact

Continued Decline in Grade Profile

Grades awarded to steers December 2022/24



Grades awarded to Cows December 2022/24

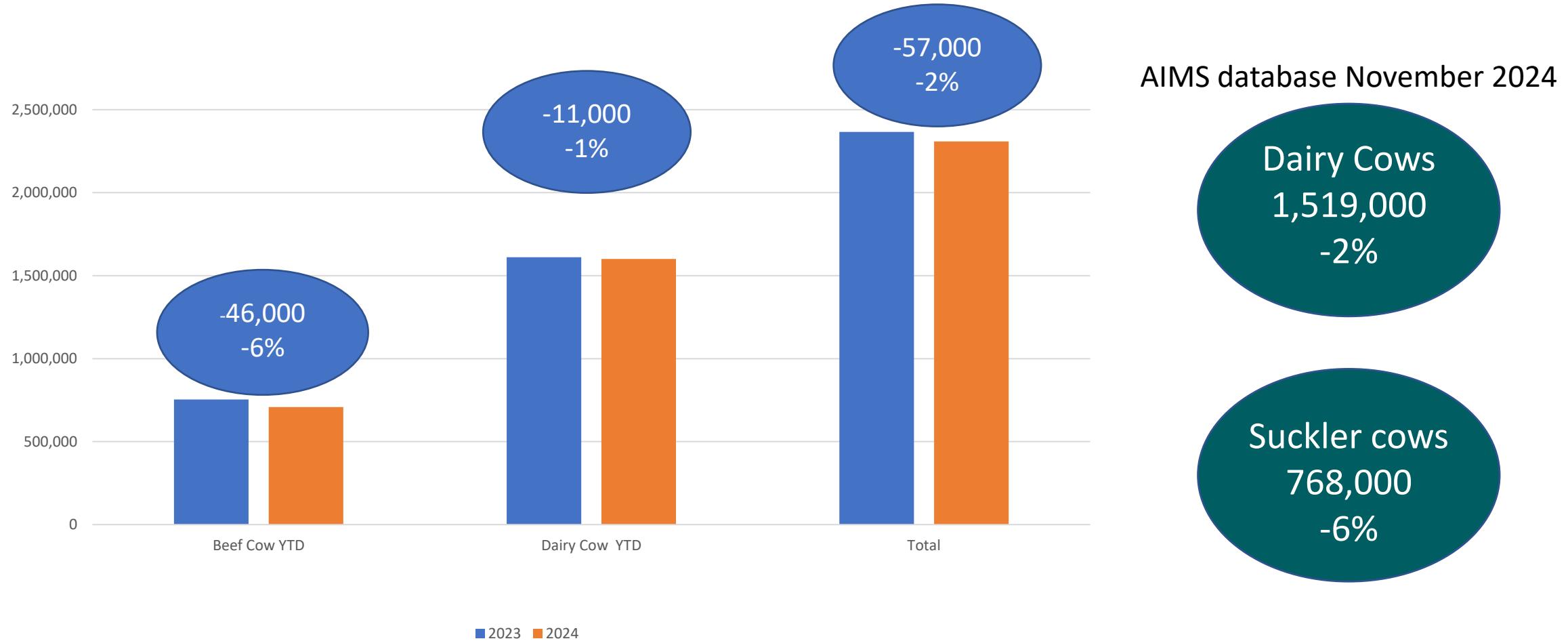


Steers	Dec-22	Dec-23	Dec-24
E	0%	0%	0%
U	10%	10%	10%
R	29%	29%	28%
O	47%	46%	50%
P	15%	15%	12%

Cows	Dec-22	Dec-23	Dec-24
E	0%	0%	0%
U	1%	2%	1%
R	10%	11%	10%
O	20%	19%	18%
P	69%	68%	71%

