Bord Bia China Meat 2022

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15 November 2022



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Live hog prices (CNY/kg)



¥26.44

Today's price (7th November)

-1%

Weekly change

-1%

Monthly change







Optimism



EU Programmes



Prices



Access

Pig Meat



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Bord Bia activities

EU Pork & Poultry Campaign



Foodservice promotions



Customer meetings

€3.8m European Pork & Poultry 2020-2022

ENJOY IT'S FROM EUROPE

Qingdao



Guangzhou



Chengdu



Qingdao



Shanghai



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EU P&P Campaign has visited 10 different cities in China



Recipe videos



Restaurant week promotion
Shanghai & Guangzhou



Poultry Seminar

-Working with China Meat Association
-22 VIP guests



Food promotion
- 5 promotions
- 300+ chefs
- 5 cities



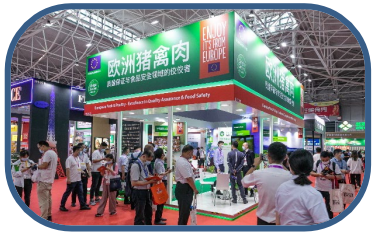


9 Trade Seminars
- 9 cities
- 640+ industry buyers



Social Media
- 360 articles
- Over 9 million reads

Promotional materials
- Videos
- Industry brochures



5 Trade shows
- SIAL, FHC, ANUFOOD, CIMIE(x2)
- Buyer matchmaking sessions



Bord Bia China Pig Meat Strategy

Foodservice focus over retail

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Developing high value routes to market

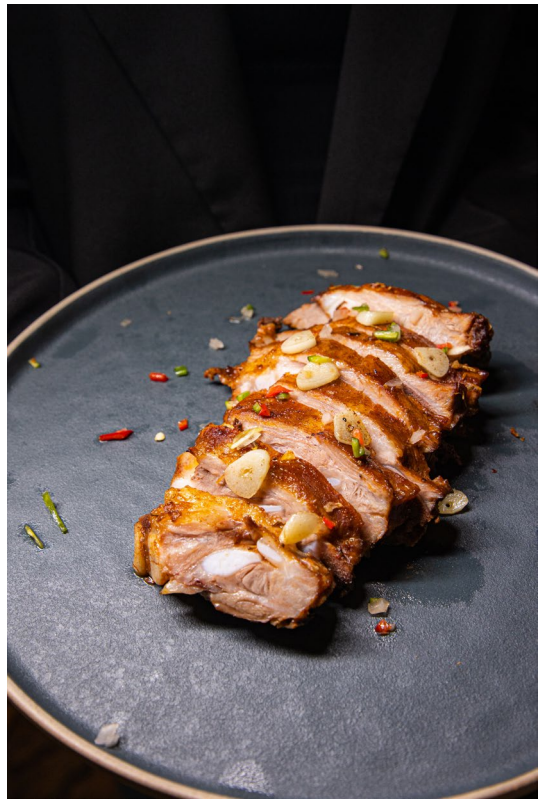


Choosing to take a foodservice focus on the market

Identifying cuts of focus and how they can be used in different recipes.

