

Update on Irish & EU Beef Market Situation

Joe Burke

July 2016

Growing the success of Irish food & horticulture

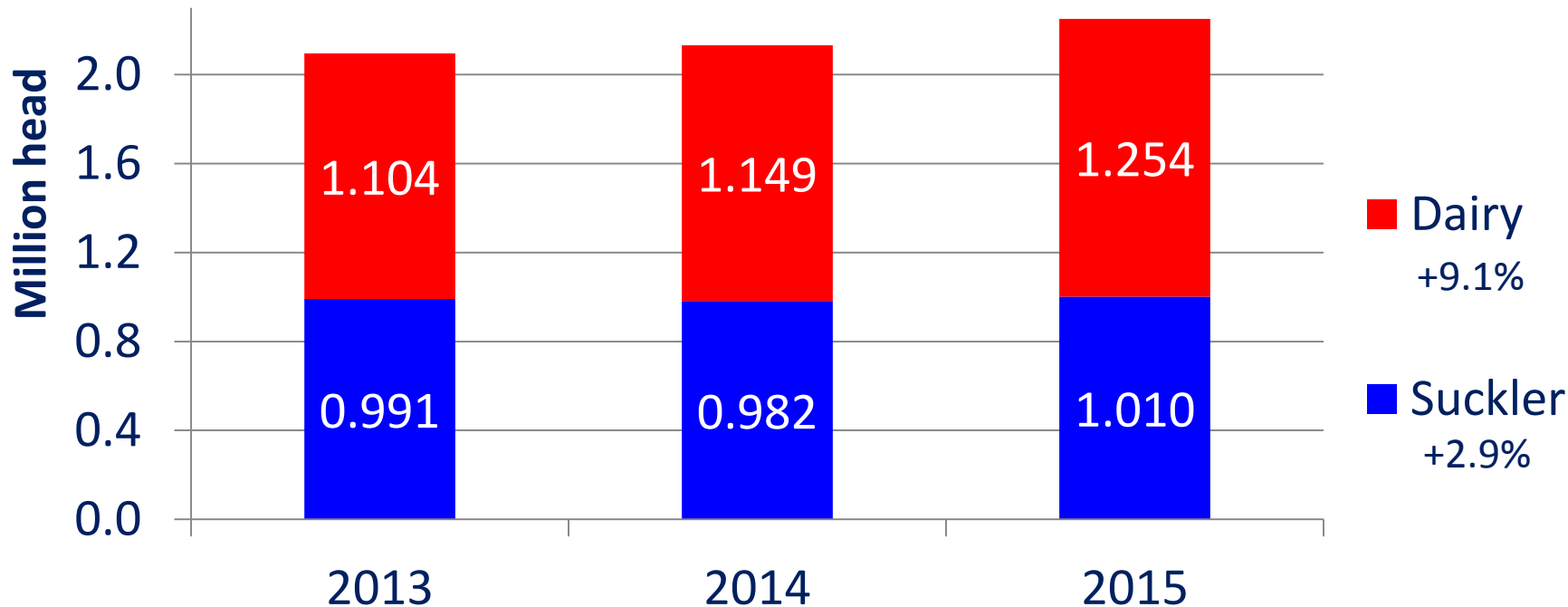
Bord Bia
Irish Food Board

Annual Calf Registrations: 2010 - 2015



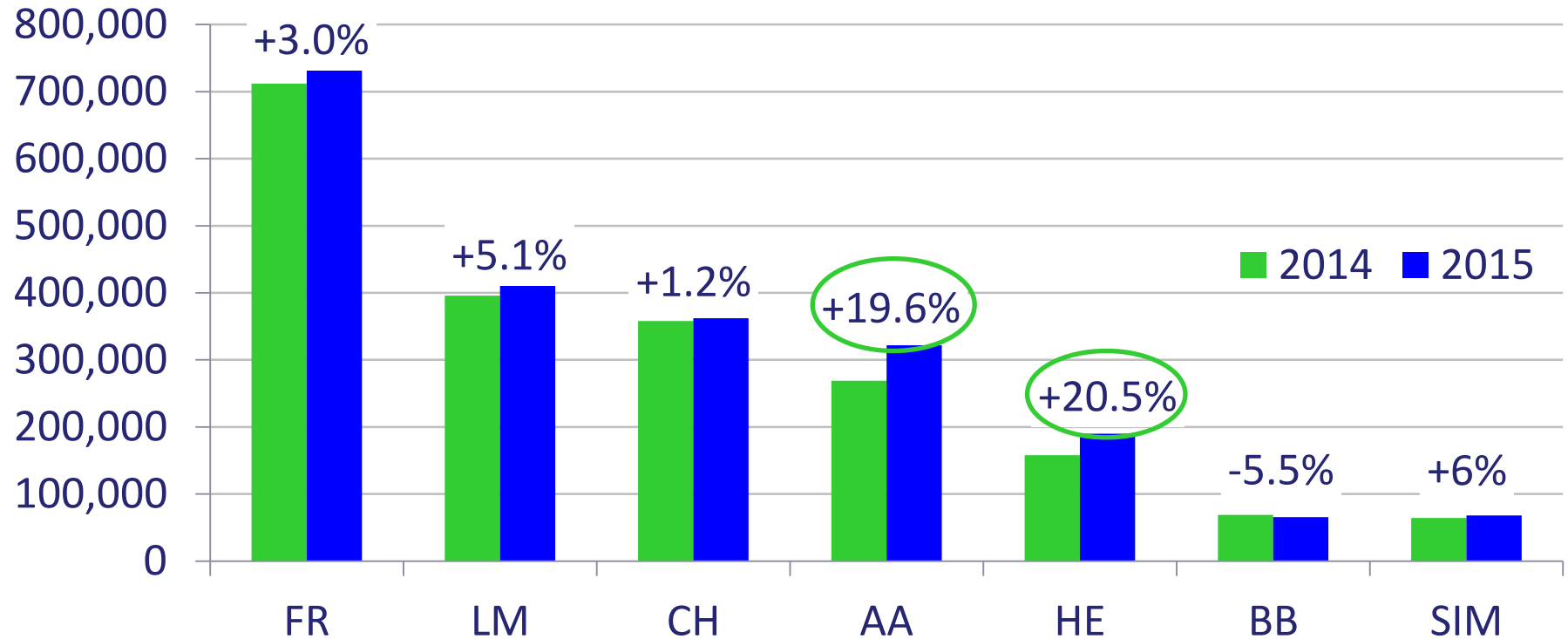
Calf Registrations increased by 6.2% / 133,000 head in 2015