Source: DAFM/CSO

Calf Registrations by Dam Type 2023/24



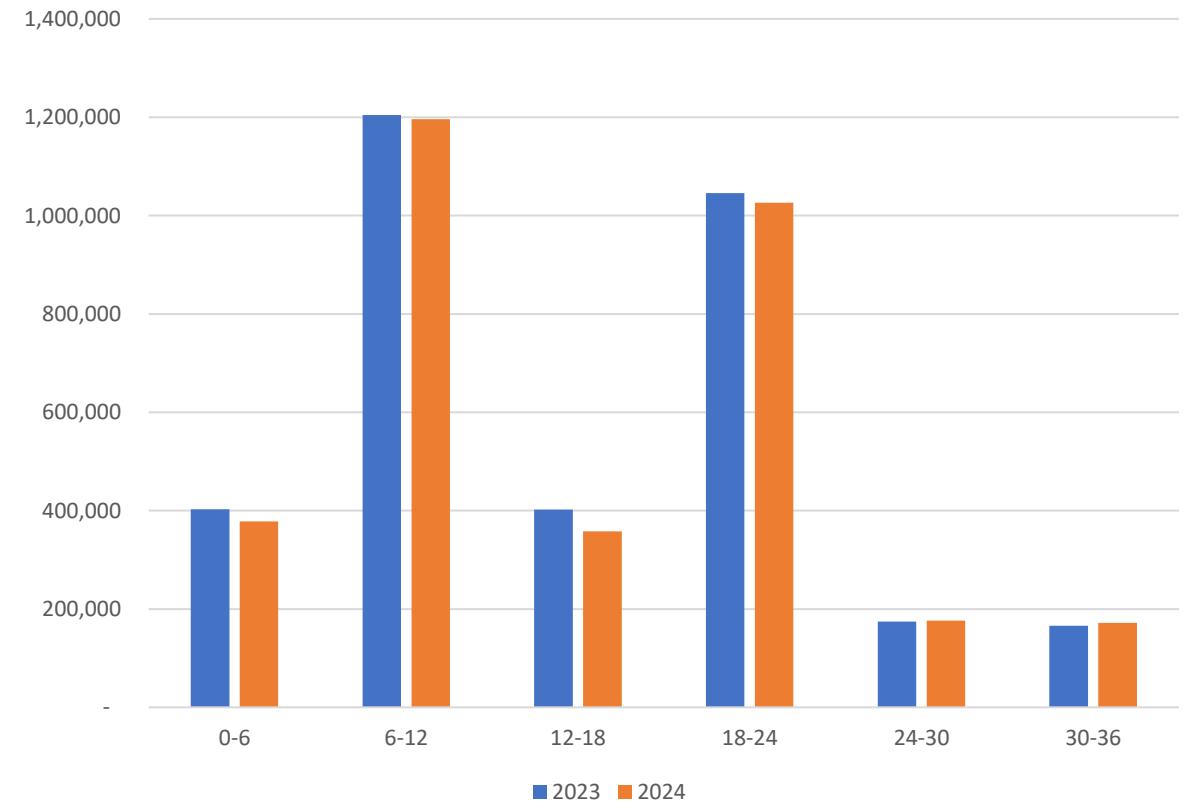
Data up to w/e 27 December 2024: Source ICBF

Irish Cattle Availability

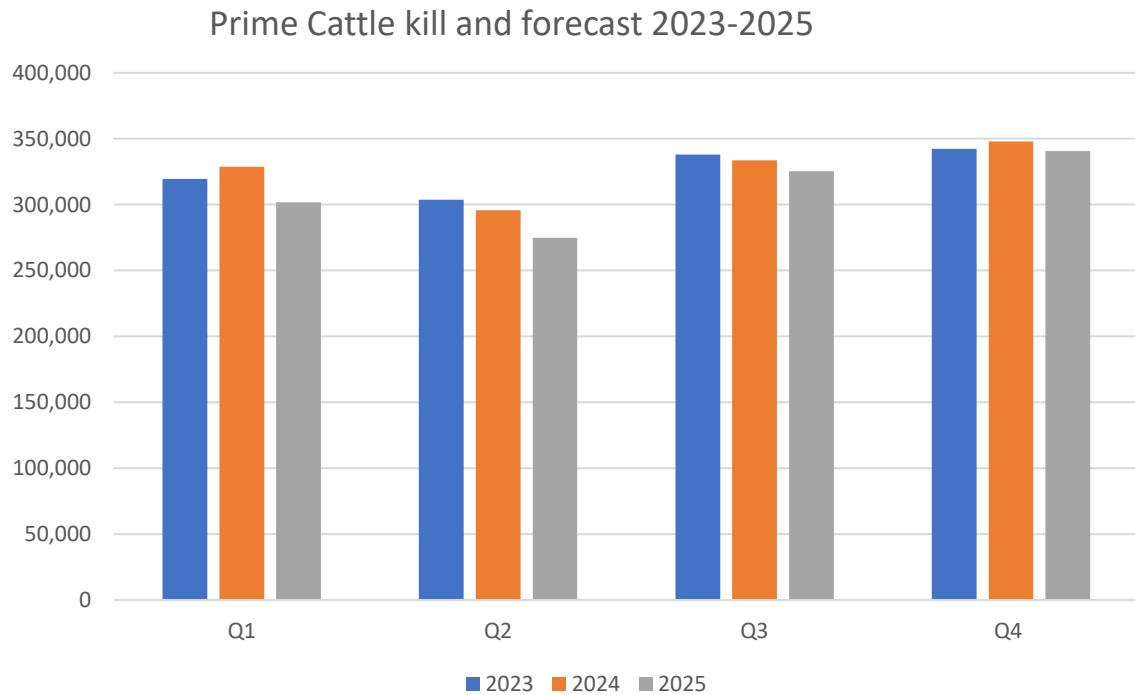
Age in Months	2023	2024	Change	%Change
0-6	402,688	378,134	- 24,554	-6%
6-12	1,204,539	1,196,123	-8,416	-1%
12-18	402,217	357,702	-44,515	-11%
18-24	1,045,601	1,026,493	-19,108	-2%
24-30	174,579	176,233	+1,654	+1%
30-36	166,201	171,776	5,575	+3%

