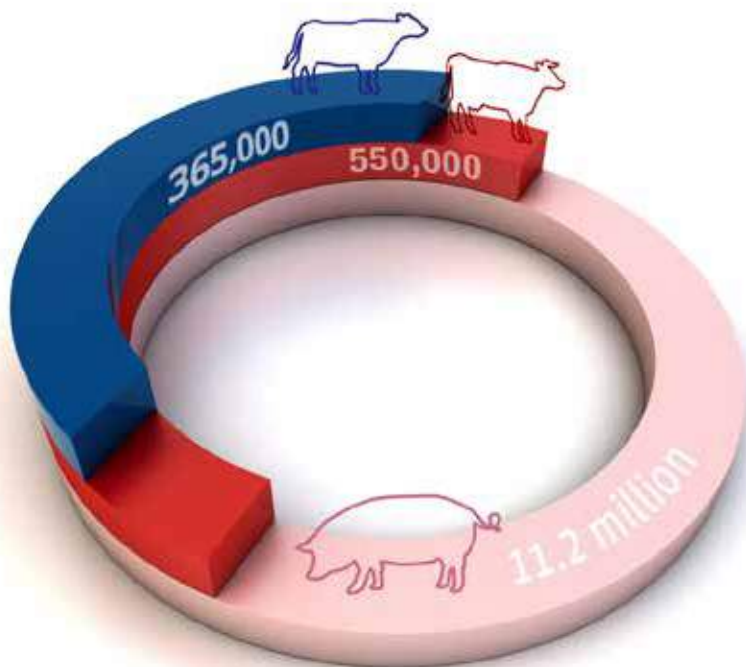


BELGIAN MEAT

Facts & Figures 2017

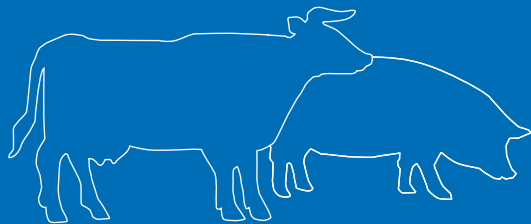


In **Belgium** 11.2 million pigs, 550,000 cattle and 365,000 calves are slaughtered annually.



The heart of Europe

- Population: 11.2 million
- Capital: Brussels



Herd in Belgium

- 2016 Herds
Pigs: 6,181,000,
Cattle: 2,499,000
- Flanders (the northern region of Belgium) produces 94% of total pork production and 77% of total beef production in Belgium.

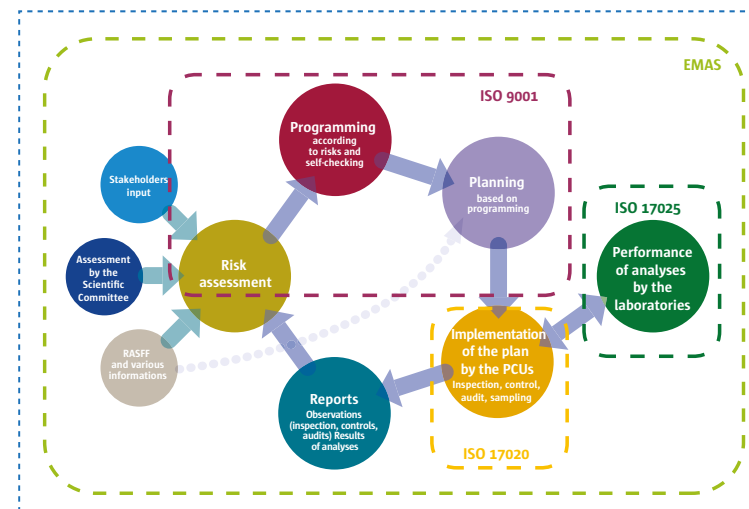
About Belgian meat and Belgian Meat Office

The Belgian meat sector specializes in pork and beef. Since decades Belgian pork and beef is exported to many countries in the world. Over the generations, Belgian meat producers became real export specialists, meeting the needs of customers in over 60 countries.

The **Belgian Meat Office** coordinates pork and beef export activities. This meat export agency was founded in 2003 under the Flanders' Agricultural Marketing Board (VLAM) umbrella.

NO. 1 IN EUROPEAN MEAT MONITORING

Belgium is one of the leading meat exporters in Europe and is also a leader with regard to food safety. The concept of risk management and its use by Belgian companies is widely recognised across Europe.



INTENSIVE INSPECTIONS FROM THE FEED TO THE END USER

In Belgium the safety of the entire food chain comes under the authority of the Federal Agency for the Safety of the Food Chain (FASFC - an independent agency). This is a unique feature in Europe. The FASFC incorporates all public health and agriculture inspection departments and monitors the compulsory self-audit systems of operators & the excellent traceability of their products.