Total Calf Births 2013-2015



Source – Calf Births: AIM

Calf Registrations by Breed 2015 vs '14

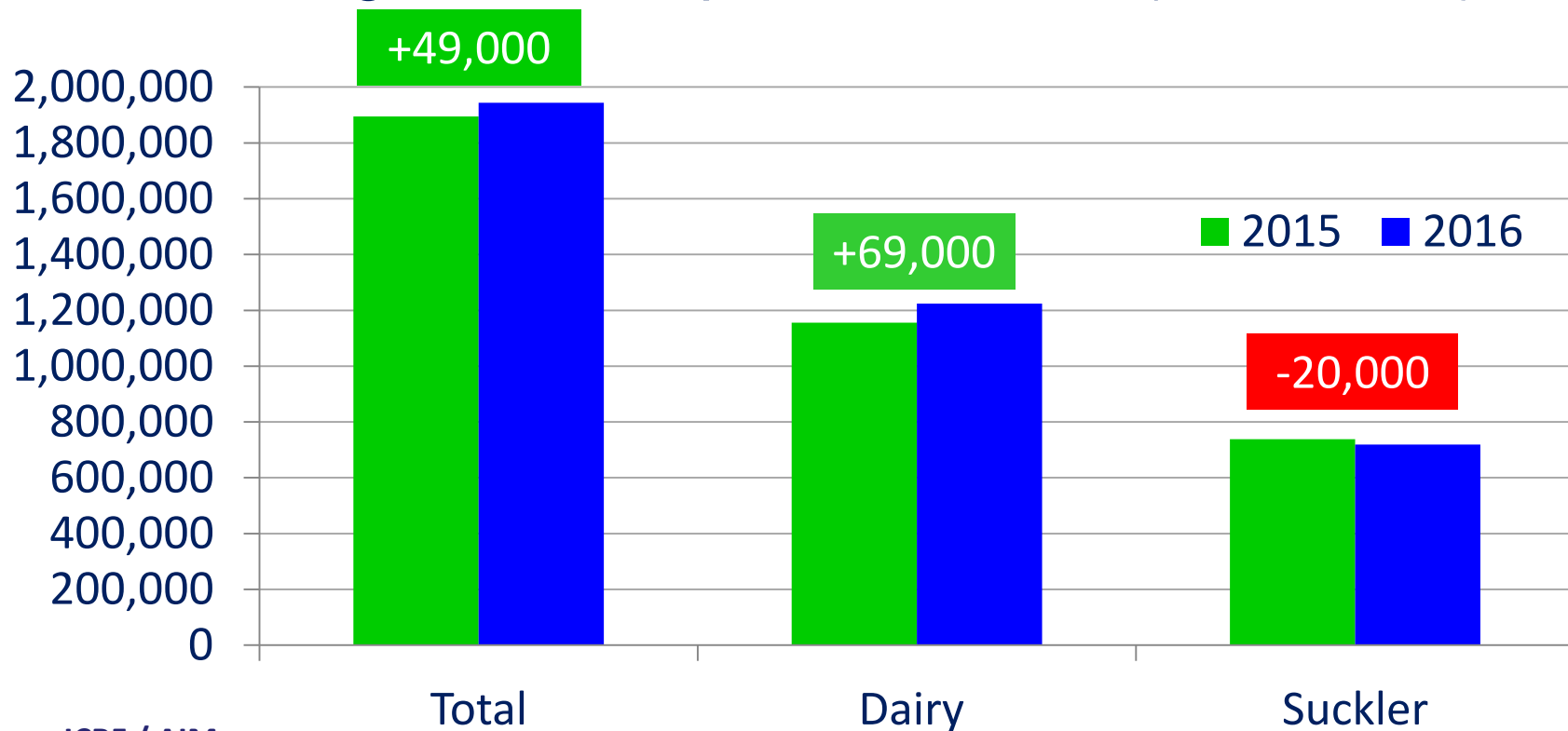


Source - AIM

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Calf Registrations up 2.6% to-date (w/e. 15/07)