Foodservice Promotions







Looking ahead…



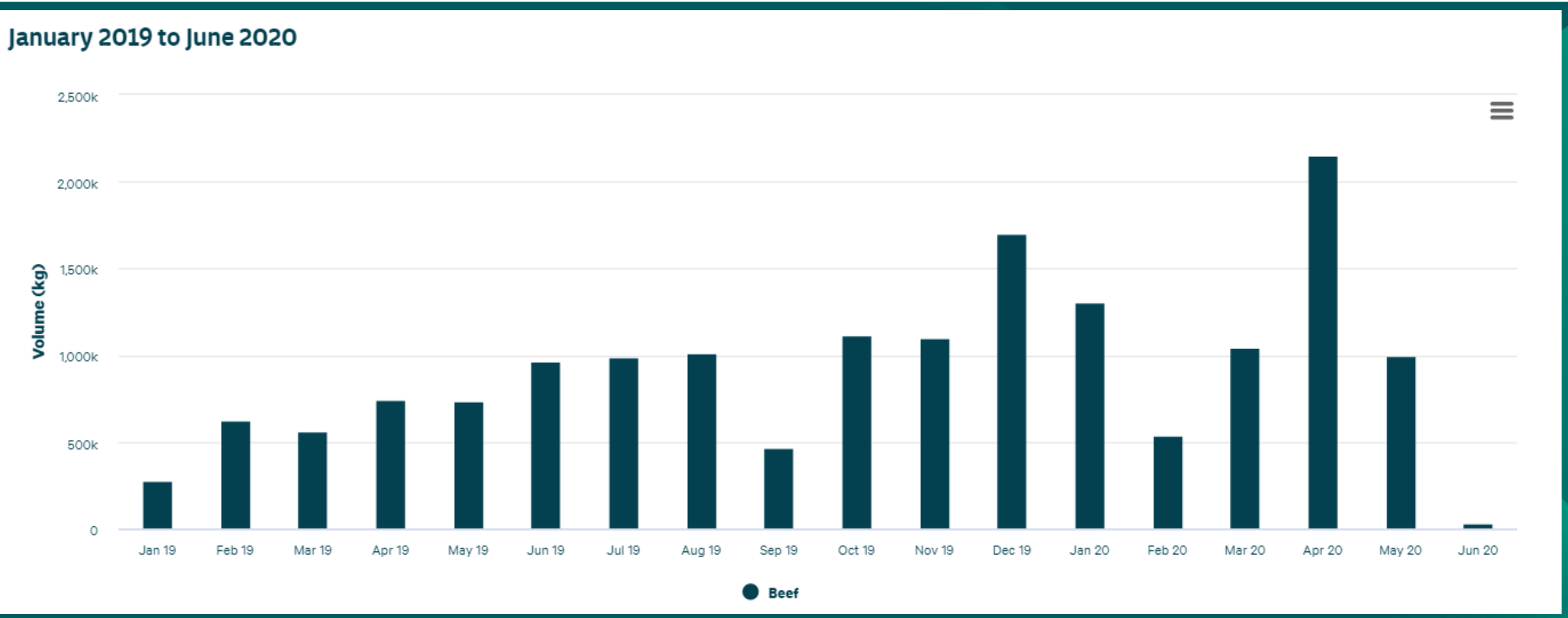
Beef

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Irish Beef Exports to China (wider)



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What are we doing?