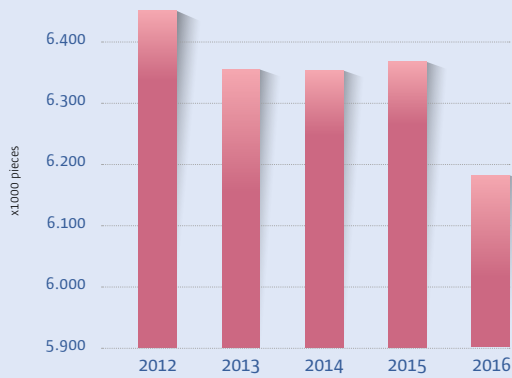
PRODUCTION

Herd



PIG HERD BELGIUM

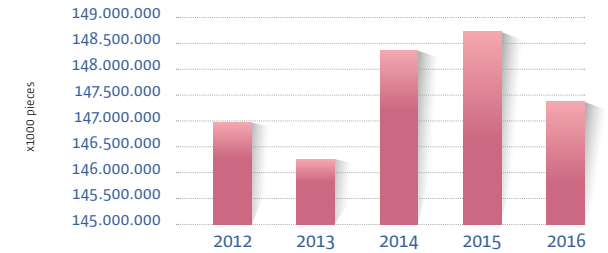
In 2016 the Belgian pig herd shrank by almost 200,000 pigs compared to 2015, dropping to 6.2 million.



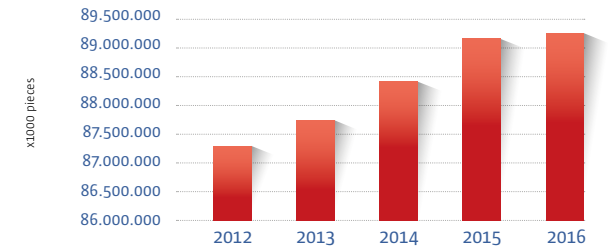
Source: Eurostat



PIG HERD EU28



CATTLE HERD EU28

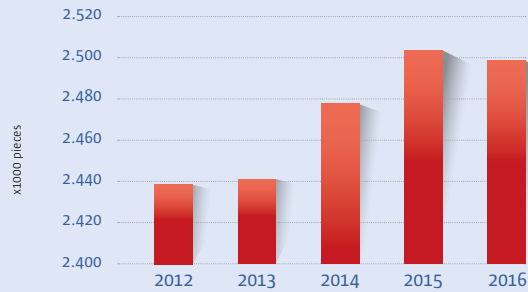


Sources: EU28: Eurostat - world: USDA

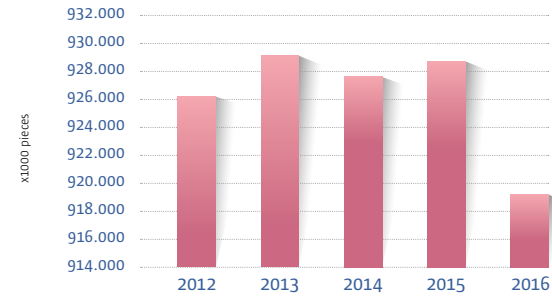


CATTLE HERD IN BELGIUM

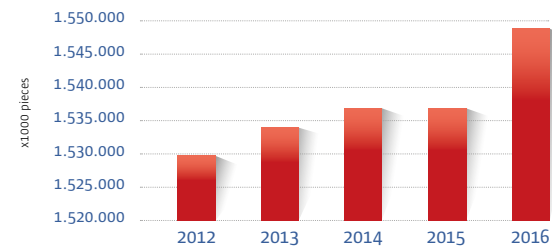
With 2.5 million cattle the Belgian cattle herd remained at the same level as last year.



Source: Eurostat



PIG HERD WORLD



CATTLE HERD WORLD



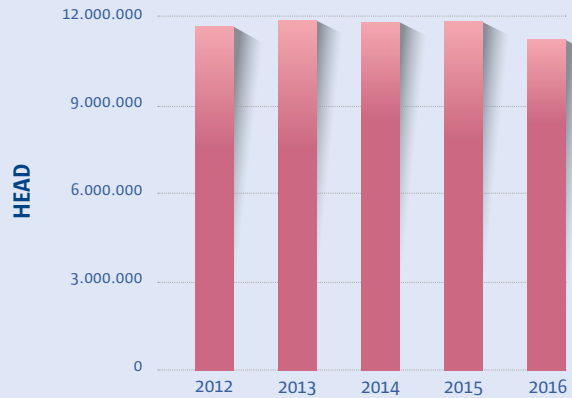
PRODUCTION

Slaughterings (number and production)



PIG SLAUGHTERINGS IN BELGIUM

In 2016 the number of pig slaughterings sank to 11.2 million, around 700,000 units less, in comparison to 2015.

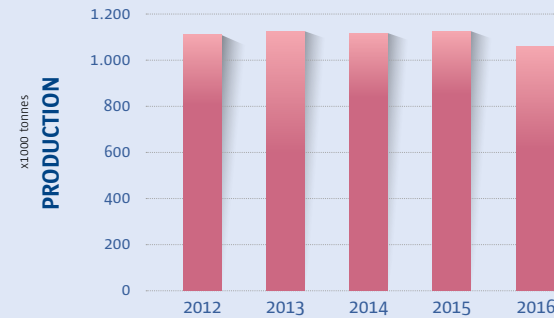


Source: Statistics Belgium by FAVV



PIG SLAUGHTERINGS IN BELGIUM

The production of pork fell slightly in 2016 and amounted 1.06 million tonnes. This led to a 6% decrease compared to 2015.

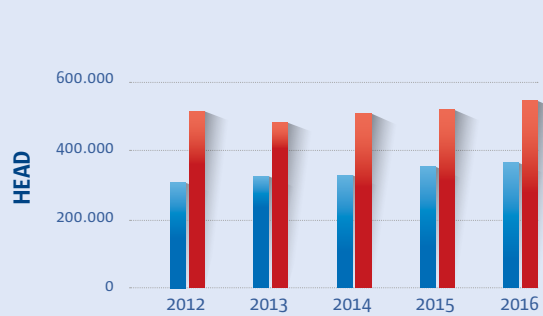


Source: Statistics Belgium by FAVV



CATTLE AND VEAL SLAUGHTERINGS IN BELGIUM

In 2016 the number of cattle slaughterings rose to almost 550,000 animals. The calf slaughterings increased as well, namely by 3% compared to 2015.

