Asian Meat Market Trends: a U.S. Perspective

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※写真はすべてイメージです。
どっちも食べたい!
アメリカン・ミート・フェス
American Meat Fes
BEEF VS PORK
U.S. BEEF
American Beef For You
洗練された豊かな味わいと
安心の品質のアメリカンビーフ
アメリカン・ポーク
しっかり熟成された旨味
たっぷりのアメリカンポーク
アメリカンミート
厚切りステーキ対決!!
ジュワッと
溢れ出る肉汁
甘味を感じる
柔らかな肉質
ステーキやローストビーフ、
178円
税込192.24円
焼肉で一番人気の「カルビ」!!
アメリカ産
牛肉ばらカルビ焼用
100g当り
本体価格 298円
税込321.84円
バーベキューにおすすめ!!
アメリカ産
豚肉バックリブ
(ロース側骨付き肉)
100g当り
本体価格 128円
税込138.24円
弱火でじっくりと
焼き上げるのがポイント!!
アメリカ産
豚肉ロース
ステーキ用
(グローブカット)
100g当り
本体価格 88円
税込95.04円
人気の牛肉ばら・
豚肉ばらが入ってます!!
豚うす切り
肉盛り合わせ
本体価格 980円
牛肉味付かたロース
カットステーキ用(ガーリック)
(原料肉:アメリカ)
100g当り
198円
焼肉といえば「タン」。
牛タンです。
アメリカ産
牛タン塩焼き用
100g当り
598円
野菜と一緒にサッと焼いて
お召し上がりください。
牛肉ばら味付焼肉用
(7種の果物入り)
(原料肉:アメリカ)
320g
580円
税込626.40円
ホルモンで「焼肉」
「もつ鍋」にどうぞ
アメリカ産
牛ホルモン
焼肉・鍋物用(解凍)
100g当り
128円
アメリカ産
豚肉かたロースかたまり
100g当り
108円
格子状に切れ目が
入っており焼きやすい。
豚肉かたロース味付
バーベキューステーキ用
(原料肉:アメリカ産)
100g当り
138円
炒め物や鍋など
色々な料理に。
アメリカ産
豚肉ばらうす切り
100g当り
158円
フライパンで焼き上げお好みの
ソースでお召し上がりください。
アメリカ産
豚肉ロース厚切り
(生姜焼用)
100g当り
128円
赤身と脂肪が交互に入った
3枚肉と呼ばれる部位!!
アメリカ産
豚肉ばらかたまり
100g当り
本体価格 108円

The Big Drivers

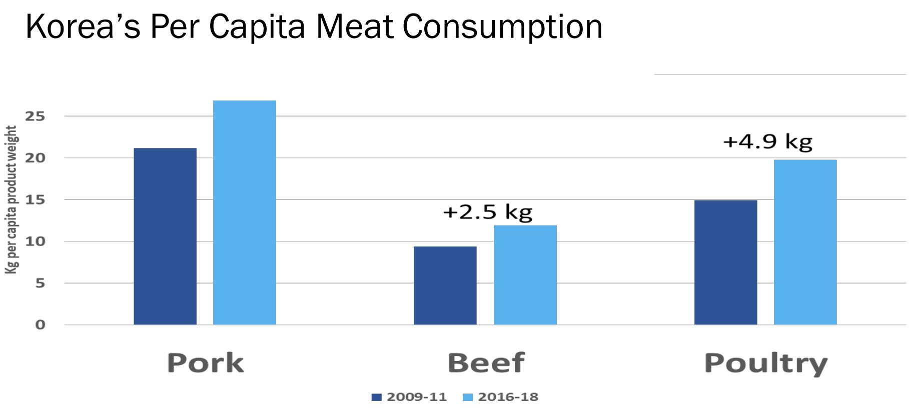
- Aging populations – youth as principal demand drivers; also labour shortages
- "Healthier" eating – encompasses nutrition attributes, but also sustainable, 'natural', 'local', growing animal welfare awareness
- Cuisine experimentation – more menu choices, more competition for red meat
- "New Retail" – purchasing anything, anywhere, anytime
- Convenience – shorter meal prep times; meals on the go & alone

Traditions persist

- Penchant for fresh – wet markets still thrive, esp in Greater China region, and regardless of income; frozen & chilled discounted (outside of Japan & Korea)
- Price sensitivity – esp for daily proteins, but also for e-commerce
- Wet cooking over dry cooking – ovens still not ubiquitous, except microwaves
- Fast food, but local flavours
- Traditional meat products – mince market undeveloped

