



2009 International Livestock Congress

Global Demographic Impacts of Beef Industry

Calgary, Alberta

July 10, 2009

Earl Geddes



Prairie strong, worldwide

Presentation Outline

- Demographics of 2008-2018
- Beef consumption and production factors
- Focus on key consumer and exporter countries

Demographic Information Sources

- US Census Bureau International Data Base
- USDA International Trade statistics
- “Age of Aging” by George Magnus
- Wikipedia (various)
- FAO Global Food Trends
- Others as mentioned

Global Population Growth Patterns

- According to the Optimum Populations Trust a UK think tank there are 137 million births, 56.4 million deaths for an average annual increase of 81 million people per year, adding one Germany every year to world population.
- India to lead way with 500 million new people by 2050
- China will add only 80 million in the same time span.
- US to grow to 405 million by 2050

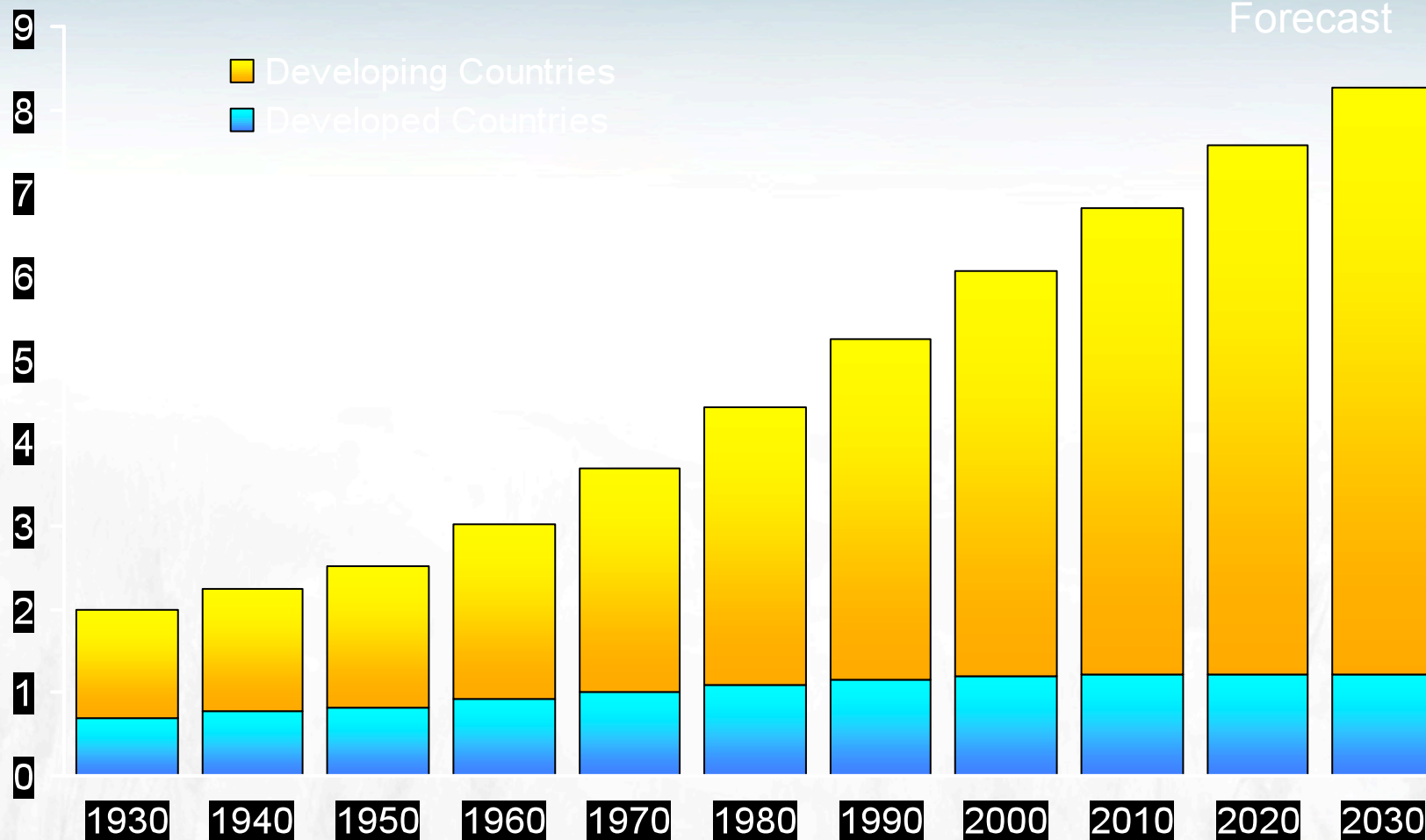
Global Population Growth Patterns

- By 2050 the European Community will have about the same population as today, offset somewhat by an additional 20 million people in the UK.
- Japan and Italy of the developed countries will shrink the most
- By 2050 Vietnam will have a higher population than either Russia or Japan.
- By 2050 16% of the global population is over 65 years of age. In 2009 those over 65% make up only 8 % of the total

