MICA Congress, Austin TX USA

“Meat with European Quality” by UPEMI

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Treść niniejszego materiału odzwierciedla wyłącznie poglądy jego autora i podlega jego wyłącznej odpowiedzialności. Komisja Europejska nie ponosi odpowiedzialności za żadne ewentualne wykorzystanie zawartych w nim informacji.
The European Union - 28

- established in 1993
- political and economic union - 28 member states
- combined area of 4.48 mln km² (1.73 mln sq mi)
- total population of about 513 milion people
- developed an internal single market
- EU policies are: the free movement of people, goods, services and capital within the internal market
- monetary union since 2002 (19 EU member states use euro)
Poland

* 38.4 mln people (6th largest in the EU)
* 312.7 thousand km² (31 mln ha; 76.6 mln ac) (6th largest in the EU)
* Birth rate –0.8
* Unemployment rate 5.1%
* Gross domestic product +4.5%
* Inflation +2.60% y/y
* Poland is a member of:
  EU since 2004, NATO since 1999, OECD since 1996, WTO since 1995,
  The World Bank since 1986, IMF since 1986

Source: www.stat.gov.pl, CSO
Food sector in Poland

- 9,2 billion eggs (2nd EU exporter)
- 3 mln tons of poultry (1st poultry EU and 7th worldwide prod.)
- 2,7 mln ton mln tons of apples (the largest prod. in the EU and exporter worldwide)
- 165 000 tons of currants (2nd prod. in the world)
- 116 000 tons of raspberries (2nd in the EU and 5th in the world prod.)
- 670 000 tons of carrots and 220 000 tons of cucumbers (the largest EU producer)
- 335 000 tons of mushrooms (the largest EU producer and worldwide exporter)
### Meat sector in EU-28 and Poland

<table>
<thead>
<tr>
<th>No of animals</th>
<th>Pigs and pork</th>
<th>Poultry and meat</th>
<th>Cattle and beef</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EU-28</td>
<td>PL</td>
<td>EU-28</td>
</tr>
<tr>
<td>No of animals</td>
<td>150 mln</td>
<td>11 mln</td>
<td>1 bln</td>
</tr>
<tr>
<td>No of farms</td>
<td>2 mln</td>
<td>172 248</td>
<td>2,1 mln</td>
</tr>
<tr>
<td>2018 meat production</td>
<td>24,1 mln ton</td>
<td>2,5 mln ton</td>
<td>15,7 mln ton</td>
</tr>
<tr>
<td>2019 prediction</td>
<td>24,1 mln ton</td>
<td>2,5 mln ton</td>
<td>15,9 mln ton</td>
</tr>
</tbody>
</table>

### World Production

<table>
<thead>
<tr>
<th></th>
<th>world</th>
<th>EU-28</th>
<th>PL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pork</td>
<td>108,2 mln tons</td>
<td>24,1 mln tons</td>
<td>2,5 mln tons</td>
</tr>
<tr>
<td>Poultry</td>
<td>120 mln tons</td>
<td>15,7 mln tons</td>
<td>3 mln tons</td>
</tr>
<tr>
<td>Beef</td>
<td>61,5 mln tons</td>
<td>8 mln tons</td>
<td>1,1 mln tons</td>
</tr>
</tbody>
</table>

Source: [www.stat.gov.pl](http://www.stat.gov.pl), CSO
### Meat consumption in EU and Poland in kg/capita/year (lb)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Beef</th>
<th>Poultry</th>
<th>Pork</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EU</td>
<td>EU</td>
<td>EU</td>
<td>EU</td>
</tr>
<tr>
<td>2019</td>
<td>83 (182)</td>
<td>76,5 (168)</td>
<td>10,8 (23)</td>
<td>4,0 (8)</td>
</tr>
<tr>
<td>2019</td>
<td>Poland</td>
<td>Poland</td>
<td>Poland</td>
<td>Poland</td>
</tr>
<tr>
<td></td>
<td>23,8 (52)</td>
<td>28,5 (62)</td>
<td>34,6 (76)</td>
<td>38,0 (83)</td>
</tr>
<tr>
<td>2030</td>
<td>↓</td>
<td>←</td>
<td>↑</td>
<td>↓</td>
</tr>
<tr>
<td>2030</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
Pork trade in the EU and Poland

Switzerland, Serbia, Chile, Norway

EU-28

Hongkong, South Korea, USA, Philippines

Germany, Belgium, Denmark, Spain

Poland

USA, Italy, Germany, Czech Republic,
Poultry trade in the EU and Poland

- Brasil
- Thailand
- Ukraine

- EU-28

- Ukraine
- Germany
- Great Britain
- Netherlands

- Poland

- Philippines
- Ukraine
- Ghana
- Vietnam

- Germany
- Great Britain
- Netherlands
- Hongkong
- Vietnam
Beef trade in the EU and Poland

Argentina
USA
Brasil
Australia

EU-28

Hongkong
Bosnia&Herzegovina
Philippines
Switzerland

UE-28

Poland

Italy
Germany
Spain
Turkey
Israel
established in 2005;

priority is to care and protect the economic interests of UPEMI members;

140 members: meat plants, processing and disposal plants, pig and cattle breeders, distributors and HoReCa companies;

represents members towards the authorities, the government administration, veterinary inspections at both national and international level;

promotes Polish meat all over the world;

in the last 10 years UPEMI implemented over 30 projects with the goal to promote Polish meat industry in Poland and EU but also in USA, South Korea, Vietnam, China, New Zealand, South Africa, Kazakhstan, Taiwan and Singapore;

administers meat quality system - QAFP (the Quality Assurance for Food Products) which defines production requirements for high quality culinary pork, poultry meat and cold cuts.
Over 10 years of promotion and B2B relations
Reaching for new markets

- Singapore
- New Zealand
- Taiwan
- The Republic of South Africa
- Kazakhstan

July 2015 – July 2017
Trade fairs

- Fine Food New Zealand  
  26-28 June 2016

- Food & Hospitality Africa, RSA  
  3-5 May 2016

- Food Expo Kazakhstan  
  May 2017

- Food Taipei, Taiwan  
  June 2017

- Food & Hotel Asia Singapore  
  12 - 15 April 2016

- Anuga, Germany  
  October 2019

- Food Expo Kazakhstan  
  May 2017

- Food Taipei, Taiwan  
  June 2017

- Anuga, Germany  
  October 2019
2 year campaign, launched on 1st May 2018,

promotion of chilled or frozen pork and beef and finished meat goods

goal markets: the USA and Canada

implemented by UPEMI with financial support from the European Union

Campaign objectives are to:

• provide information on the quality and taste qualities of European pork, beef and their finished products,
• highlight European history, tradition and experience in meat production and processing
• present high European production standards.
Campaign aspects:

- strong foundations for pig and cattle farming in Europe with a particular focus on animal welfare;
- prohibition on the use of antibiotics, hormones and growth promoters in animal nutrition;
- high standards of safety and quality of production of European meat and processed meat;
- full traceability of production from "field to table";
- good hygiene practices and strict regulations of European food law;
- many years of tradition and experience of the European meat industry.
Katarzyna Skrzypowska, PhD, office manager in UPEMI. Graduated Warsaw University of Life Sciences – SGGW in 2001 with master’s degree in animal sciences and in 2006 PhD degree at the same university and faculty.

www.meatfromeurope.eu

Thank You for Your attention!