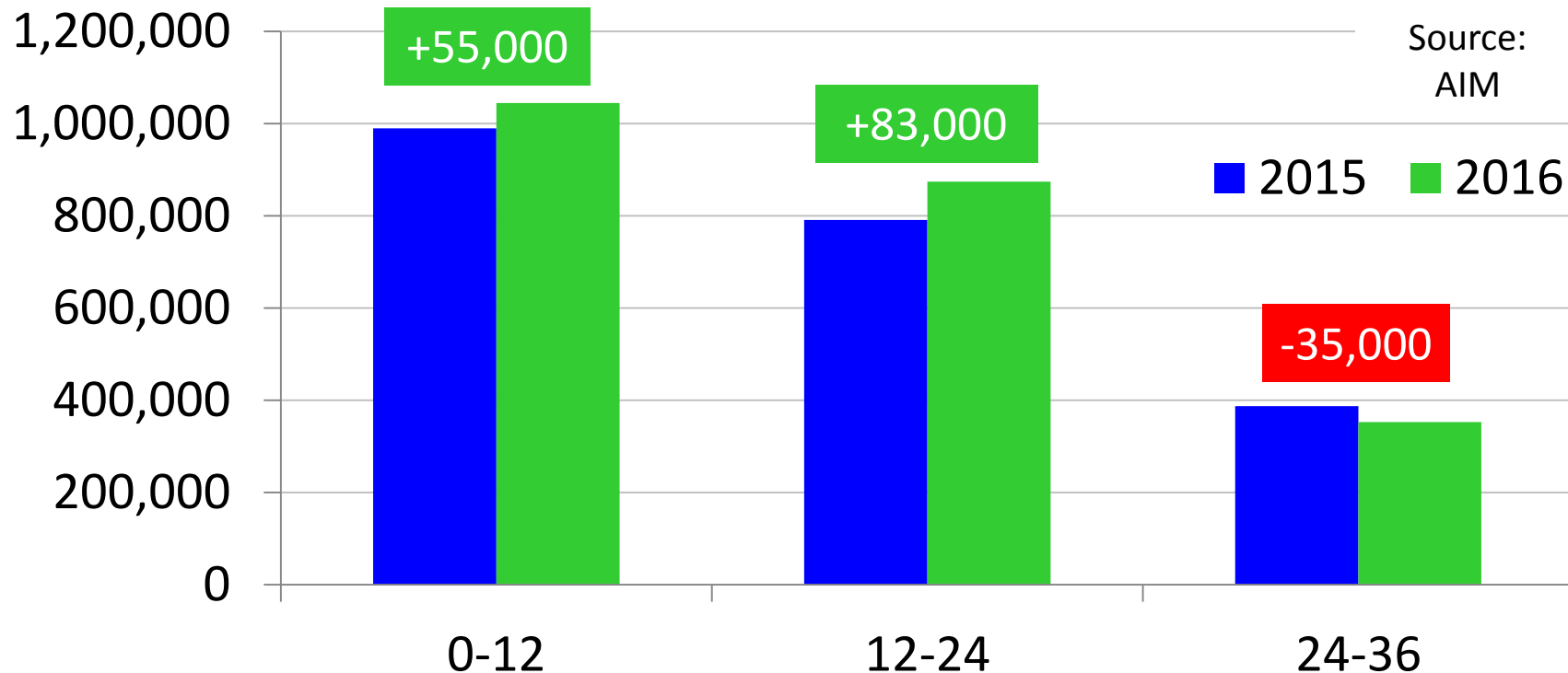
Source – ICBF / AIM

Live Cattle Exports 2016

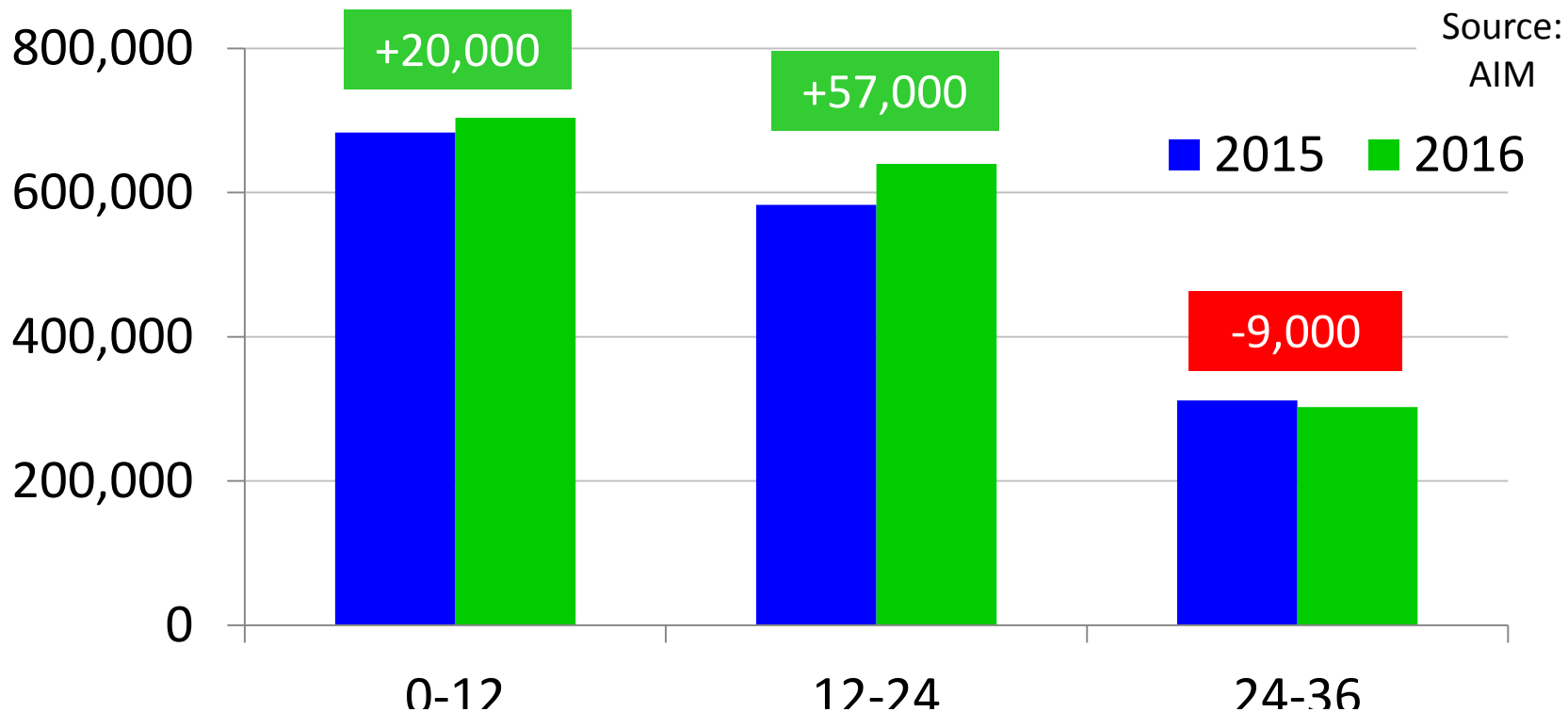
Distribution of Live Exports from Ireland up to w/e. 25th June