AIMS database November 2024: Source DAFM

Beef Cattle and Dairy sired males on farm 01 November 2023/2024



Irish Prime Cattle Kill Forecast

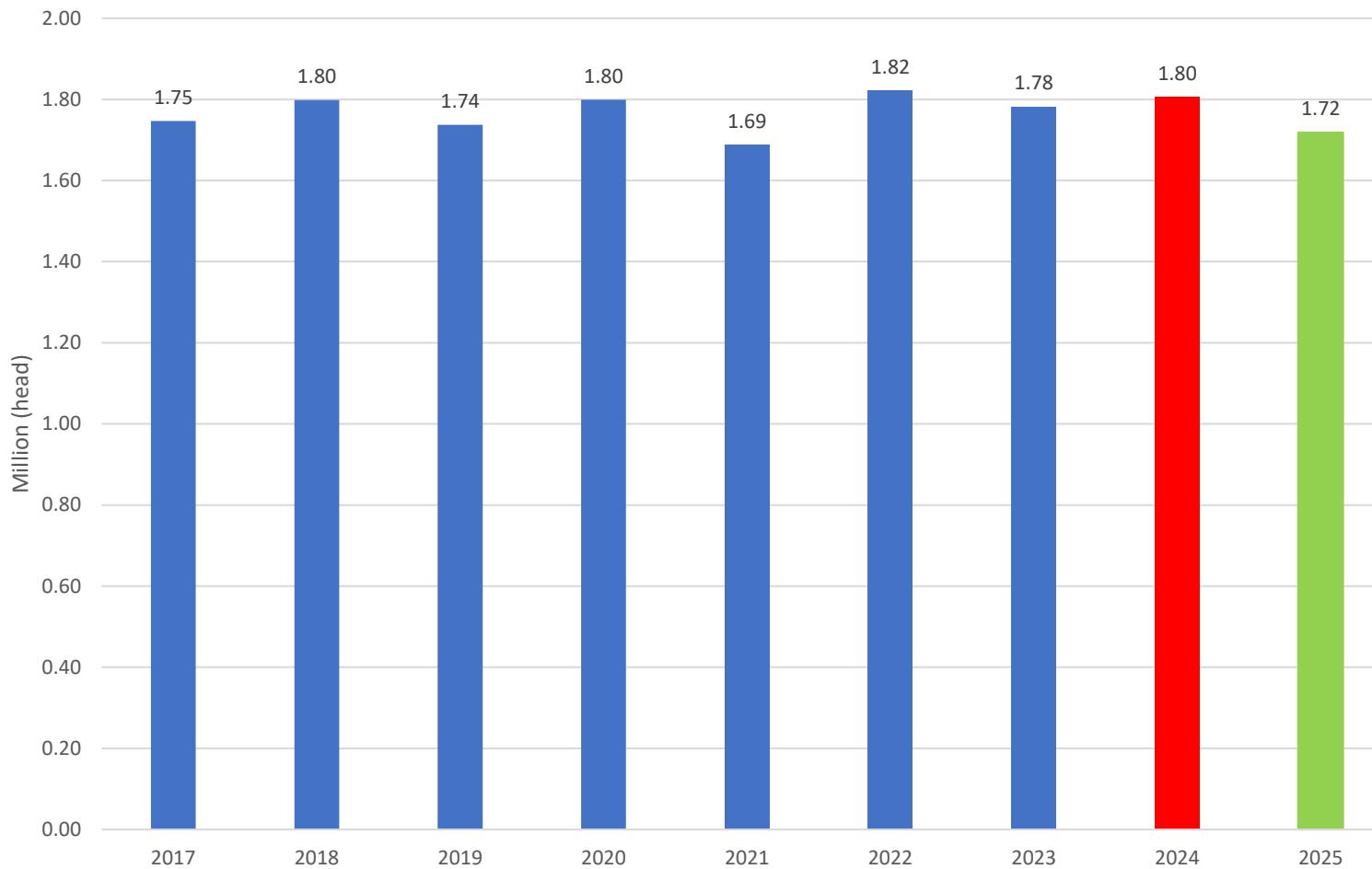


	2023	2024	2025	2023/24 (f)	2024/25 (f)
Q1	319,475	328,862	301,881	+3%	-8%
Q2	303,721	295,838	274,747	-3%	-7%
Q3	337,975	333,541	325,232	-1%	-2%
Q4	342,341	347,839	340,620	+2%	-2%
Total	1,303,512	1,306,080	1,242,480	0%	-5%

*Figures in red are forecast

- Indications of cattle being processed younger and lighter in the last ¼
- Heifer kill is running higher than forecasted in particular
- Growing influence of dairy beef on heifer kill is impacting slaughter age