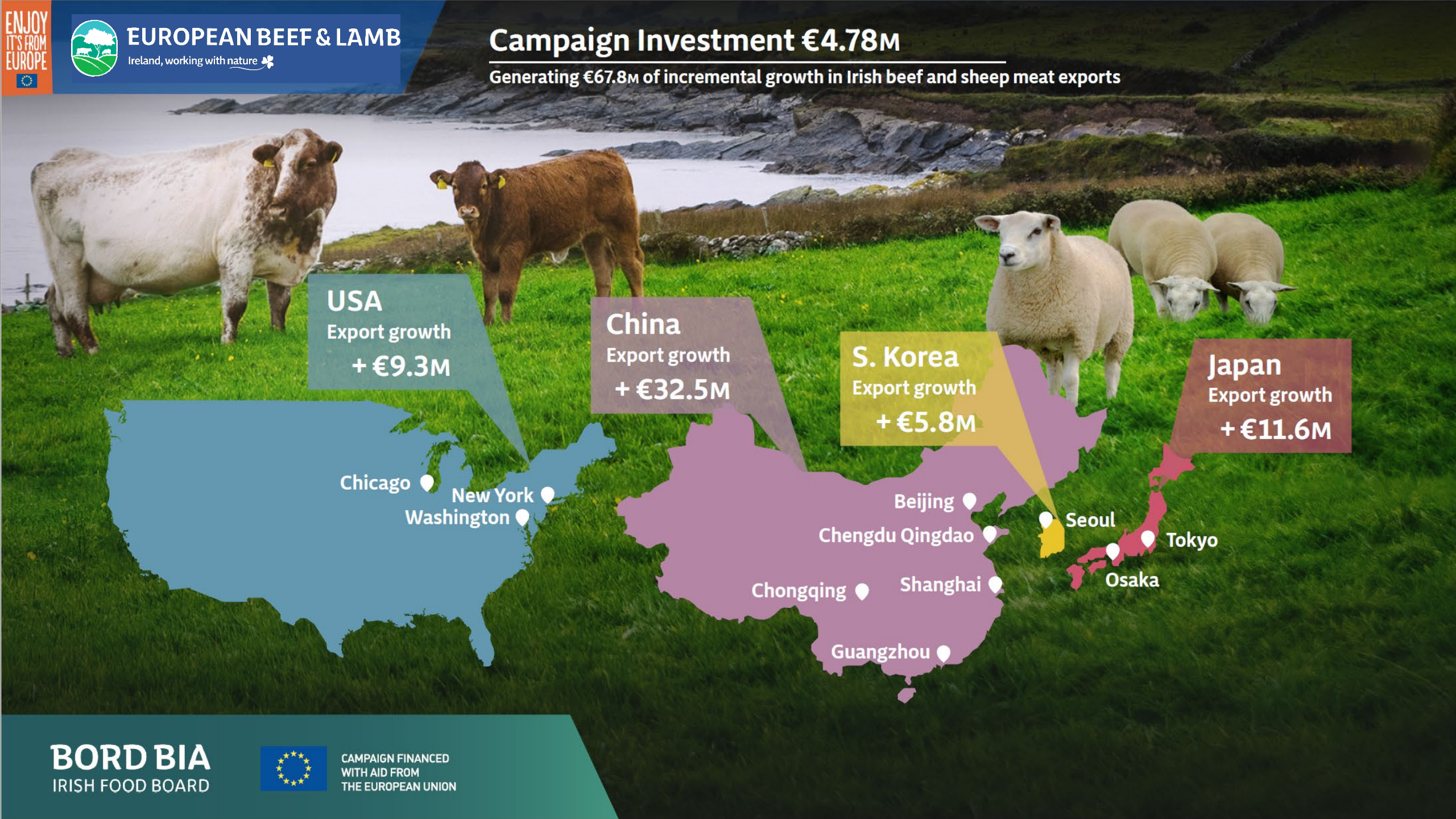
EU B&L Campaign



Customer meetings



Plans for return


ENJOY IT'S FROM EUROPE
EUROPEAN BEEF & LAMB
Ireland, working with nature
Campaign Investment €4.78M
Generating €67.8M of incremental growth in Irish beef and sheep meat exports
USA
Export growth
+ €9.3M
China
Export growth
+ €32.5M
S. Korea
Export growth
+ €5.8M
Japan
Export growth
+ €11.6M
Chicago
New York
Washington
Beijing
Chengdu Qingdao
Chongqing
Shanghai
Guangzhou
Seoul
Tokyo
Osaka
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CAMPAIGN FINANCED WITH AID FROM THE EUROPEAN UNION

ENJOY IT'S FROM EUROPE

EUROPEAN BEEF & LAMB
Ireland, working with nature

Campaign Investment €4.78M

Generating €67.8M of incremental growth in Irish beef and sheep meat exports



2,500+ Decision Makers
At B-2-G and B-2-B level

300+ Days
of Inward Study Visits

18 Trade Advertorials
Reaching 1.1m readers

9 Chef Masters
900k reach of KOL postings

12 Trade Shows
210+ pre-arranged meetings

21 Technical Seminars
855+ buyers in attendance

36 Recipe Videos
4.5m views

4 Digital Platforms
Web / WeChat / Instagram / Linkedin

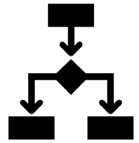
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CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

Beef Vision for China

- Grow preference for Irish grass-fed beef with trade and consumers
- Maximise the value of returns from China

