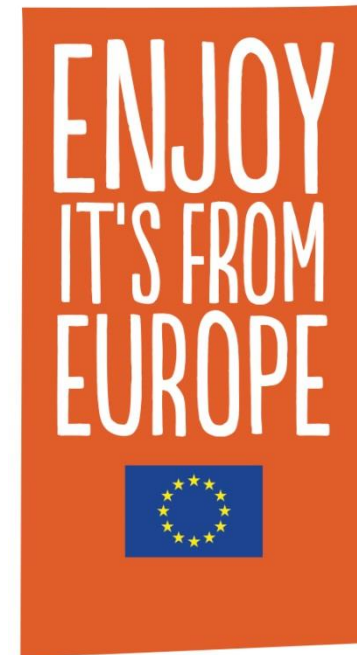


Promotion of EU pork in the modern retail and food service sectors in China

Danish Agriculture & Food Council
2016 – 2018





EU exports of selected PIG products: Trade figures (COMEXT – tonnes carcass weight)

	2012		2013		2014		2015		Jan-Sep 16		Compared to Jan-Sep 15
	tonnes	%	tonnes	%	tonnes	%	tonnes	%	tonnes	%	
China	589 805	18.2%	668 386	20.6%	717 033	23.6%	1 110 562	34.0%	1 457 737	47.0%	+ 85%
Japan	259 997	8.0%	261 324	8.1%	347 721	11.5%	330 133	10.1%	289 763	9.3%	+ 11%
Hong Kong	381 703	11.8%	388 015	12.0%	408 183	13.5%	291 140	8.9%	266 343	8.6%	+ 33%
South Korea	145 950	4.5%	108 482	3.3%	227 825	7.5%	232 377	7.1%	172 724	5.6%	- 6%
Philippines	74 140	2.3%	102 348	3.2%	202 522	6.7%	189 361	5.8%	160 866	5.2%	+ 20%
USA	65 116	2.0%	64 710	2.0%	90 985	3.0%	101 991	3.1%	90 722	2.9%	+ 23%
Australia	54 262	1.7%	51 467	1.6%	73 156	2.4%	85 172	2.6%	73 242	2.4%	- 8%
Ukraine	167 129	5.1%	125 540	3.9%	106 780	3.5%	96 815	3.0%	55 203	1.8%	- 19%
Vietnam	1 369	0.0%	3 269	0.1%	16 056	0.5%	38 227	1.2%	42 068	1.4%	+ 77%
Taiwan	15 681	0.5%	11 540	0.4%	52 970	1.7%	53 687	1.6%	35 036	1.1%	- 15%
Serbia	21 679	0.7%	28 336	0.9%	62 905	2.1%	47 538	1.5%	28 965	0.9%	- 18%
Singapore	35 369	1.1%	28 828	0.9%	40 265	1.3%	40 110	1.2%	27 859	0.9%	- 5%
Other	1 435 753	44.2%	1 400 111	14.5%	687 432	13.7%	649 682	14.4%	403 354	13.0%	
Extra-EU	3 247 956		3 242 356		3 033 833		3 266 795		3 103 880		
% change			- 0%		- 6%		+ 8%		+ 29.5%		

Aim of the programme

To build up preference for EU-Pork

Increase consumption and acceptance of frozen pork

Increase sales of high value cuts

Increase sales to retail and foodservice

Key messages:

Food safety, traceability, quality and taste

Total budget for 3 years: 4,624,950 Euros

China / Hong Kong

Pigmeat import from the EU in tonnes

	2012	2013	2014	2015	2016 (11)	2012/2016
0203 Frozen meat	269,963	346,217	346,760	517,322	921,490	+ 242%
0206 By-products 0209 and fat/lard	687,430	695,574	762,101	852,342	1,080,153	+ 57%
Other (fresh/Chilled meat)	10,117	11,610	12,548	19,027	39,930	
Total	967,510	1,053,401	1,121,409	1,388,691	2,041,573	

Source: EU-Commission

Measures

1. Retail promotion
2. Food service promotion
3. Exhibitions
4. Web-based communication
5. Workshops
6. Study tours



1. Retail promotion

- Implemented by ZHYT
- Retail packaging
- Direct mail
- Merchandisers/ Promoters
- Tasting events





2. Promotion i food service

- Implemented by ZHYT
- Cooking demonstrations
- Advertising and Direct Mail
- Instore promotion



3. Exhibitions

- Implemented by Exponent A/S
- HOFEX Hong Kong, May 2017
- SIAL Shanghai, May 2017
- Restaurant & Bar Hong Kong, September 2017
- FHC Shanghai, November 2017









4. Web-based communication

- Implemented by DAFC
- Two languages: Mandarin and Cantonese
- Mobile applications: www.eupork.eu
- Social media integration (WeChat = Twitter)
- Links to other activities



5. Workshops in China

- Implemented by DAFC
- 2-3 workshops per year
- Decision makers, customers and media



6. Study tours

- Implemented by DAFC
- Purchasers and managers from retail and food service
- Detailed briefings on European quality and food safety
- Farm visits
- Slaughterhouse visits
- Food service visits and associated activities