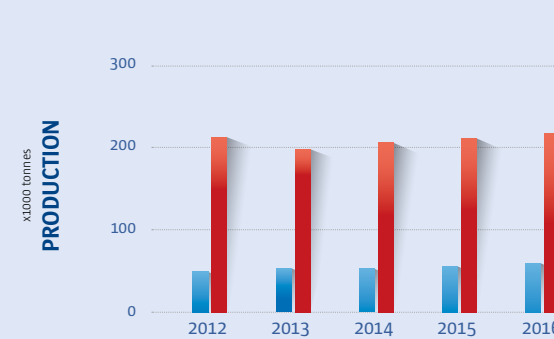


Source: Statistics Belgium by FAVV



CATTLE AND VEAL SLAUGHTERINGS IN BELGIUM

For the last 5 years the beef production was stabilized around 220,000 tonnes. In 2016 the production of veal recorded a 6% increase compared to the year before.



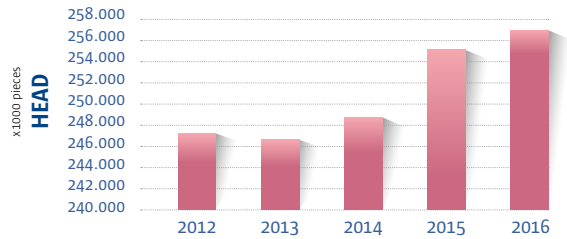
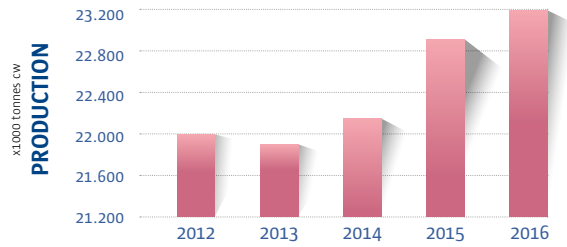
Source: Statistics Belgium by FAVV

PRODUCTION

Slaughterings (number and production)

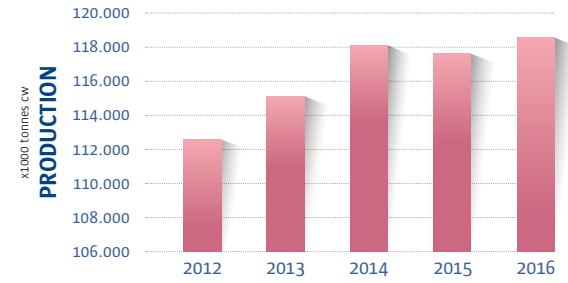


PIG SLAUGHTERINGS IN EU

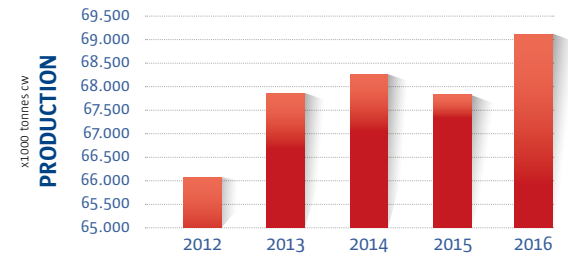


Source: Eurostat

PIG SLAUGHTERINGS WORLD



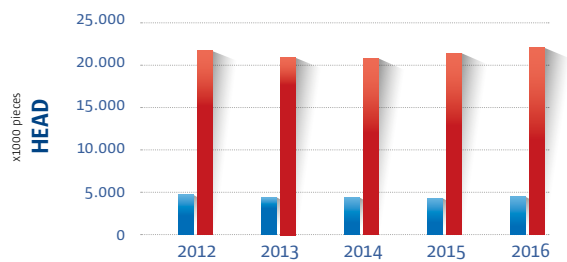
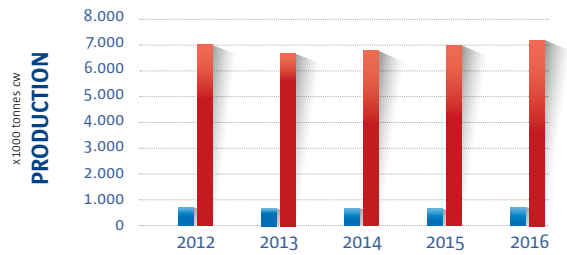
CATTLE SLAUGHTERINGS WORLD