Irish Total Kill Forecast



2024

Total Kill: 1.80 million head

Change vs 2023: +22,000 head

+1%

2024 breakdown

Prime Kill: +3,000 head

Cows: +29,000 head

Other: -9,000 head

2025

Total Kill: 1.72 million head

Change vs 2024: -87,000 head

-5%

2025 breakdown

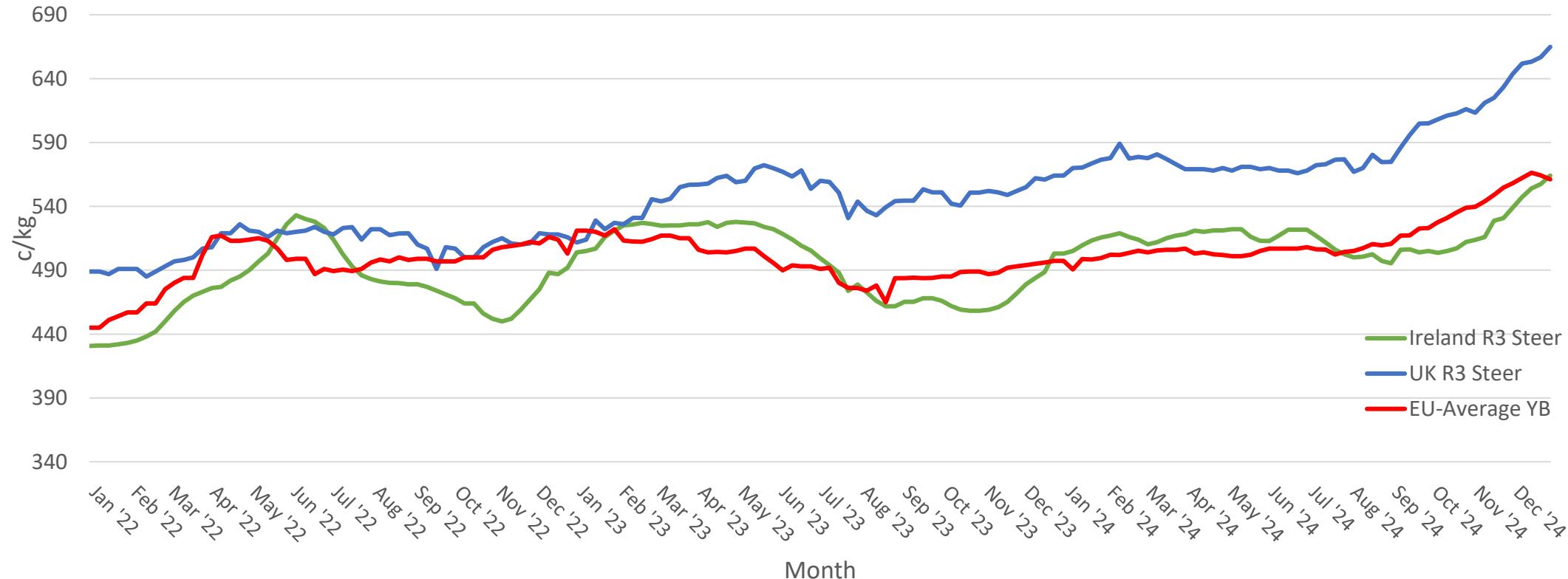
Prime Kill: -64,000 head

Cows: -8,000 head

Other: -15,000 head

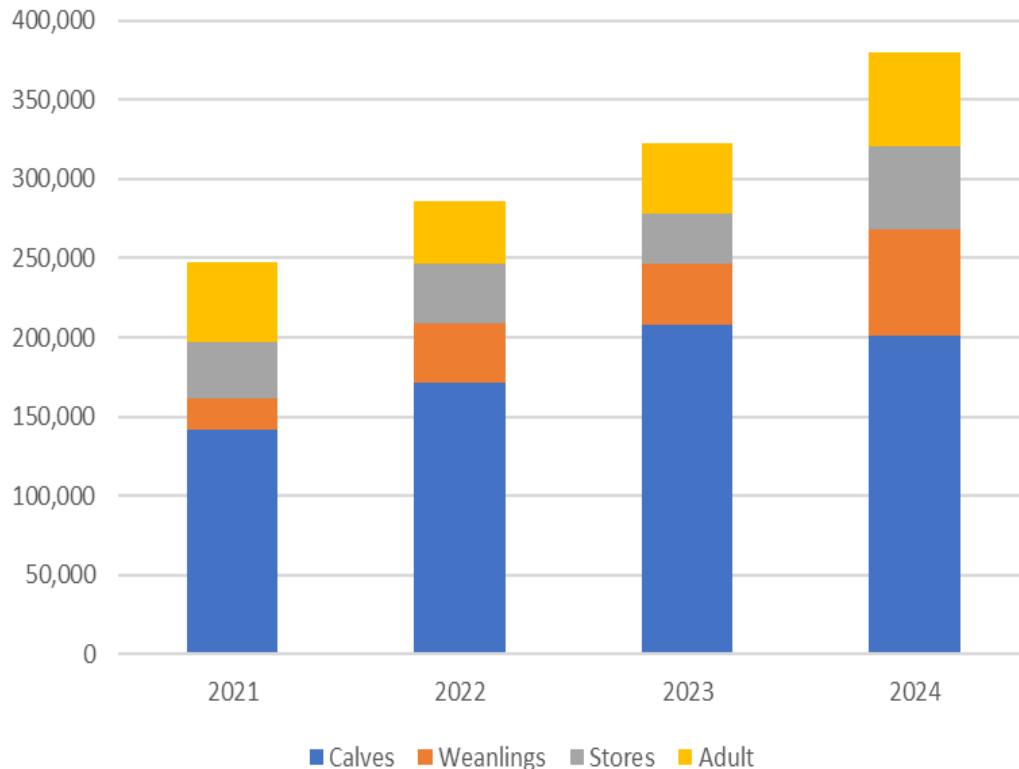
Producer prices: Ireland vs UK vs EU average

(c/kg excl. VAT)



Latest Prices: Ireland €5.64/kg vs. UK €6.65/kg vs. EU avg. €5.61/kg

Live Cattle Exports Development



- 2024 live exports performed very strongly 379,491 head (+18%)
- Calf exports ended 2024 back slightly from record 2023 levels
- Stronger trade in older categories of livestock driving demand
- Firm trade for cattle with Northern Ireland with tighter supplies and high prices in NI and GB driving demand

NL 79,000 -26%, NI 59,000 +8%, Italy 41,000 +12%, Hungary 7,000 +68%, Romania 5,000 -20%

- Firm international trade has further strengthened live trade

Morocco 25,000, Israel 5,000, Algeria 2,000

- Opportunities to diversify end markets for livestock - but with risks and challenges e.g. unweaned calves, bluetongue