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Prioritising foodservice and retail

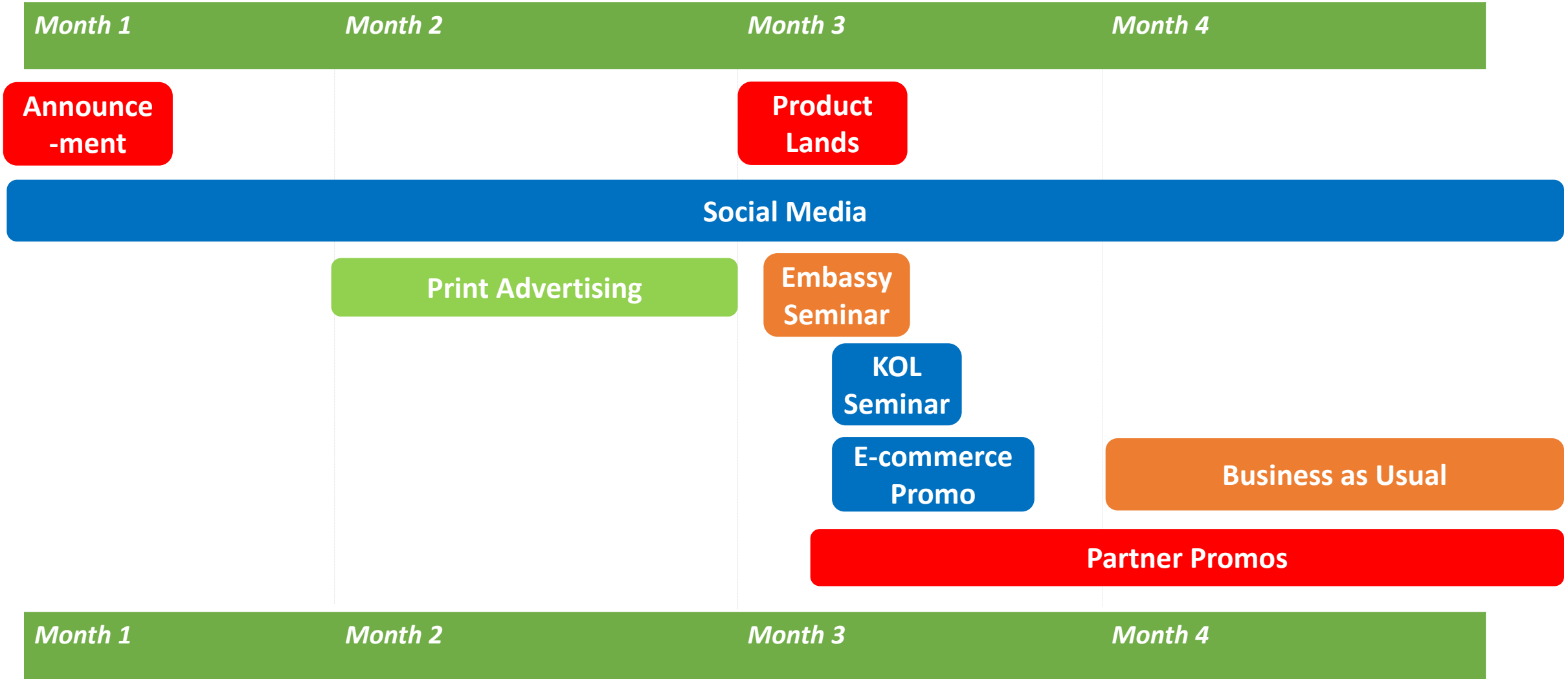


Trying to recapture the market that we lost in 2020



Rebuilding awareness and our strong, differentiated position

China Beef Relaunch Timeline



Retail

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Rise of new membership only hypermarkets









Feather blade (cappello prete) - €14.40/kg



Top blade – 179rmb/kg (€25/kg)