Source: GIRA/FAO



CATTLE AND VEAL SLAUGHTERINGS IN EU



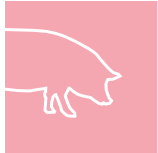
Source: Eurostat



EXPORT

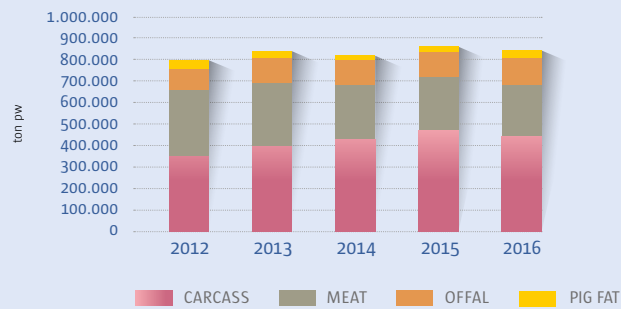
Belgium

EU



EXPORT PORK

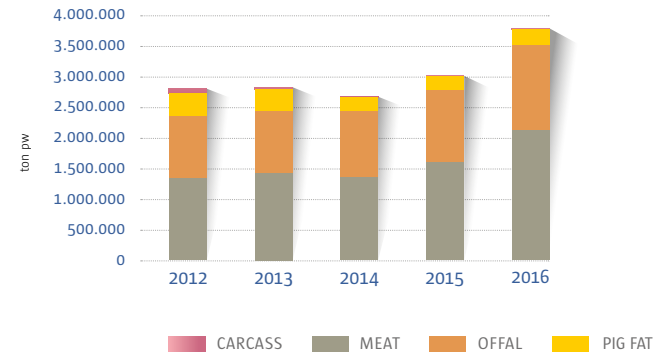
In 2016 the export volume decreased slightly by 2.1% compared to 2015.



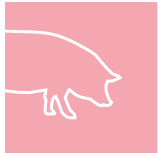
Source: Eurostat



EXPORT OF EUROPEAN PORK - FROM EU28 TO THIRD COUNTRIES

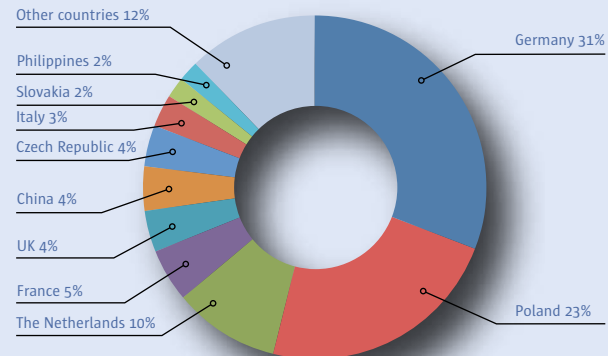


Source: Eurostat



TOP 10 DESTINATIONS – BELGIAN PORK 2016 (IN %)

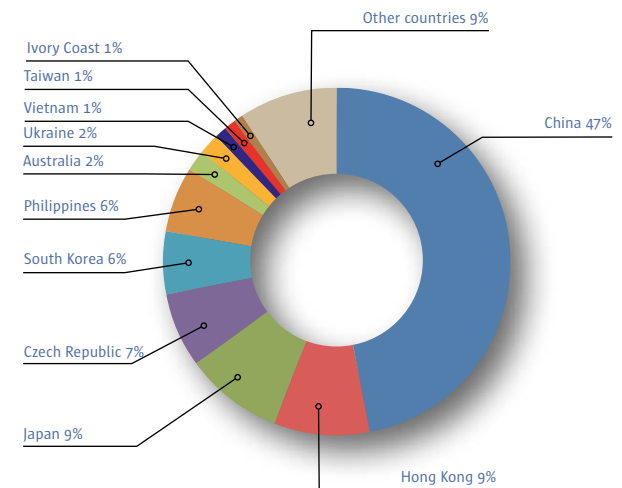
Even in 2016 Germany remains the most important export destination for Belgian pork. Poland ranks second with a volume share of 23%. The Netherlands, France and the UK complete the top 5.



Source: Eurostat



DESTINATIONS PORK - EXPORT EU28



Source: Eurostat

EXPORT

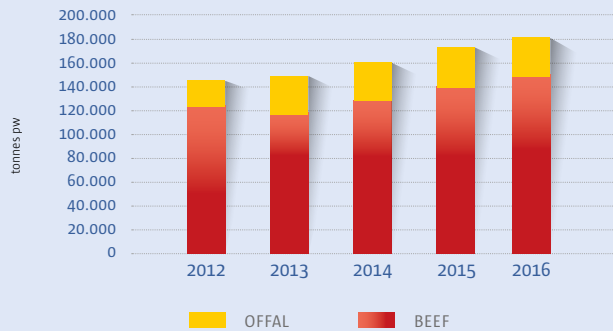
Belgium

EU



EXPORT OF BELGIAN BEEF

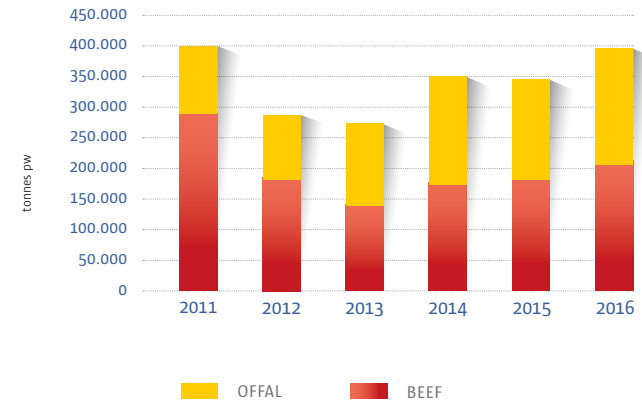
After a 7% rise, the Belgian beef export increased again in 2016 by 5% to almost 180,000 tonnes.