World Population

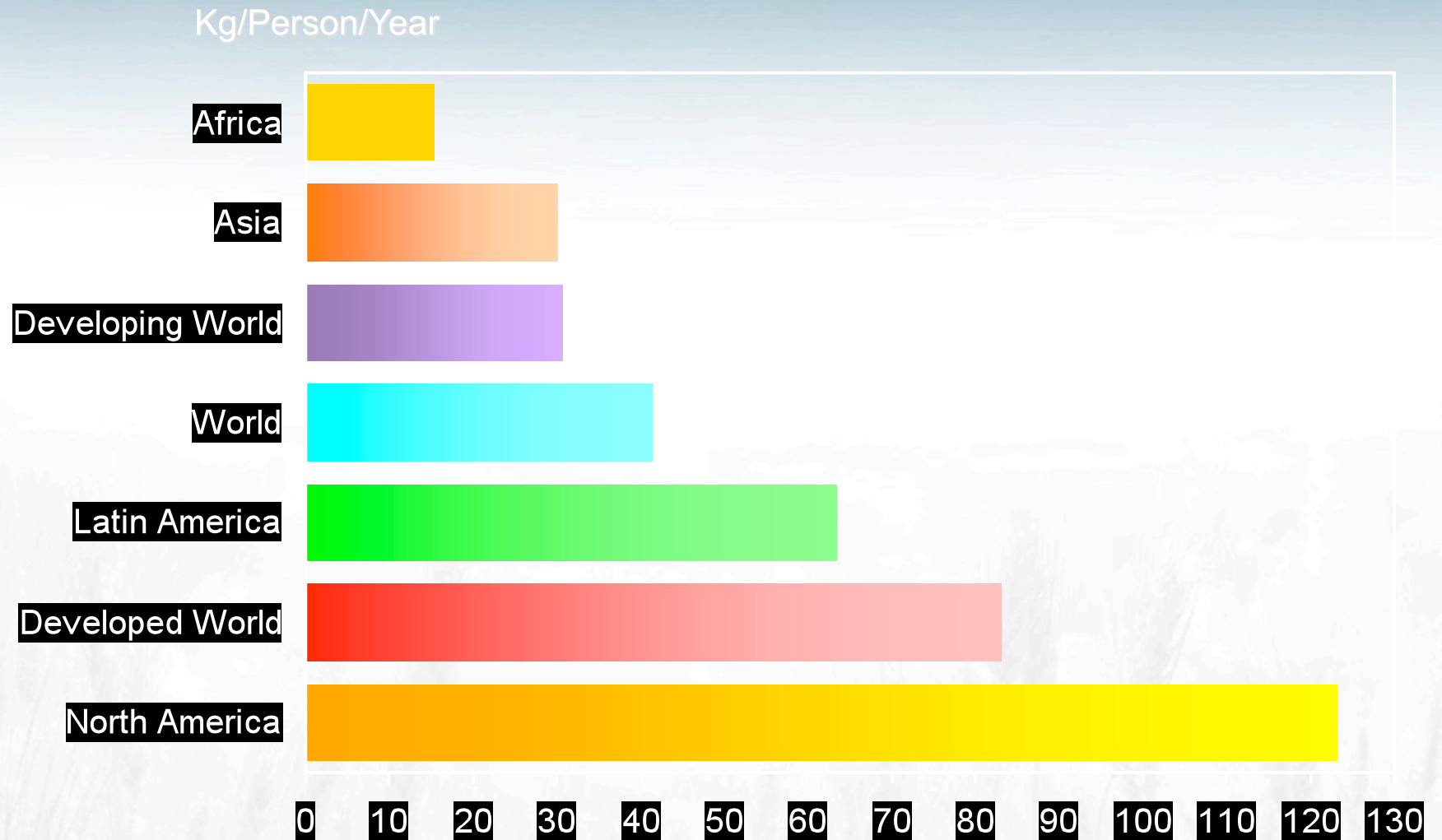
Source FAO Global Food Trends

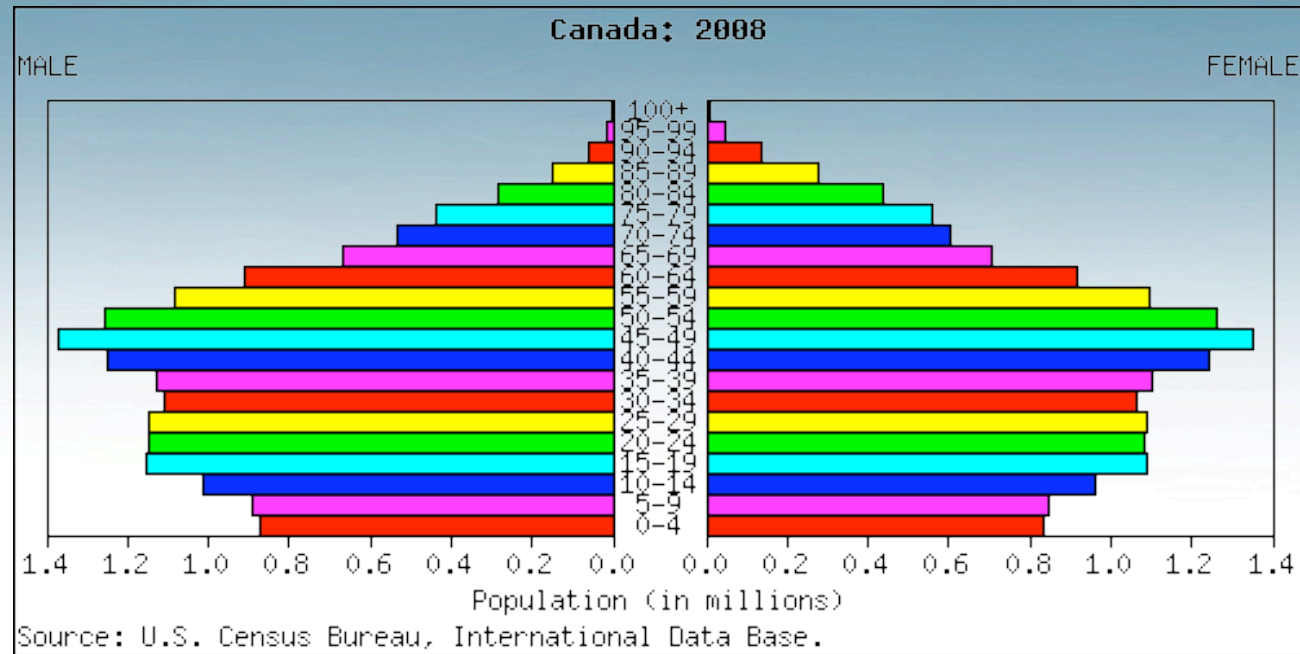