(000' head)	2015	2016	% change
Total	122,199	92,231	-25%
NI	26,509	14,174	-47%
GB	4,639	1,593	-66%
Italy	10,117	12,055	+19%
Spain	25,556	29,965	+17%
Netherlands	43,077	26,627	-38%
Belgium	347	171	-51%
France	8,343	5,699	-32%
Other EU	725	1,947	+170%
Libya	433	0	-100%
Other int. mkt.s	2,453	0	-100%

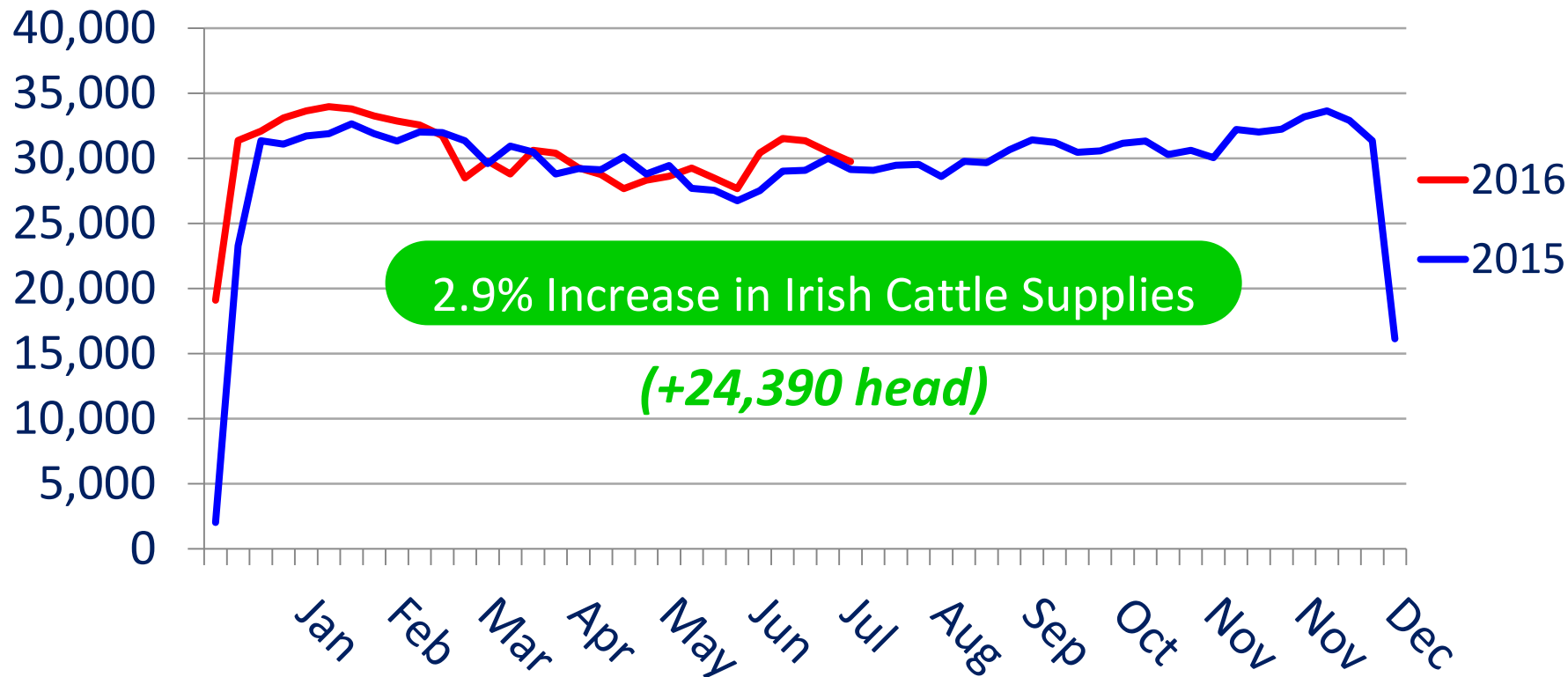
Male Cattle Numbers by Age Category on 1st of June