Source: Eurostat



EXPORT OF EUROPEAN BEEF - FROM EU28 TO THIRD COUNTRIES

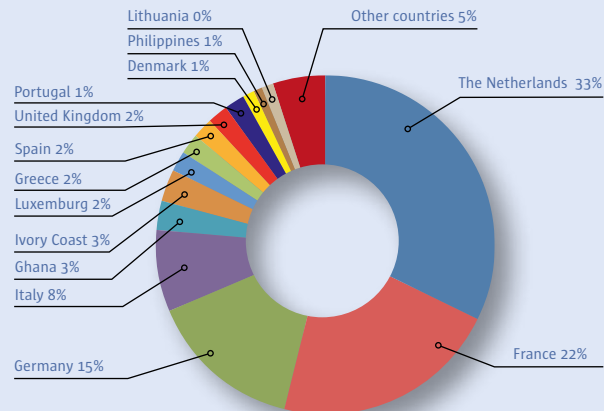


Source: Eurostat



TOP 10 DESTINATIONS - BEEF BELGIUM 2016 (IN %)

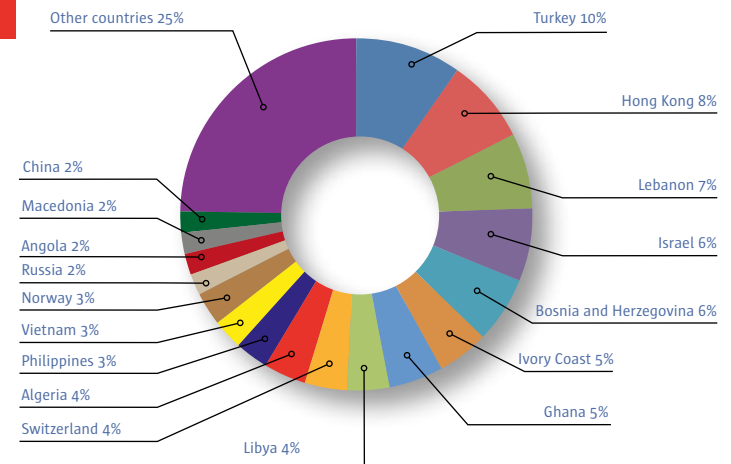
With a volume share of 33%, the Netherlands remains the most important destination for Belgian beef. France, Germany, Italy and Ghana complete the top 5.



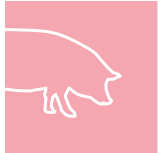
Source: Eurostat



DESTINATIONS BEEF - EXPORT EU28

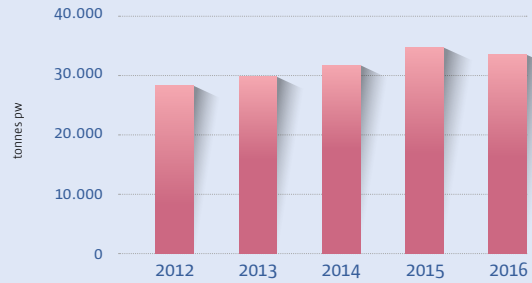


Source: Eurostat



TOTAL BELGIAN EXPORT TO THE UNITED KINGDOM

The total Belgian export of pork to the UK amounted to 33,876 tonnes in 2016 and remains therefore stable compared to the previous year.

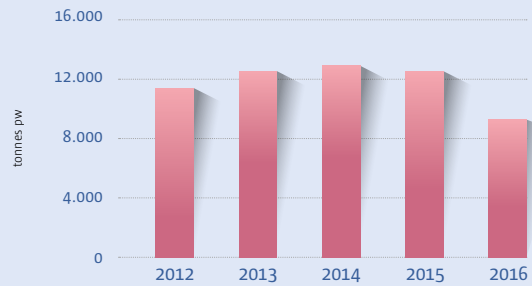


Source: Eurostat

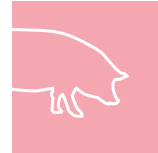


BELGIAN EXPORT OF CARCASSES TO THE UNITED KINGDOM

In 2016 the Belgian export of pig carcasses to the UK decreased to 9,294 tonnes. This means a drop of almost 25%.

