

October 5th, 2010

CPI Technical Seminar – New York – September 22, 2010

CPI held a seminar for 14 Mexican chefs, all from high-end restaurants and hotels in Riviera Maya, Los Cabos and Mexico City. This was the first event of its kind, targeting end-users from the Mexican market, allowing CPI to identify additional opportunities to promote Canadian pork in a market dominated by US imports. This seminar provided a valuable learning experience and introduced Canadian pork to Mexican trend setters but also provided valuable information on the meat distribution channels in Mexico. This showed the need to further develop contacts within the HRI to build demand within this sector.



Figure 1 - Michael Young performs a technical seminar to a group of 14 Mexican chefs in New York



Figure 2 - Technical Seminar in New York City

CPI attends StarChefs – New York – September 20-22, 2010



Figure 3 - From L-R (Cesar Urias, Sylvie Hautcoeur, Allan Leung, Alex Aubin)

Canada Pork International exhibited along with three member companies from Quebec and British Columbia at this year's International Chefs Congress – "StarChefs", New York. Visited by over 2,000 chefs from around the world, the venue allowed the opportunity to showcase Canadian pork, emphasizing attributes and qualities from common and underutilized pork cuts alike. CPI members sponsored product used at various workshops and cooking demonstrations and it became apparent that the product provided was of very high quality and was well received by the chefs.



Figure 4 - Cesar Urias and Michael Young of CPI



Figure 5 - Alex Aubin, Carl Rousseau and Sylvie Hautceour



Figure 6 - Star Chef Show 2010 in New York City

World Meat Congress wraps up in Buenos Aires with focus on sustainability

The 18th annual World Meat Congress - held in Buenos Aires from September 27 to 29 - was a resounding success in terms of attendance with approximately 1,100 registrants from over 40 countries, 33 speakers and the largest-ever known number of accredited journalists (near 380) keenly pursuing interviews, and reporting on many big issues to industry readers around the world.

There appeared to be the largest attendance of industry leaders from the United States and Canada, including Chairs and CEOs of American Meat Institute, US National Meat Association, US Meat Export Federation, National Cattlemen's Beef Association, US Pork Board and National Pork Producers Council, Canadian Cattlemen's Association, Canadian Beef Export Federation, Canadian Pork Council, Canada Pork International plus many other industry groups.

* A full article of the proceedings is available in an appendix in this article (English Only)

Stage One of South Korean competitive benchmarking initiative complete

On September 29, 30 the CPI team completed the first stage of a competitive benchmarking initiative focusing on meat quality, craftsmanship and yield performance based on the needs of the South Korean retail marketplace. In collaboration with the head Professor of the Korea Meat Academy and participating CPI members, the team competed 12 separate sets of evaluations and competitive analysis on product samples from seven countries. The first stage summary report will be prepared and distributed to members in the coming weeks. Stage two is planned for March of 2011 and will focus on the needs of the food service sector in South Korea.



Figure 7 – (L to R) Shoji Numora, Ashley Sokolan, Neo Kang, Jung Ito, Michael Young



Figure 8 - Competitive Benchmarking Exhibition

Appendix

The 18th annual World Meat Congress - held in Buenos Aires from September 27 to 29 (including committee meetings on Monday for beef, pork and sheepmeat) - was a resounding success in terms of attendance numbers - approximately 1,100 registrants from over 40 countries - plus 33 speakers - plus the largest-ever known number of accredited journalists (near 380) keenly pursuing interviews, and reporting on many big issues to industry readers around the world.

There appeared to be the largest-ever attendance of industry leaders from the United States and Canada, including CEOs of American Meat Institute, US National Meat Association, US Meat Export Federation (Phil Seng is a longtime past President of IMS), National Cattlemens Beef Association, US Pork Board and National Pork Producers Council, Canadian Cattlemens Association (plus Canadian Beef Export Federation) and Canadian Pork Council (and Canadian Pork International) plus many other industry groups.

The theme of this Congress was "Meat for a Sustainable World" - with many speakers focusing on "how to produce more from less" - while conserving water and energy, maintaining clean air, and optimizing industry standards of environmental protection, animal health and animal welfare.

This was the second time Argentina had hosted the event - the first time being in 1988 - when its beef industry was much larger and more export-oriented. In recent years, sharp political conflicts between beef producers and the socialist Argentine presidency had suppressed livestock exports and prices - creating production disincentives - and causing the Argentine cattle population to fall by 10 million head - down to a current level near 49 million head. During that time, many producers switched their operations on the fertile pampas land to more-profitable soybeans, and beef cattle production was pushed further westward (and north-west) toward more marginal pasture land near the rugged Andes Mountains (a huge north-south range similar to the Rocky Mountains in North America).

Serious drought in Argentina also exacerbated problems during past two years, while forcing more animals (including female breeders) to slaughter. But subsequent lower beef production has forced a number of beef slaughter plants to be closed, including 4 out of 6 Argentine plants currently owned by the world's No.1 meat processor group, Brazil-based JBS.

Against this foreboding background, the Argentine Beef Promotion Institute (responsible for generic industry promotion projects) hosted a vibrant Conference addressing many complex issues in the broad context of "Sustainability" - of Livestock and Meat Production, Transportation, Marketing and Consumption - in Face of Growing World Needs to Feed More People.**

Despite serious concerns of both livestock producers and meat processors - about perceived threats of rising costs for greenhouse gas/carbon/methane controls - to protect the world environment - many speakers indicated inevitable needs to face reality - and to pursue industry policies to address these needs - while conceding that all relevant facts are not yet fully known nor understood.

A broad consensus was evident that all countries "will need to produce more food in future, from limited land availability, and less resources" - while educating consumers to the virtues of environment protection, good food safety practices, and more healthy/disciplined consumption behavior**. In latter context, a panel of retailers (including Walmart) and processors and the World Wildlife Fund repeated earlier seminars held in North America by debating the best ways to achieve these environmental goals.

Ultimate solutions will take time to unfold.