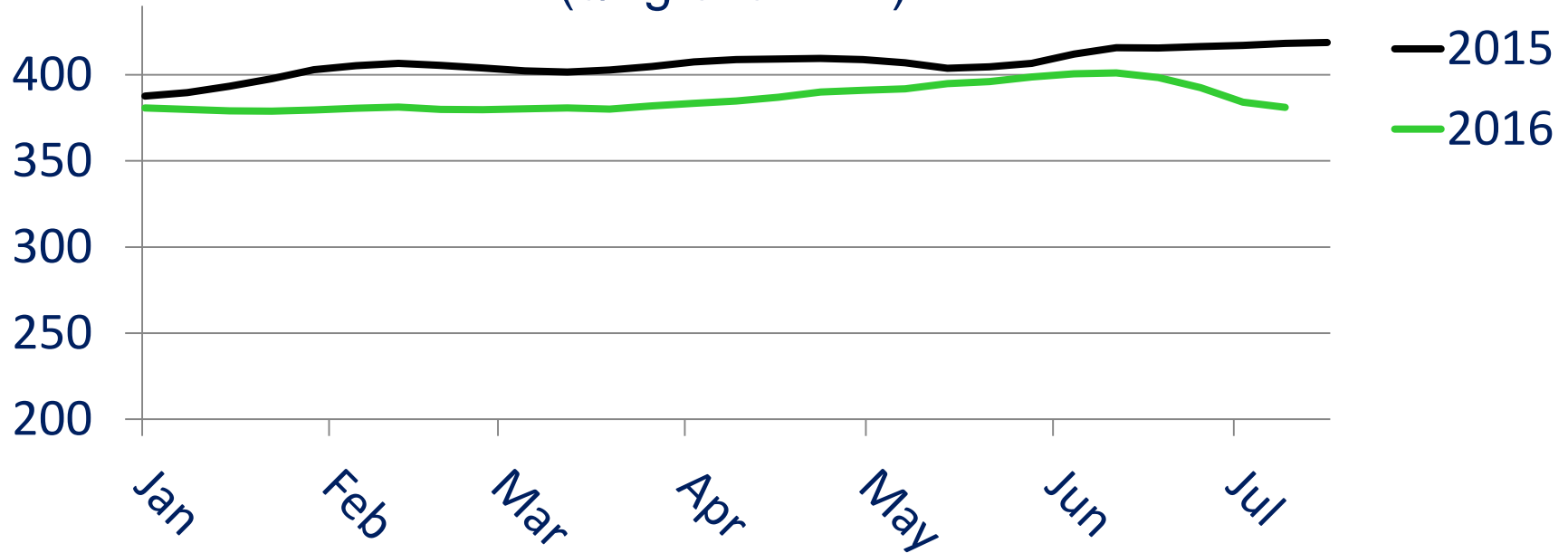
Female Beef Cattle No.s by Age Category on 1st of June



Irish weekly finished cattle supplies (head)



Producer Prices: Ireland R3 Steer (c/kg excl VAT)

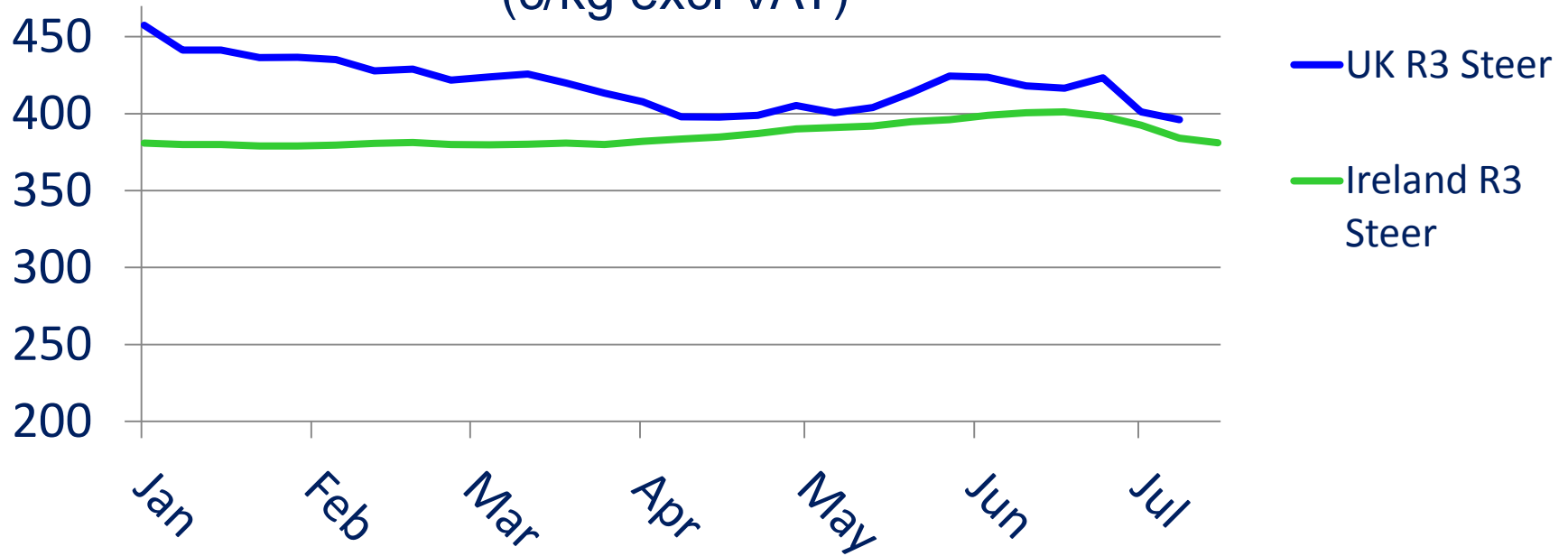


Latest Irish Price Jul '16: €3.81/kg vs. Jul. '15: €4.18/kg

Year to-date, Irish R3 steer price 4.5% lower vs. 2015 (€3.87 vs. €4.05)