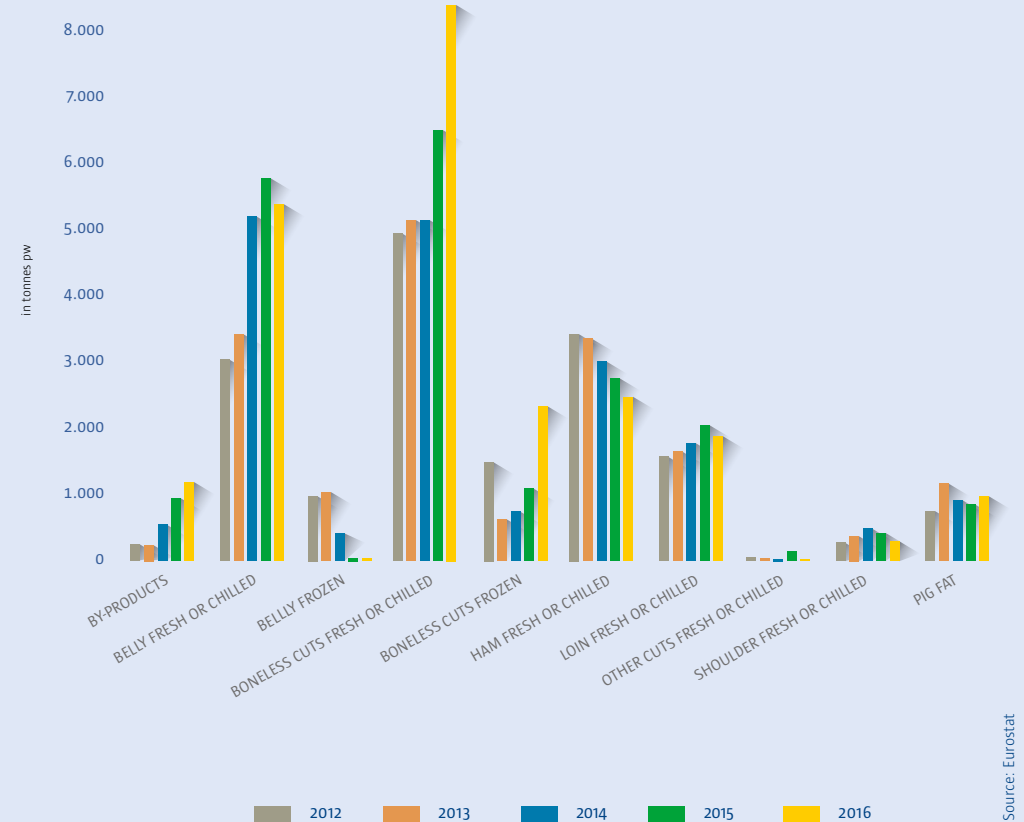


Source: Eurostat



BELGIAN EXPORT OF MEAT, OFFAL AND FAT TO THE UNITED KINGDOM

The graph below gives a more detailed representation of the export of meat, offal and fat to the United Kingdom. In 2016 the strong increase in the export of fresh or chilled boneless cuts and frozen boneless cuts is extremely evident.



Source: Eurostat

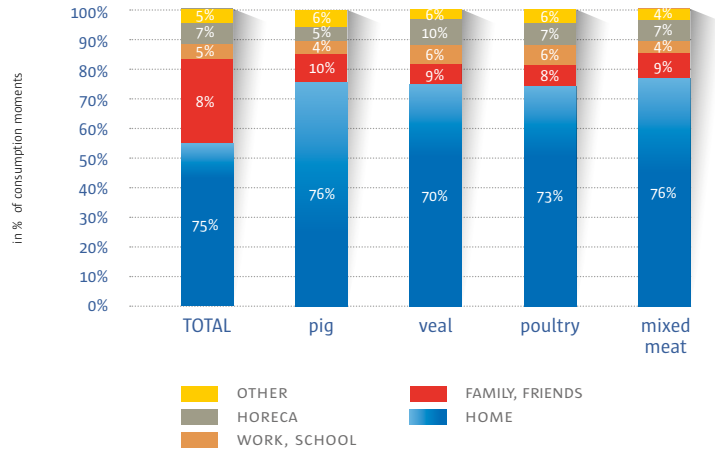
CONSUMPTION

Place of consumption

Purchase channel



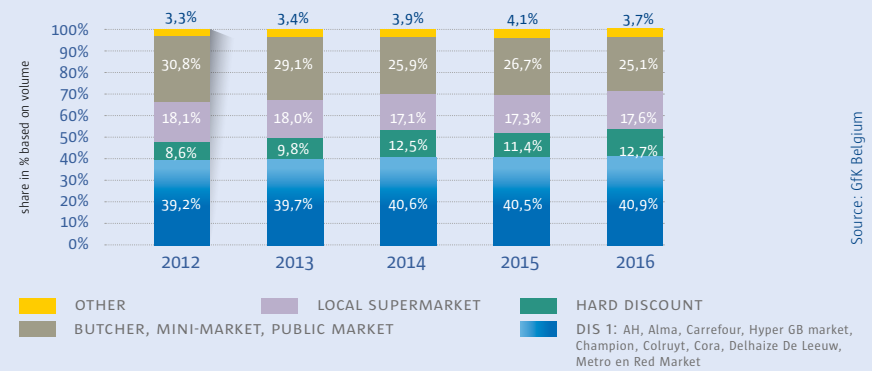
PLACE OF CONSUMPTION OF MEAT/POULTRY IN BELGIUM (excl. meat products)



Source: consumption tracker 2014 Ivox for VIAM



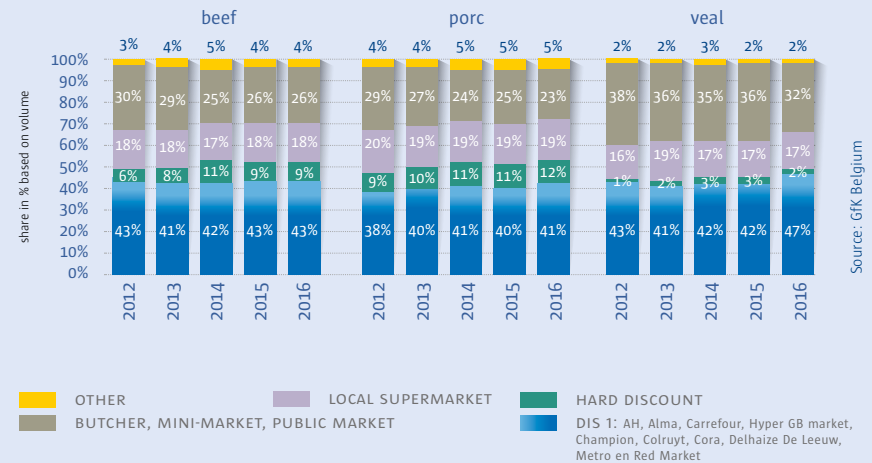
FRESH MEAT DISTRIBUTION CHANNEL SHARE IN BELGIUM (share in % based on volume)