Live cattle exports (Weeks 1-52)

Growing UK beef import requirement



‘000 tonnes	2024	%change	2025	%change
Production	933	+4	883	-5
Imports	362	+4.2	*403	*+11
Consumption	1,163	+4.1	1,148	-1.3

*Bord Bia estimates based on AHDB, Gira

- UK beef production in 2024 estimated : +4% 933,000T, 2025: 883,000 -5%
- Growing import requirement in 2025 and longer term
- Strong recovery in retail sales: 52wk to 1 Dec, volume increased 0.4%, +4% in av. price
- Decline in foodservice beef sales volume 0.5% to October

Decreasing production trend maintained in EU 27



‘000 tonnes	2024	%change	2025	%change
Production	6,558	+1.2	6,509	-0.7
Imports	325	-4.4	331	+1.9
Consumption	6,272	+0.5	6,242	-0.5

EU Commission, GIRA

- EU production 2024: +1.2% , 2024: -0.7% and declining long term
- Imports of beef into the EU -4.4%, but increase projected for 2024
- EU beef exports +5.6% due to improved international market demand
- EU beef consumption +0.5% in 2024
- Impact of Bluetongue across Europe and FMD in Germany on production and trade
- Breeding herd -1.1% in 2024, and -4% from 21-24, forecast -4.3% from 24-29

Supply Demand - Key European Markets

NETHERLANDS	2024		2025	
	'000 tonnes	% change	'000 tonnes	% change
Production	438	+0.2%	439	+0.2%
Import	400	---	400	---

SWEDEN	2024		2025	
	'000 tonnes	% change	'000 tonnes	% change
Production	140	+1.2	140	---
Import	105	---	105	---

FRANCE	2024		2025	
	'000 tonnes	% change	'000 tonnes	% change
Production	1,292	-0.7%	1,273	-1.5%
Import	316	-11.9%	315	-0.2%

GERMANY	2024		2025	
	'000 tonnes	% change	'000 tonnes	% change
Production	1,015	+1%	1,010	-0.4%
Import	390	-1.0%	430	+0.3%

SPAIN	2024		2025	
	'000 tonnes	% change	'000 tonnes	% change
Production	716	+2.6%	716	---
Import	125	---	125	---

ITALY	2024		2025	
	'000 tonnes	% change	'000 tonnes	% change
Production	647	+4.4%	640	-1.1%
Import	330	---	330	---

Some signs that consumers are starting to see reduction in financial pressure impacting on purchase

I'm buying cheaper types/formats of meat to reduce my household expenditure

	YTD Q4 24	YTD Q4 23
	44%	48% 
	48%	49%
	39%	40%
	46% 	50%
	40% 	45%
	51%	54%
	48%	50%



I'm looking to make meals go further nowadays

	YTD Q4 24	YTD Q4 23
	69%	72%
	69% 	73%
	54%	54%
	68% 	72%
	48% 	54%
	60% 	64%
	51% 	57%

Growth in the overall NET Position of Beef in the UK, with small growth in Ireland also. Veg based protein dropping back.

Protein Purchase Behaviour over Past 12 Months
- NET POSITION (CONSUMING MORE - CONSUMING LESS)

CHANGE FROM YTD Q4 2023 TO YTD Q4 2024

							
Chicken	1%	3%	1%	-6%	-2%	0%	-2%
Beef	1%	7%	-2%	0%	-2%	-1%	-1%
Pork	-3%	0%	-3%	-2%	-2%	-2%	-3%
Vegetable based protein	-2%	-1%	-6%	-3%	-4%	-3%	-4%
Fish	1%	4%	-3%	2%	0%	0%	0%
Turkey	2%	6%	2%	-4%	3%	2%	2%
Lamb	-1%	6%	1%	2%	0%	1%	0%
Shellfish	-3%	2%	1%	4%	-1%	4%	2%