Producer Prices: Ireland vs. UK

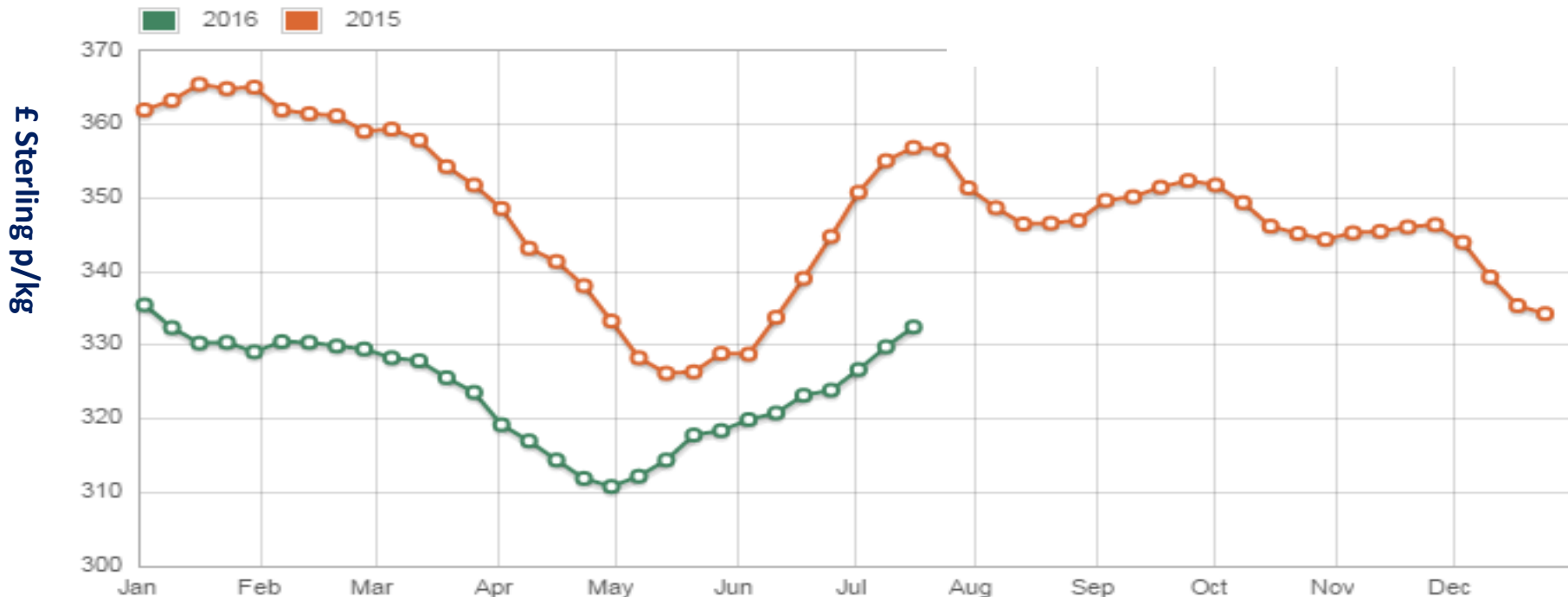
(c/kg excl VAT)



Latest Irish Price €3.81/kg vs. UK: €3.96/kg

Year to-date, Irish R3 steer price 8% below average UK price (33c)

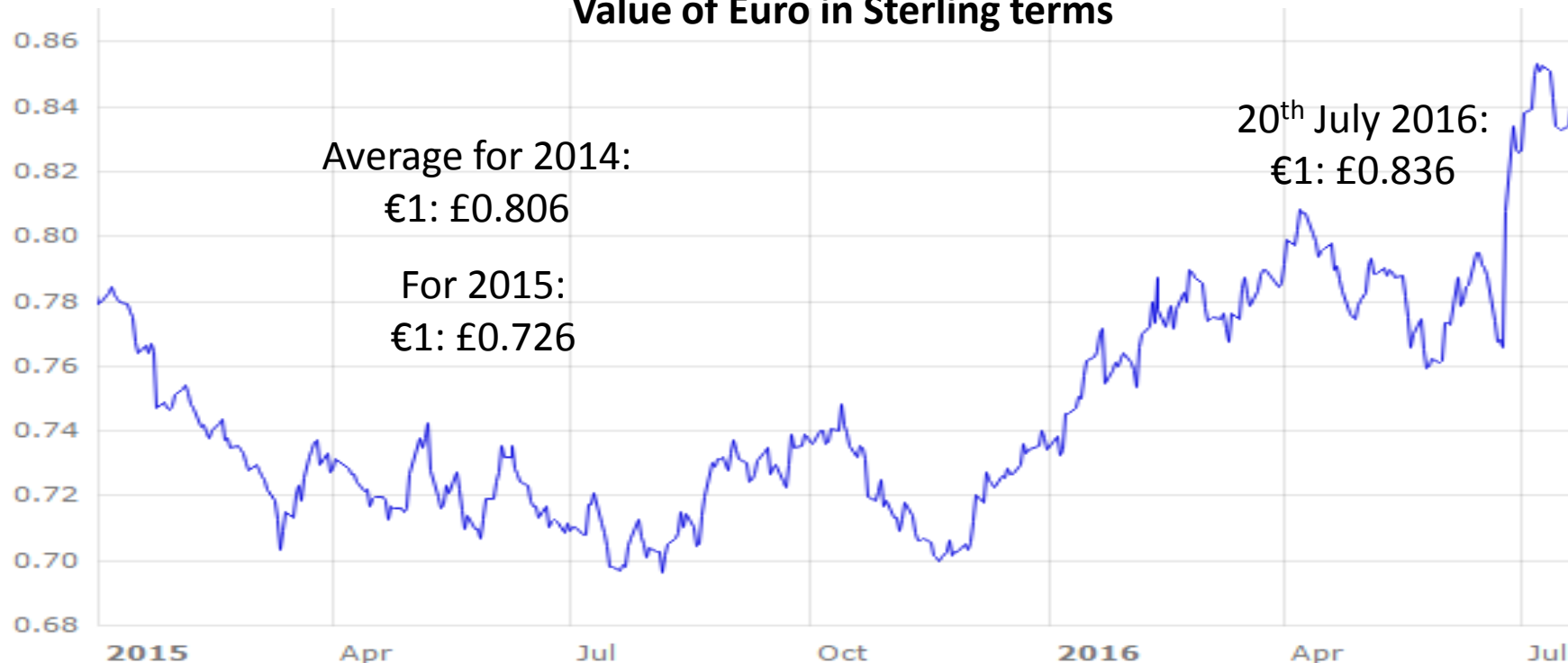
British Cattle Price Development in Sterling terms