Billion People



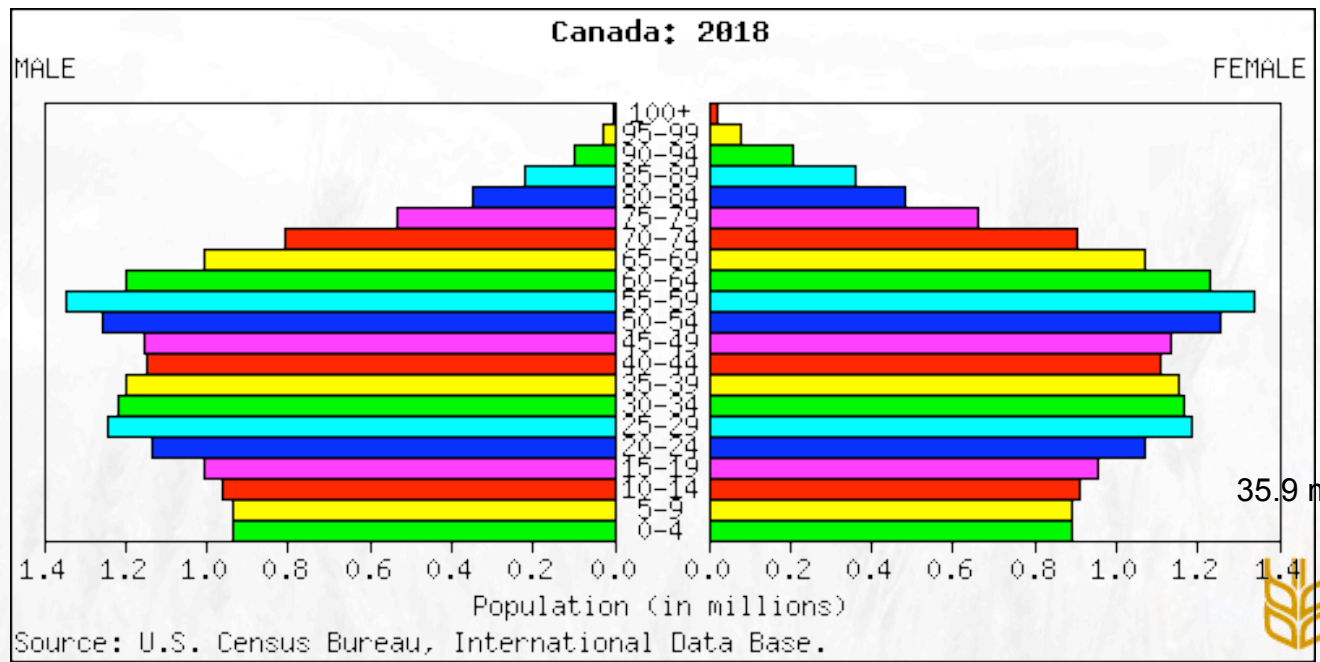
World Per Capita Meat Consumption by Region