Black Swans: ASF to reshape Asian meat consumption: "Its better to eat less pork"

	Per Capita Consumption (2016 and 2018est)	U.S. Share of Total Beef Consumption (2016 and 2018est)
Japan	6.7 kg to 7.5 kg	23% to 27%
Korea	11.5 kg to 12.5 kg	27% to 33%
Taiwan	4.67 kg to 5.35 kg	38% to 42%
China HK	4.2 kg to 4.33 kg	2% 17% to 18%
Mexico	14 kg to 14.15 kg	9%
Canada	18.4 kg to 18.9 kg	15%



Competitiveness is about cuts

- short plate
- TBM
- short rib b/less
- ribeye
- tenderloin
- chuck roll
- finger meat

- chuck eye roll
- striploin
- heel muscle
- bone-in short rib
- culottes
- inside skirts
- outsides skirts
- hanging Tenders

- clod hearts
- top butts
- ball Tips
- trip-tips
- chuck Tender
- flank
- brisket
- sirloin Flap
- eye of round

- knuckles
- inside rounds
- outside rounds

Chilled vs. frozen: U.S.D.A. Choice Grade vs U.S.D.A. PRIME Grade

U.S. More Competitive ←

U.S. Less Competitive →

Especially for pork

- bls picnics;
- bone-in shoulders;
- bls hams;
- bone-in hams;
- tongues;
- ears;
- front/hind feet;
- stomachs;
- neckbones;
- carcasses

- bls butts (Brazil);
- loin complex (Brazil);
- hearts (EU)

- bone in middles (EU);
- spare ribs
- hocks;
- kidneys (Canada);

- bellies (EU)