Last week: GB R3 steers average £3.42 @ 83.6p = €4.09/kg

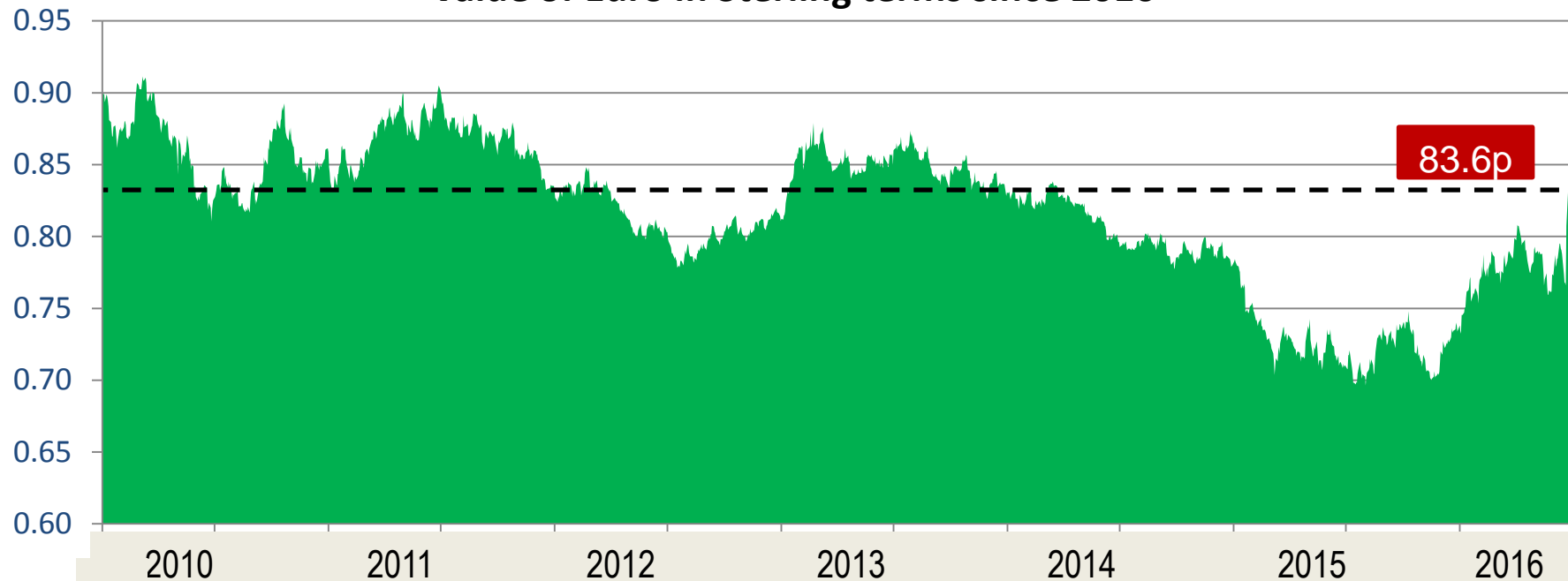
Currency Exchange Rates

Value of Euro in Sterling terms



Currency Exchange Rates

Value of Euro in Sterling terms since 2010



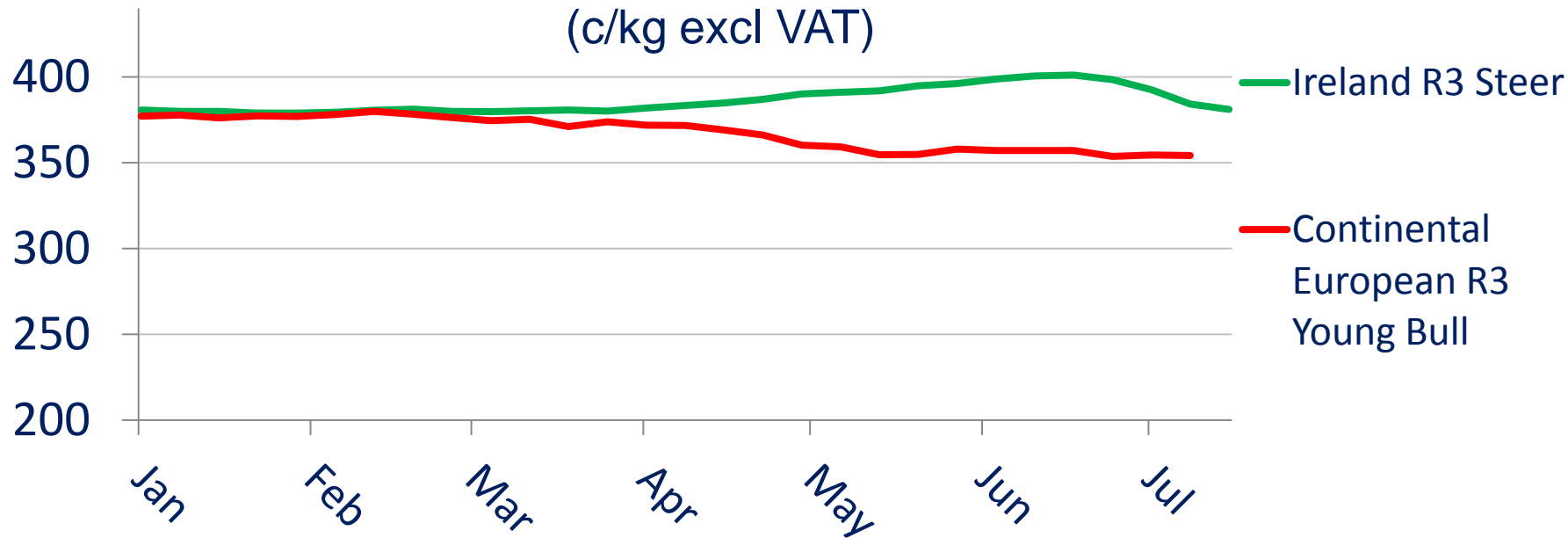
Source: Central Bank of Ireland

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Producer Prices: Ireland vs. Continental EU

(c/kg excl VAT)



Latest Irish Price €3.81/kg vs. Continental EU av.: €3.54/kg

In Italy, R3 young bull price: €3.80/kg, Spain: €3.61, France: €3.49, Germany €3.42


Year to-date, Irish R3 steer price 5% above Continental EU average

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European Beef / Cattle Supplies 2016

 European Commission								
		2014		2015		2016		2017
EU.15 PRODUCTION (1000T)	- 0.19%	6 636	+ 2.68%	6 813	+ 3.35%	7 042	+ 1.03%	7 114
EU.15 CONSUMPTION (1000T)	+ 0.78%	6 916	+ 1.75%	7 037	+ 0.11%	7 044	+ 0.23%	7 060
BALANCE		- 280		- 223		- 2		53
EU.28 PRODUCTION (1000T)	+ 0.86%	7 327	+ 3.60%	7 590	+ 3.63%	7 866	+ 1.24%	7 963
EU.28 CONSUMPTION (1000T)	+ 0.72%	7 305	+ 1.72%	7 431	- 0.06%	7 426	+ 0.24%	7 444
BALANCE		21		160		440		519

EU Beef Retail Sales / Consumption 2016

A map of Europe is shown in the background, with callout boxes for various countries and the Home Market. The callouts provide data on beef retail sales and consumption for 2016. The data is as follows:

Region/Country	Period	Volume Change	Av Price Change