Source FAO Global Food Trends



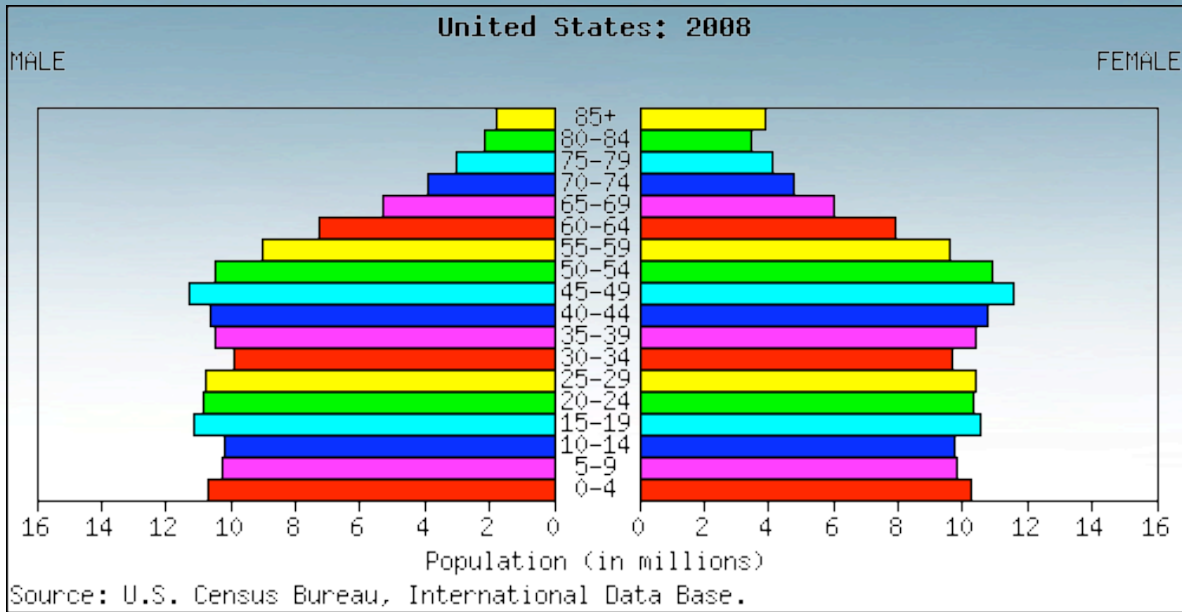


Canada:
2008 vs. 2018
projection



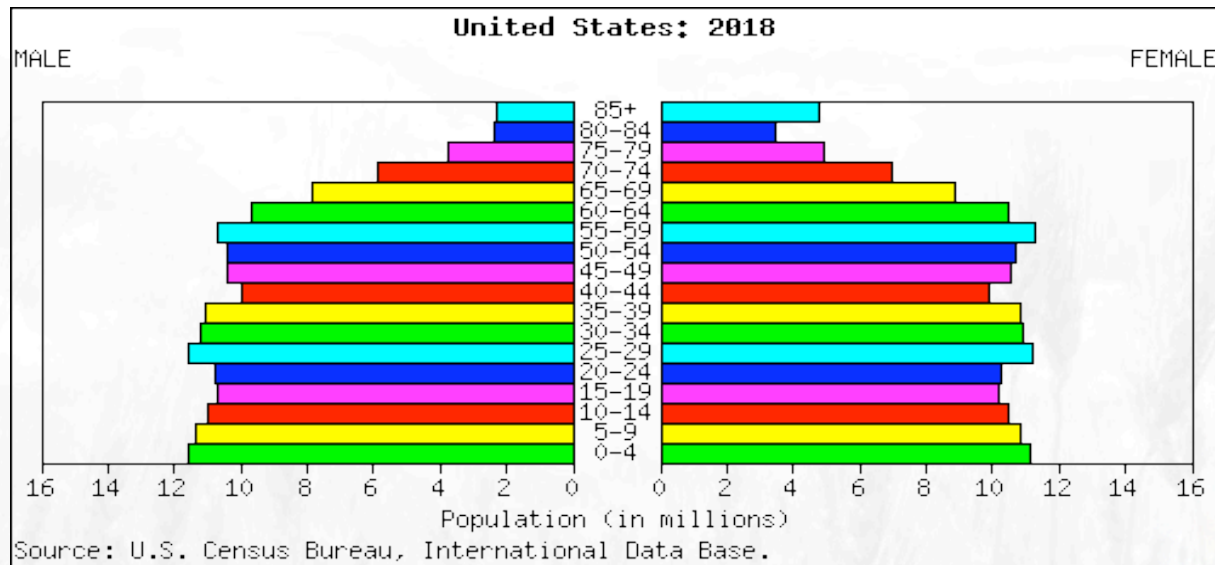
Canada

- Baby Boomers will be cutting back on beef consumption over the next ten years
- Available workforce will become an issue for the processing sector
- Canada will need significant immigration to maintain a stable workforce. Will these new Canadians eat beef?
- In 2006 there were 45 cattle/100 people in Canada