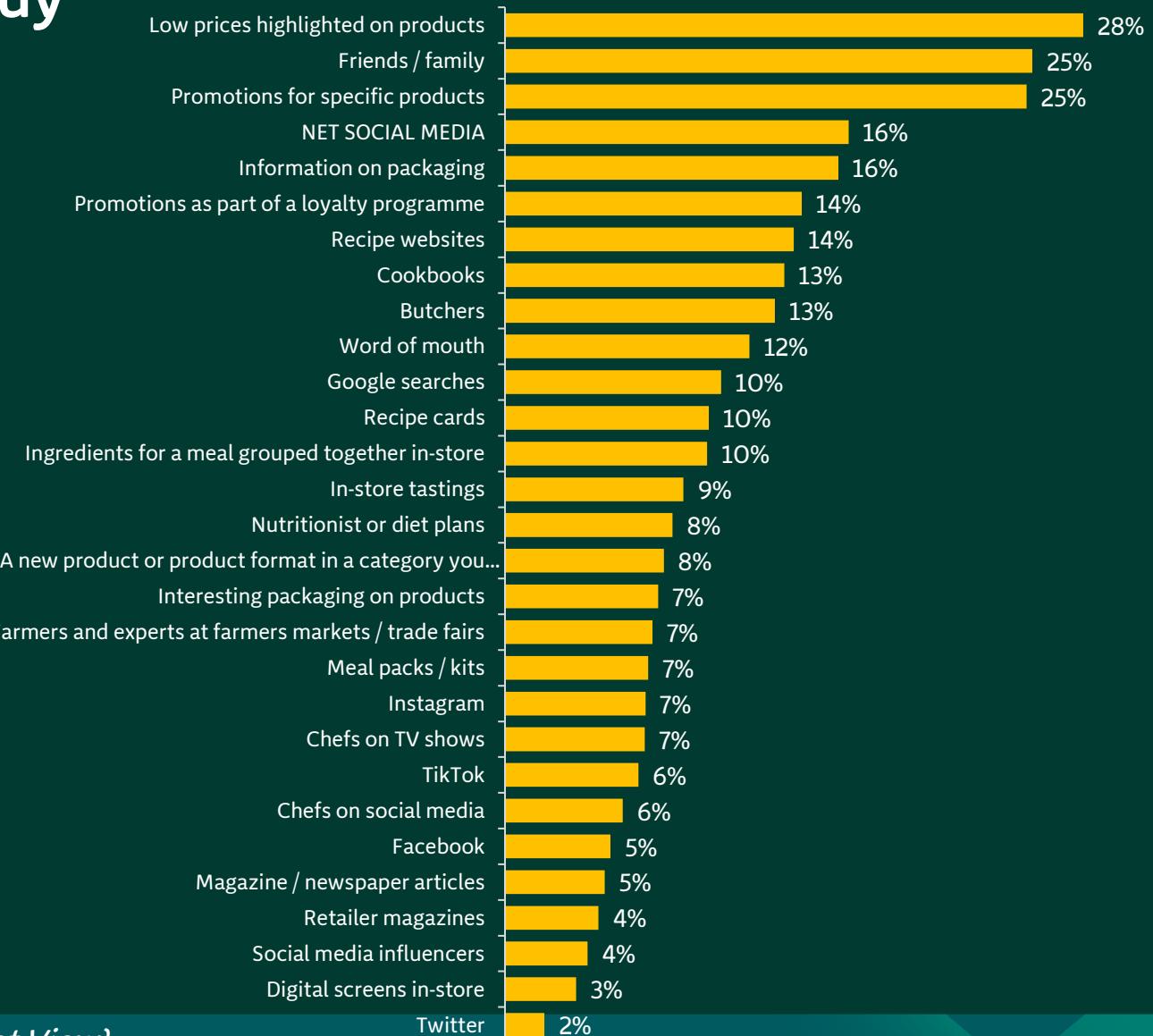
Low prices and promotions remain very influential when it comes to deciding on which meals cook and food to buy