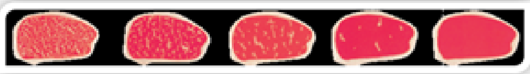
Japan: A special case

U.S. More Competitive ←

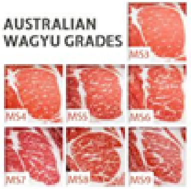
U.S. Less Competitive →

Most U.S. volume is narrow range of cuts

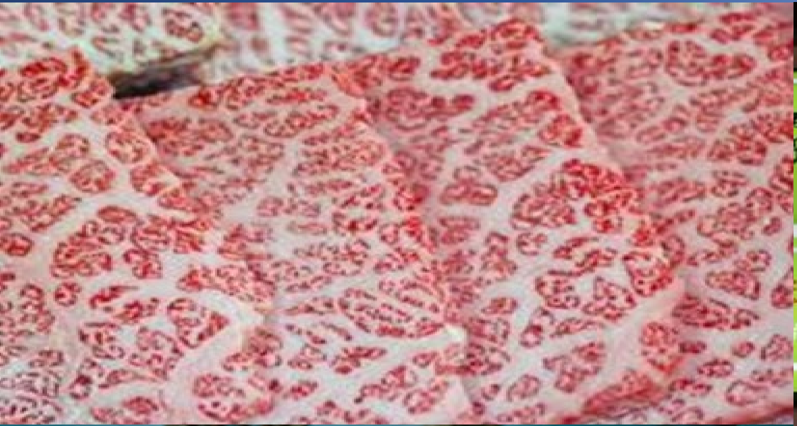
Buyers are knowledgeable



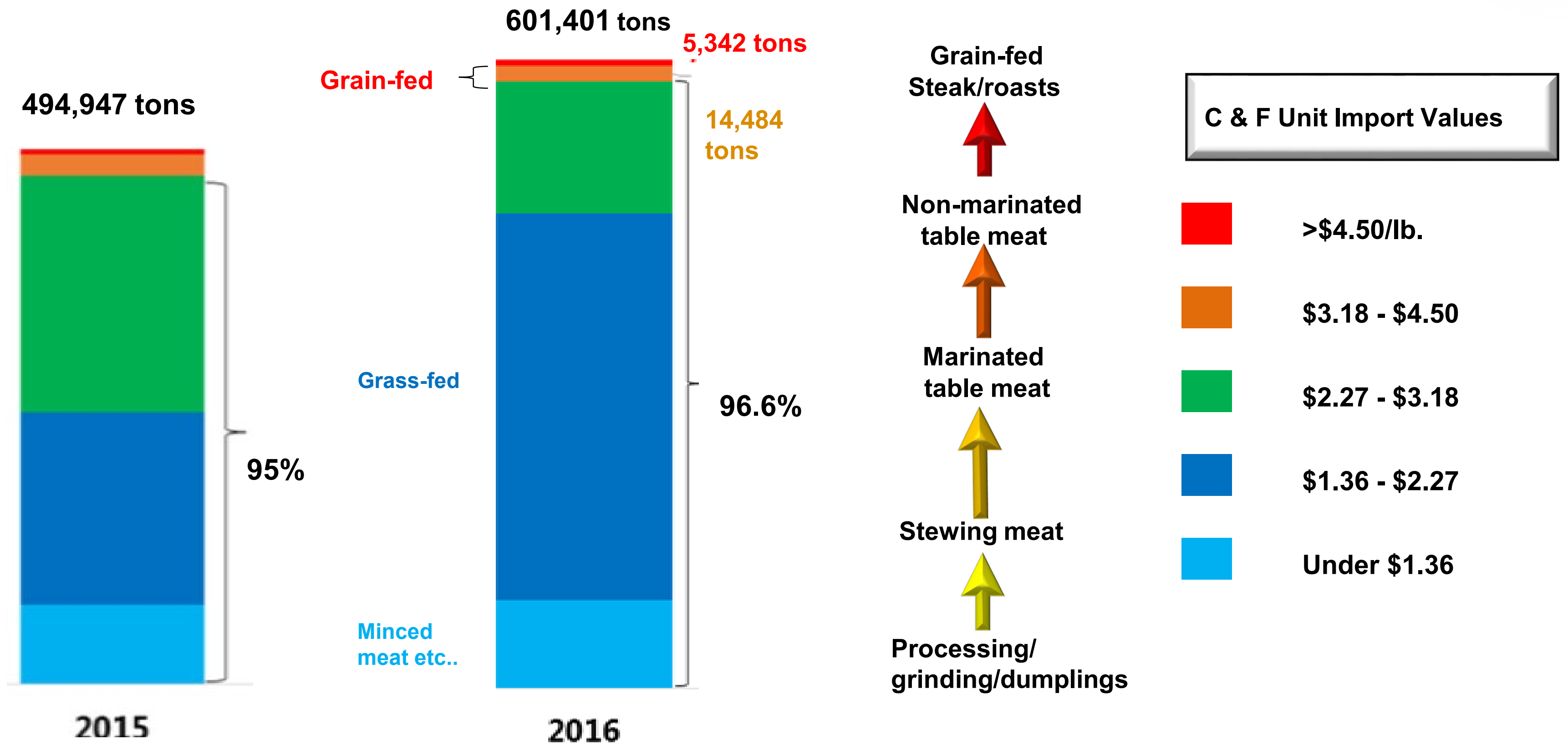
U.S.A.	US Wagyu								USDA PRIME		USDA CHOICE		USDA SELECT	
Japan Wagyu	A5					A4			A3		A2	A1		
	12	11	10	9	8	7	6	5	4	3	2	1		
Australia				M9	M8	M7	M6	M5	M4	M3	M2	M1	M0	
						Aust. Wagyu			Grain Fed 100 Days & above			S		A
Canada								PRIME		AAA		AA		A
New Zealand									Grain Fed 100 days & above			PS	B	C
Uruguay												Grain Fed	√	
Argentina												Grain Fed	√	
Brazil													√	



Consumer interest in "the best" in beef, lamb, and pork; but faddish



Most products move at lower prices (value stratification of PRC beef imports)



Typical fast moving meat items; Dah Chong Hong Food Mart: HK

Marination + market access = numerous chef choices

(wholesale prices per kg.)

USDA PRIME ribeye:	RMB 240-350
Australian long-fed F1 Wagyu-Angus cross ribeye:	RMB 280
Australian grain-fed ribeye (trimmed):	RMB 195
US CAB ribeye:	RMB 180
Canadian AA ribeye:	RMB 158
New Zealand ribeye (yearling; non-marinated):	RMB 145
Canadian AAA striploin:	RMB 125
Canadian AA striploin:	RMB 115
US CAB chuck eye steak:	RMB 100-110
Canadian Bl short ribs:	RMB 100
Australian grain-fed top blade:	RMB 95
New Zealand striploin (yearling; non-marinated):	RMB 95
USDA CHOICE tri tip:	RMB 95
USDA CHOICE chuck roll:	RMB 90
Australian grass fed cube roll (ribeye):	RMB 82
Uruguay top blade steak, grass fed:	RMB 80
Argentina grass fed ribeye:	RMB 75
Australian grass fed striploin:	RMB 75
NZ grass fed ribeye:	RMB 75
Uruguay grass fed ribeye:	RMB 75
USDA CHOICE clod heart steak:	RMB 75
Argentina grass fed striploin:	RMB 65
Canadian grain fed chuck roll:	RMB 65
New Zealand striploin:	RMB 65
Brazilian cube roll (ribeye):	RMB 62