United States: 2008 vs. 2018 projection

307,200,000



335,000,000

Note: 2050 population

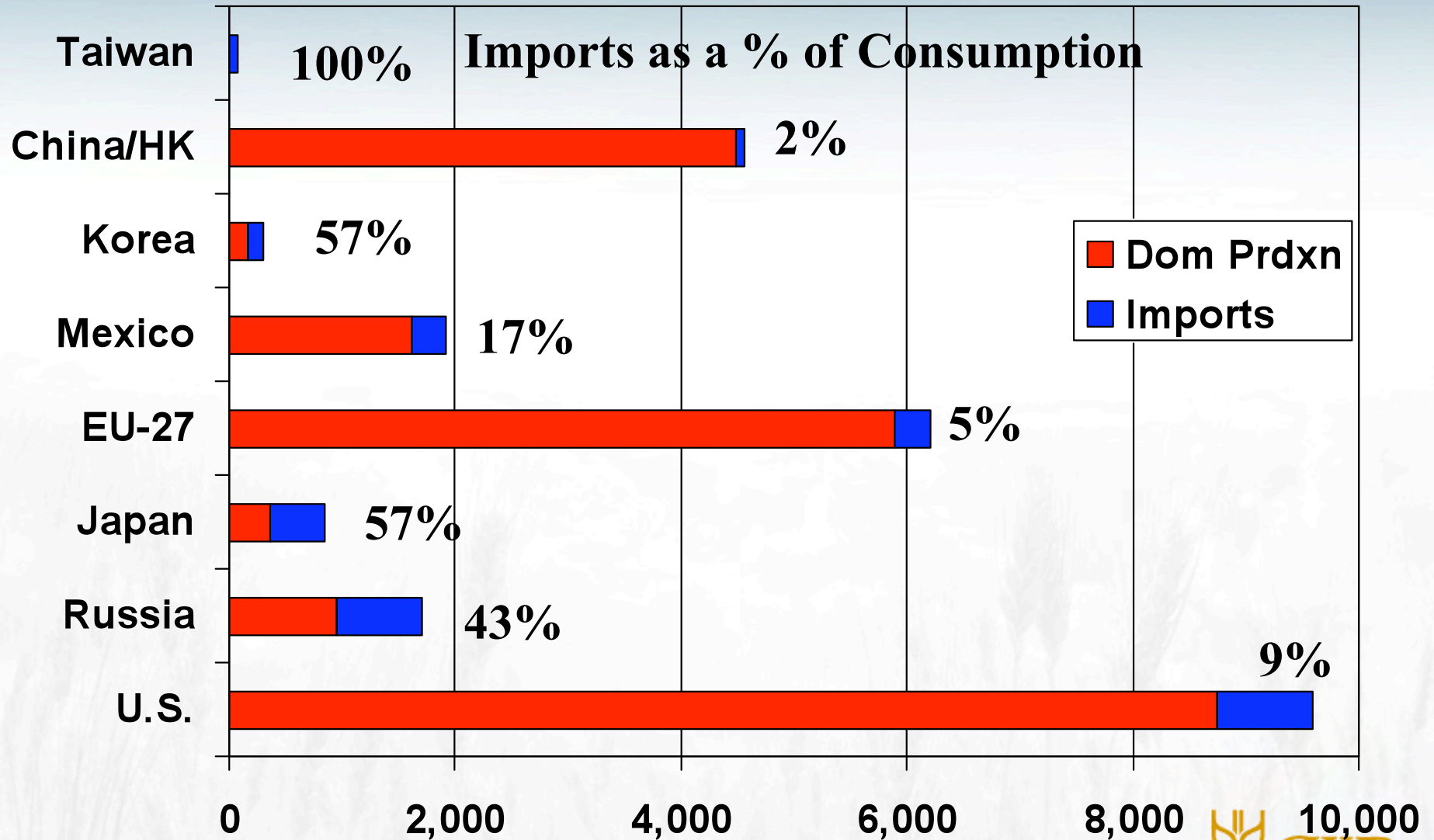
430,000,000

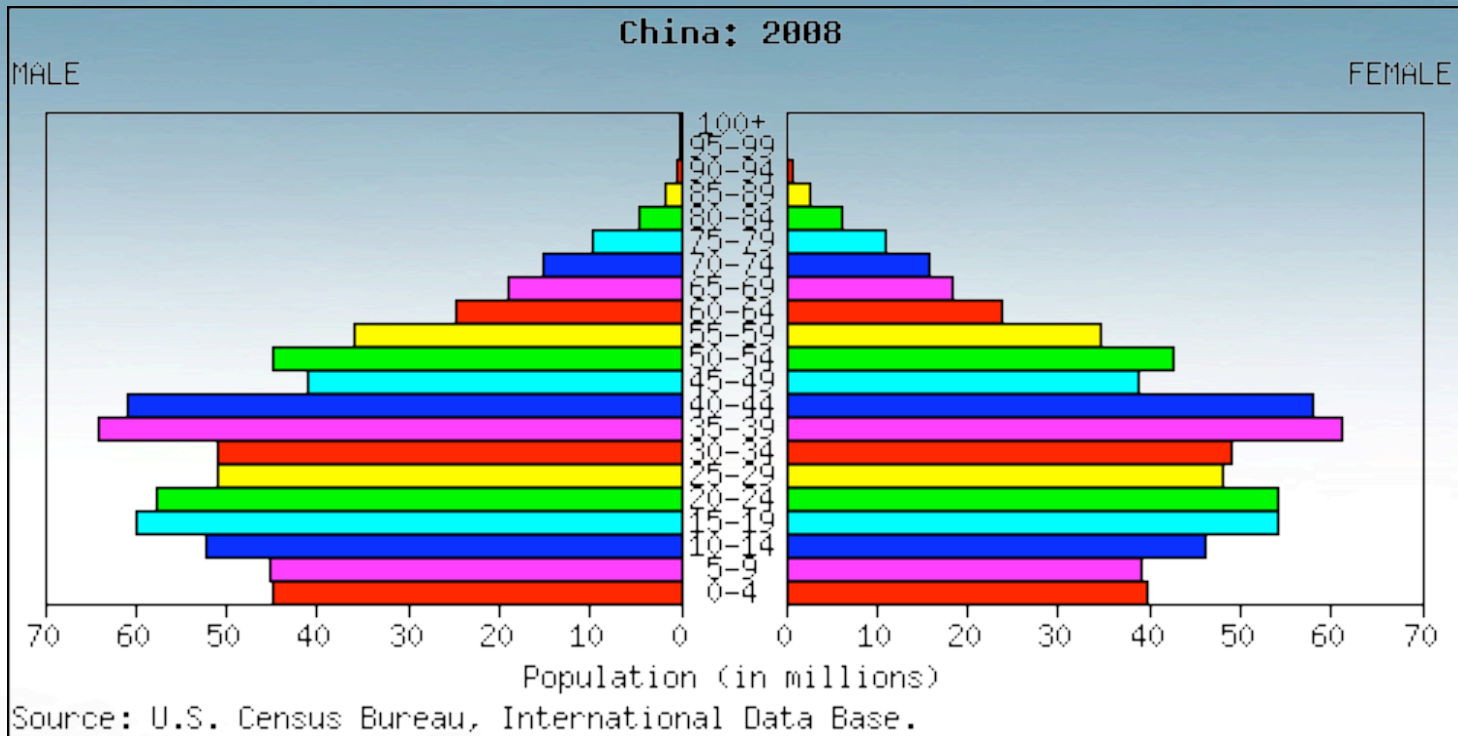


United States