NEW QUESTION

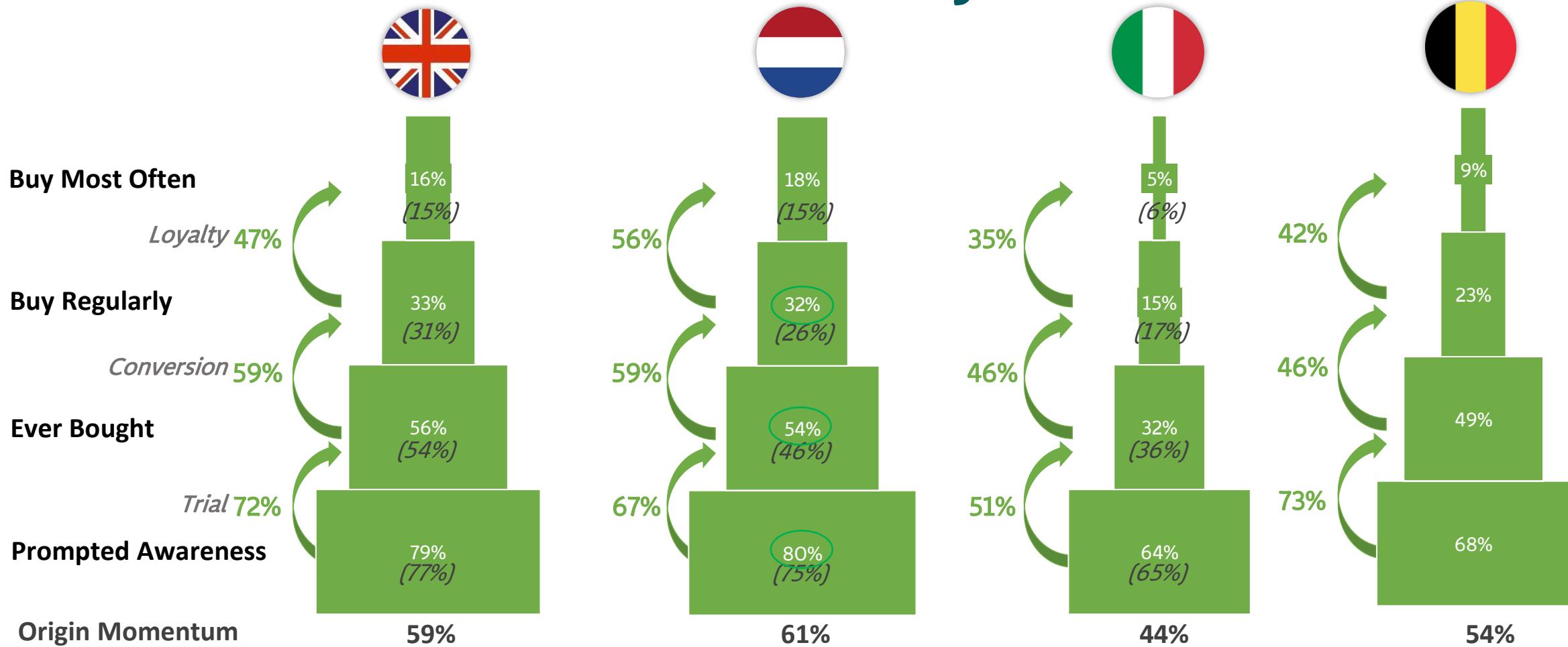
Thinking about when you are shopping for main meals, which of the following would you say are most influential to you when it comes to the meals you cook and the food you buy?

Q2 - Q4 2024

(Base: All grocery shoppers - Total Market View)



Irish beef brand health across key markets



Irish Beef Promotion

Meet Irish meat suppliers with
up to 12 years of ESG data
Visit Hall 6 J190

- Portfolio approach
- Building on QA with capability in e.g. Organic and PGI
- Trialled at Sial Paris October '24

Discover the full
Irish beef portfolio
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A wide-angle, aerial photograph of the Milan skyline at sunset. The sky is a warm orange and yellow. In the foreground, there's a large, modern park with a grid-like pattern of paths and green spaces. Several prominent skyscrapers are visible, including the 'RCA' tower with a red and white pattern, the 'Snam' tower with a blue and white pattern, and the 'Sberbank' tower with a green and white pattern. Other buildings include the 'Pirella Gattai' tower and the 'Sala Borsa' building. A red construction crane is visible on the right side. The city extends into the distance under a hazy sky.

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Promoting Irish Beef in Italy



Summary

- Strong Irish beef export performance with demand driving increased throughput
- UK the dominant market for Irish beef exports
- Irish beef prices increased by 20 cent average 23/24 and 59 cent between Jan-Dec
- Consumption of beef improving despite high prices
- EU beef output and breeding herd in sustained long term decline
- 2025: Improving demand and lower supplies underpinning trade and price levels

A cow stands in a green field at sunset, facing the camera. The sky is a gradient of blue and orange. In the background, there are rolling hills and power lines. The text is overlaid on the bottom left of the image.

Beef Outlook 2025

Mark Zieg