Home Market	12 wks to 21 June	-1%	-1%
Britain	12 wks to 22 May	+2.1%	-2.8%
France	Jan to 12 Jun	-0.9%	+2.5%
Netherlands	(EU Forecast)	+1.8%	
Germany	(EU Forecast)	+0.5%	
Italy	(EU Forecast)	-1.5%	

Home Market
(12 wks to 21 June)
Volume: -1%
Av Price: -1%

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Italy
(EU Forecast)
Volume : -1.5%

UK Beef Market *(2015 data)*

- Population: 65 million
- Beef Consumption: 1,184,000 t. *(18.4kg/capita)*
- Beef Production (905,000 t.)
- Imports 434,000 t. / Exports 136,000 t.
- Ireland has a 70% share of UK beef imports
- Supplying key retail and foodservice customers
- Product profile well-matched: steer/heifer, grass-based, QA



UK Market Activity

Brexit Breifing for Industry

Workshop on managing currency volatility

Mentoring, “meet the buyer” sessions

Trade and consumer promotions



Irish Beef Promotion in Birmingham





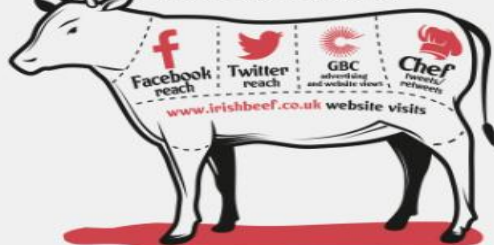
Since our campaign has launched in September we continue to increase reach to our consumer audience through our **social channels, website** and **partnerships** with third parties.

TOTAL REACH OF IRISH BEEF

Since launch in **September 2015** the reach of Irish beef through our campaign channels has totalled:

{3,107,220}

THIS IS MADE UP FROM:



OUR AVERAGE MONTHLY WEBSITE VISITS HAVE INCREASED BY:

33%



OUR PARTNERSHIP WITH GREAT BRITISH CHEFS HAS PROVIDED AN ADDITIONAL

1,005,953
VIEWS



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