Minced beef market small

Hot pot & BBQ driving regional demand for grain-fed beef

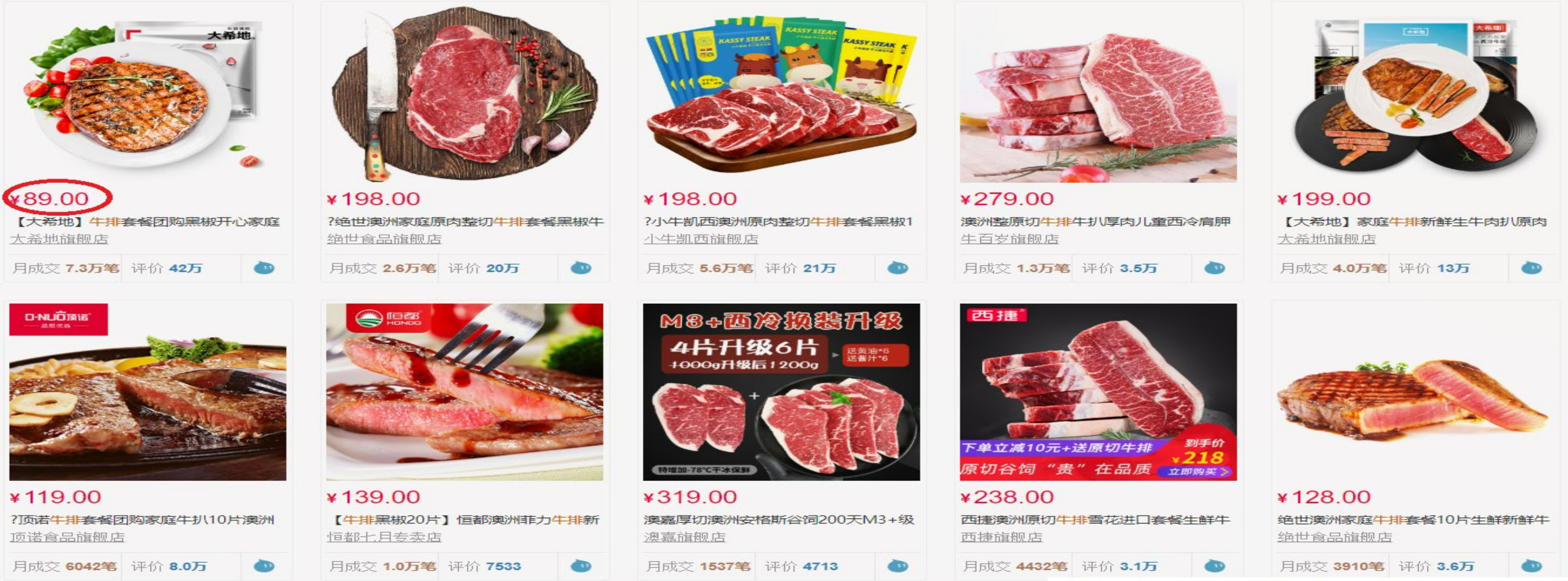
Asian "Niku boom"; meat portions are getting bigger; more meat concept restarurants

The way people are eating out is changing

U.S. MEAT EXPORT FEDERATION

Retail: neighbourhood stores & wet markets thrive
“we don’t sell yesterday’s meat”

Online beef sales flourishing but from small base



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中国家庭的优质食品购买平台

Beef merchandising still needs work, but improving

Higher labour costs means more portion control & skin packs ….and convenience

Can traditional wholesaling move online? (Korea: CJ Freshway's Meat Friends)

ALL 냉동

[베슬러(NI 10078)]삼겹살 - 독일

Kg당 7,200 원

재고 20박스

카드불가 무료배송 이벤트

ALL 냉동

[엑셀(86K)]립아이(등심) - Ungrade / 미국

Kg당 17,500 원

재고 10박스

카드가능 무료배송 이벤트

ALL 냉동

[엑셀(354)]LA갈비 - Choice / 미국

Kg당 15,700 원

재고 10박스

카드가능 무료배송 이벤트

ALL 냉동

[엑셀(86M)]립엔드 - Choice / 미국

Kg당 9,300 원

재고 4박스

카드가능 무료배송 이벤트

Questions?
HK: world's most competitive meat markets

Hong Kong: total meat & poultry imports

Jan - Dec 2018 (US$ in million)