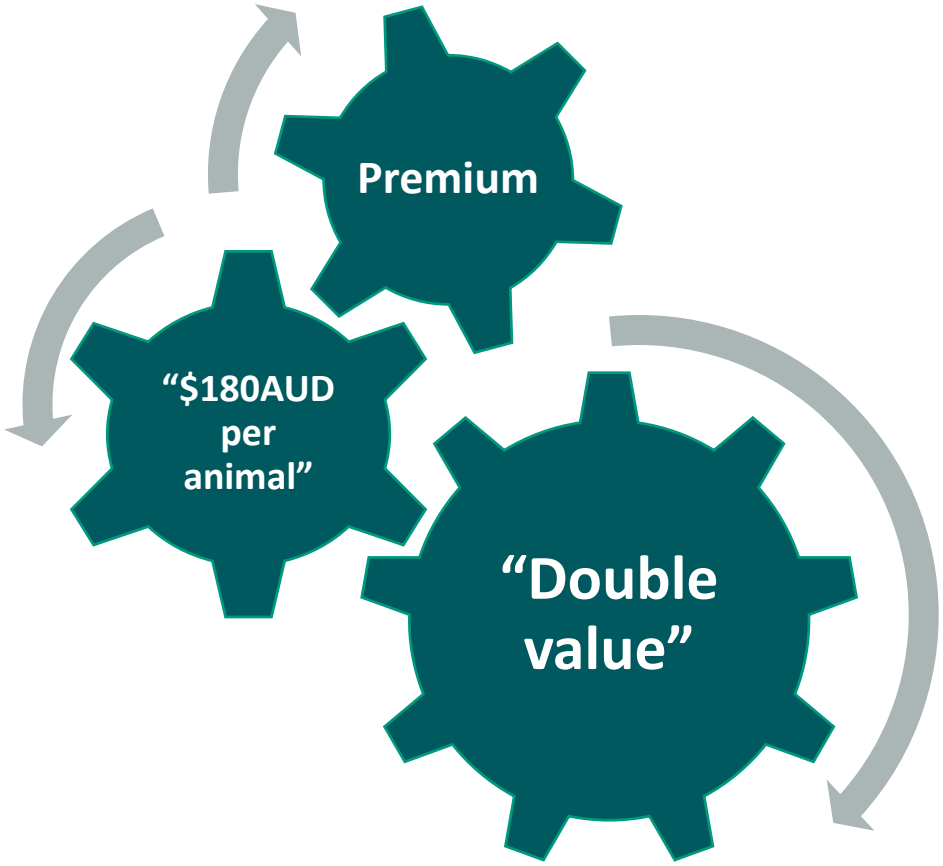


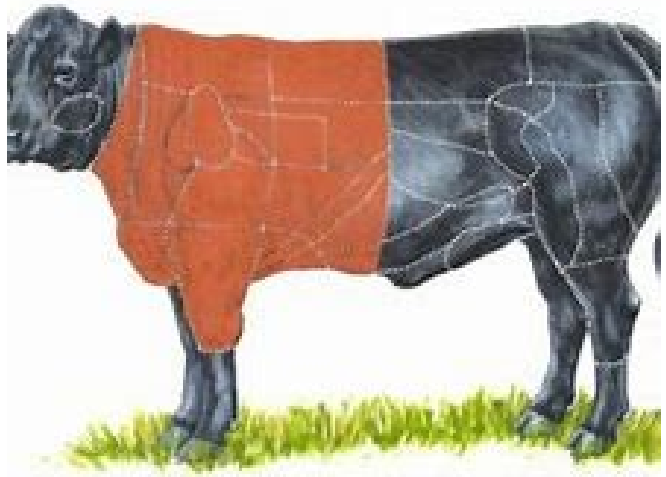
Beef short ribs - €15.50/kg



Beef short rib – 170rmb/kg (€24/kg)

Value of China





Sheep Meat

- Strategy developed and ready to launch
- Messaging is similar to beef
- EU B&L Campaign
- Knowledge seminar

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Hong Kong

- Options for meat
- Pork FS promotion
- EU P&P Programme

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HOFEX



Thank you
谢谢

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