Source: GfK Belgium



FRESH MEAT DISTRIBUTION CHANNEL SHARE IN BELGIUM (share in % based on volume)



Source: GfK Belgium

CONSUMPTION

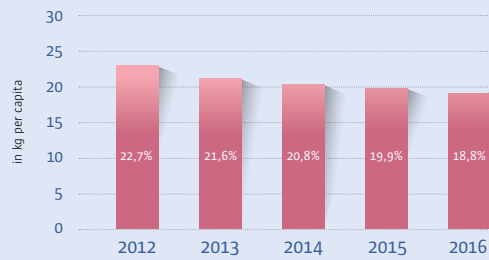
General consumption

Consumption by type of meat



PURCHASE OF MEAT FOR HOME USE IN BELGIUM (volume: fresh + frozen; excl. poultry)

In 2016 the purchase of meat for home use dropped further. The main reasons for this are a decreasing purchase frequency and a smaller volume per purchase.

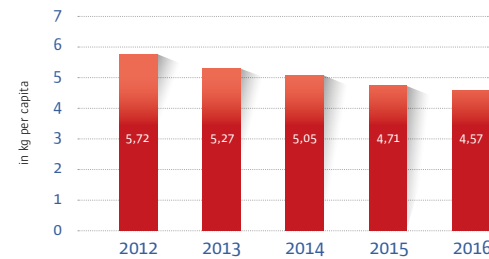


Source: GfK Belgium

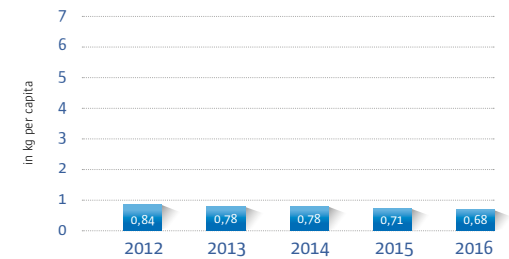
PURCHASE FRESH MEAT BY TYPE IN BELGIUM (in kg per capita)



