

MEAT INDUSTRY

KEY INFO IN

10

POINTS

1

▶ FRANCE: EUROPE'S LARGEST CATTLE HERD

France has over 19 million cattle, more than any other European country. With nearly 3.7 million dairy cattle and over 4 million suckler cows, France has 34% of all bovine livestock raised for meat in Europe (Interbev figures). There are more than 200,000 cattle farmers in France, producing 1.5 million tonnes in carcass weight equivalent (CWE) a year, making it Europe's leading beef producer and the seventh largest in the world.

2

▶ 20% OF BEEF PRODUCE EXPORTED

France is Europe's leading exporter of cattle. In 2015, it exported 230,000 tonnes CWE of beef and 1.3 million live cattle to over 40 countries. The Italian market is the leading outlet for live cattle (70% of sales in 2015), followed by Spain (13%). In Asia, Japan opened up to French beef in 2013.

3

▶ FRANCE: EUROPE'S LARGEST FORAGE AREA

Fifty percent of France's utilized agricultural area is used directly for cattle-raising. France has 13 million hectares of pasture and rough grazing. The average diet for suckler cows in France comprises 80% grazed green fodder, dried fodder and silage. (La-Viande.fr)

4 ► QUALITY APPROACH IN SHEEP SECTOR

With 60% of the French sheep sector organized into cooperatives, a high level of international competition has seen it opt to focus on quality and requirements that highlight breeders' expertise to consumers. This strategy serves to create value through high-end products.

5 ► WORLD-CLASS POULTRY SECTOR

France is the second largest poultry producer in the European Union (1.875 million tonnes CWE, up 2.5% from 2014) and the fifth largest in the world. Buoyed by a growing market, more than three-quarters of poultry slaughtered in France are broiler chickens. Nearly 600,000 tonnes of poultry meat is exported every year. (FranceAgriMer, the French agency for agricultural and seafood products)

6 ► EUROPE'S #3 PORK PRODUCER AND EXPORTER

Every year, France produces 23 million pork pigs (source: IFIP-*Institut du Porc*, a research agency focusing on pigs and the pork sector). Pork is the most commonly eaten meat in France (38% of the total), three-quarters of it in the form of cooked meat and salted meat. The industry, comprising over 100,000 professionals, is Europe's second largest meat processing sector.

7 ► MEETING FUTURE CHALLENGES

France's internationally renowned meat sector is committed to a continuous innovation approach geared towards offering future-oriented solutions to the food, environmental and social challenges facing the sector. The French government is backing this approach through financial support for innovative key projects seeking to integrate digital technology throughout the production chain.

8

▶ GUARANTEED TRACEABILITY AND FOOD SAFETY

Food safety is paramount at every stage in the production process. EU regulations require traceability and labelling to identify beef rearing, slaughtering and cutting sites. In 2015, this principle was broadened to cover fresh pork, mutton, goat and poultry.

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▶ EXPORTS OF PROCESSED PRODUCTS

In 2015, the range of 400 cooked and salted meat products, ready-prepared meals, delicatessen and preserved meat products made by the French agri-food industry totaled 1.2 million tonnes and generated revenues of €6.6 billion. While exports of salted and cooked pork meat were the highest (€305 million), poultry and beef exports remain very buoyant. (FICT, an industry body representing the meat and meat processing industry)

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▶ CLIMATE CHALLENGE: BEEF CARBON PROJECT

Around 30% of greenhouse gas emissions from cattle-raising are already offset by storing carbon in soil in meadows and around hedges (source: Interbev). However, in an effort to reduce its environmental impact, the sector has embarked on the Beef Carbon project, which aims to reduce the carbon footprint of beef by 15% over the next 10 years.



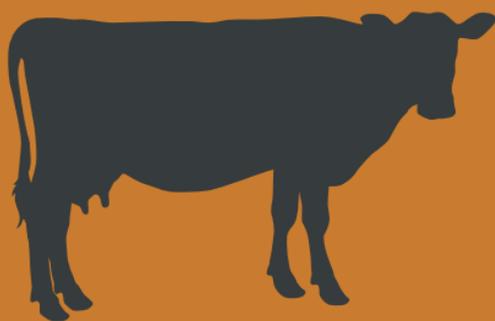
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CATTLE HERD**



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FRANCE:
EUROPE'S **#1**
AGRICULTURAL PRODUCER



€171 billion
IN SALES, INCLUDING
21% IN EXPORTS