

Meats

September 5, 2011

THE MARKET CONDITION OF IMPORTED MEAT / MARKETING EFFORTS BY FOREIGN LIVESTOCK INDUSTRY GROUPS IN JAPAN**The Market Condition of Imported Meat**

According to the trade reports by the Ministry of Finance, the market condition of imported meat in July is as follows. Beef 46,000t, pork 61,000t and chicken 45,000t. Compared to the volume in June, pork made a large decrease while beef and chicken increased. As for beef, the amount that customs clearance was postponed in June passed customs and it is estimated to increase over 10,000t from the previous month.

In July, the overall import volume of meat decreased 1.8% from the previous year to 214,008t. On region basis, the US increased 0.2% to 52,754t, EU dropped 4.5% to 20,415t, Asia dropped 4.2% to 42,266t (China 21,972t and ASEAN 20,058t), and other regions dropped 1.3% to 98,573t. Also, for the volume of animal quarantine in July, beef decreased 4.8% to 51,149t, pork decreased 13.4% to 71,764t, poultry meat rose 10.1% to 47,564t, and processed poultry meat rose 2.3% to 33,485t.

Estimating from the data above, the volume of imported beef in July is 46,000t, and the country based volume in Australia is 27,500t, US 14,000t, NZ 2,000t, Canada 1,000t, and Mexico 1,500t. The volume of imported pork is 61,000t, and on a country basis, US is 23,000t, EU 17,500t, Canada 14,000t, Mexico 3,500t, and Chile 2,000t. The volume of imported chicken is 45,500t and Brazil is 41,000t, US is 3,000t, and 1,500t comes from other countries.

Marketing Efforts by Foreign Livestock Industry Groups in Japan

Meat & Livestock Australia Regional Manager Melanie Brock announced on August 3 during a press interview in Tokyo that exports of beef to Japan is estimated to decrease 3% to 345,000t in 2011. Brock stated that "It is almost 5 months since the 3.11 earthquake, and it has been a hard time for almost anyone in any field. As the Japanese market started to slow its pace, we have been hoping for its recovery as well as paying attention to how the market will change. As MLA, the Japanese market is the most

important market, and we believe that it is our mission to enforce further marketing programs." Also, "we will continue to supply beef that are needed. Currently, we are paying attention to iron that targets women and it is popular amongst not only retailers but also at restaurants. We want to try out different types of marketing and try our best."

Canada Beef Export Federation held a "Canada Beef Cooking Class" in June at Chiba Cooking School. Their aim was to let the consumers know the taste and high quality of Canadian beef through the cooking class as part of the direct promotion. In the future, CBEF will tie up with super markets all over Japan and open cooking schools to expand the sales and raise its recognition. Import volume of Canadian beef in Japan is now expanding dramatically, and CBEF will be conducting more sponsorship activities and seminars for further promotion and marketing.



"Canadian Pork Roast Stake Cut" There is a sticker that is printed "Canada, Barley Pork, Raised with Barley and Rich in Taste" on the top left of the product. On the label of the bottom right of the product "product information" and "cooking suggestions" are briefly explained.



Australian Ground Beef "Organic Beef"



"Brazilian Mate Tea Chicken, Thigh Meet (defrost)" There is a sticker that is printed "Mate Chicken 100% Vegetable Feed Mate Tea Mix, Brazilian" on the top left of the product. The "product information" is briefly described on the label of the bottom right of the product.