BEEF



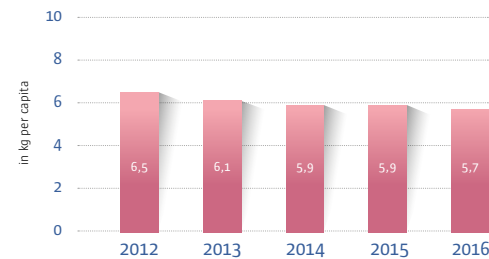
VEAL



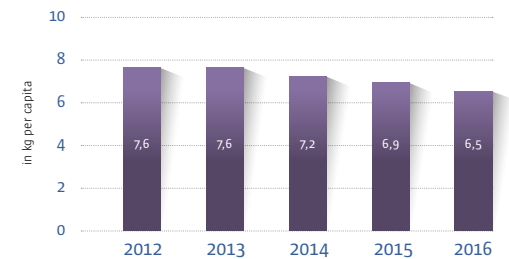
Source: GfK Belgium



PORK



MIXED MEAT



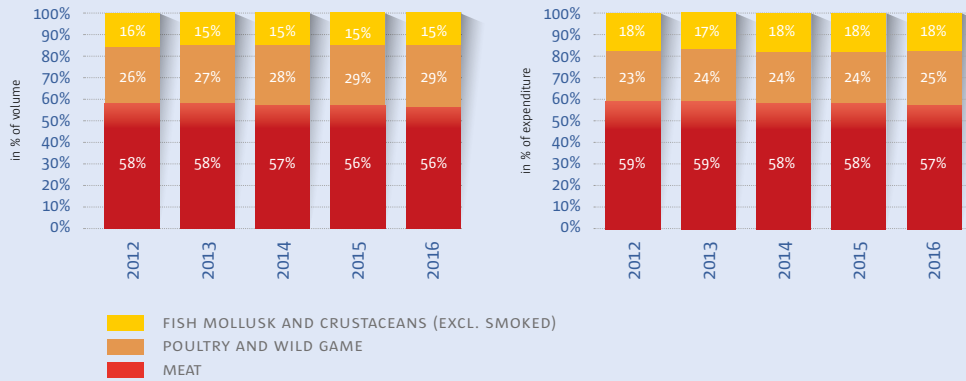
Source: GfK Belgium

CONSUMPTION

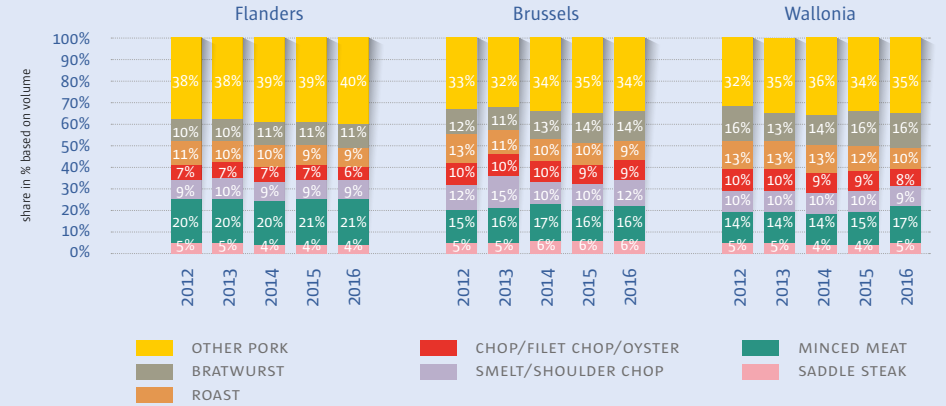
Share meat versus poultry and fish



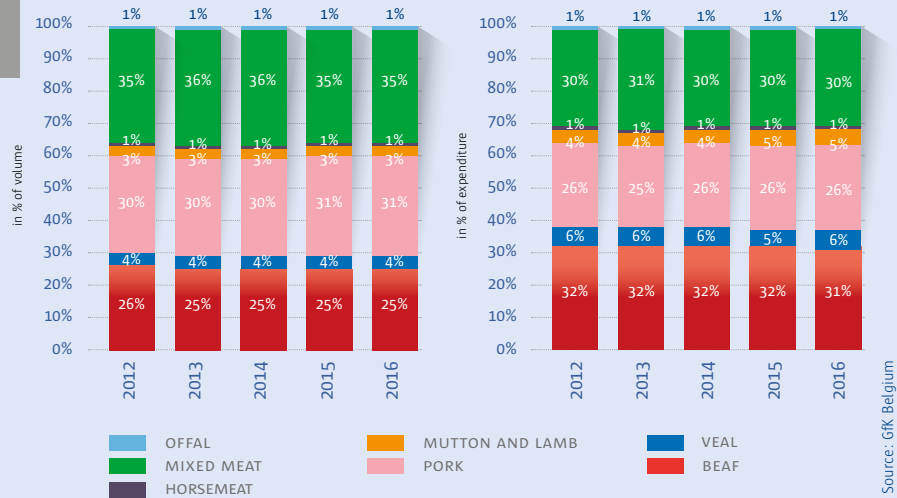
SHARE OF MEAT VERSUS POULTRY AND FISH IN HOME USE IN BELGIUM (Fresh + frozen)



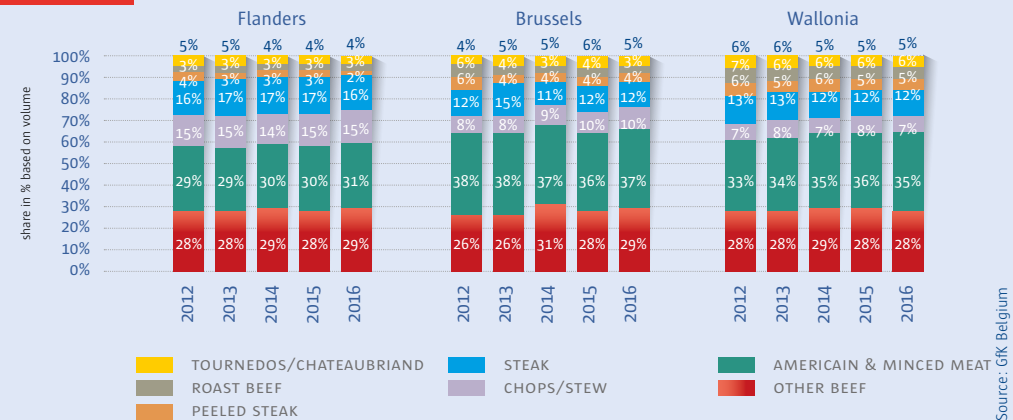
PURCHASE FRESH PORK BY PRODUCT CATEGORY IN BELGIUM (share in % based on volume)



FRESH MEAT BY TYPE SHARE IN BELGIUM



PURCHASE FRESH BEEF BY PRODUCT CATEGORY IN BELGIUM (share in % based on volume)



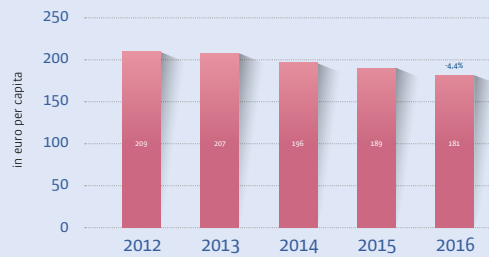
CONSUMPTION

Expenditures - general



PURCHASE MEAT IN BELGIUM (expenditures in euro per capita: fresh + frozen; excl. poultry)

The main reason of the declining meat consumption is a decrease in purchase frequency. Consumers thus eat meat less frequently or eat smaller portions.

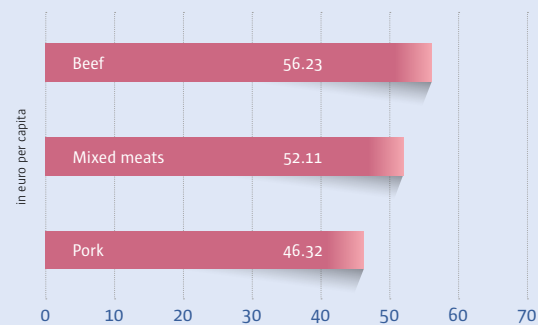


Source: GfK Belgium



PURCHASE MEAT IN 2016 BY TYPE OF MEAT (in euro per capita)

In 2016 the total purchase of fresh meat for home use amounted to 175.55 euro. The graph below gives an overview of the types of meat on which consumers spent the most, therefore it doesn't contain all types of meats. Beef comes first, followed by mixed meats and pork.



Source: GfK Belgium





**BELGIAN
MEAT
OFFICE**

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