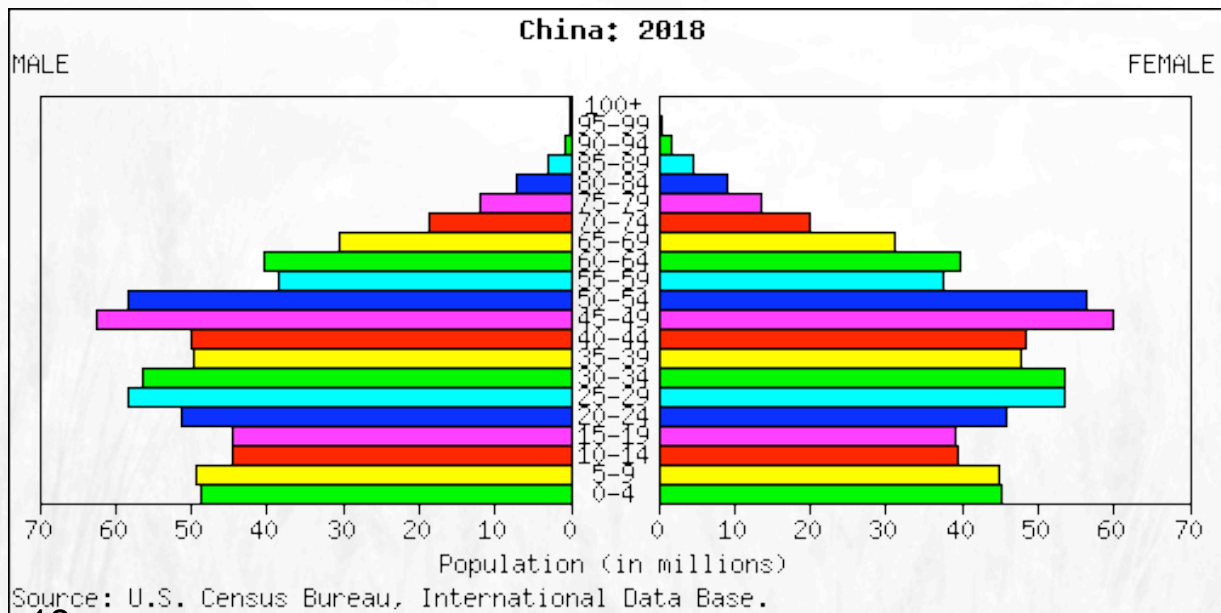
- Largest producer and consumer of beef
- Largest population gain of any developed country over next 25 – 50 years
- Dynamic economy with significant beef consumption per capita
- Influence of Latin American immigration on diet
- In 2006 there were 32 cattle/100 people in US

2008 Major Beef Importers- Domestic Production & Imports





1,338,600,000



1,417,000,000

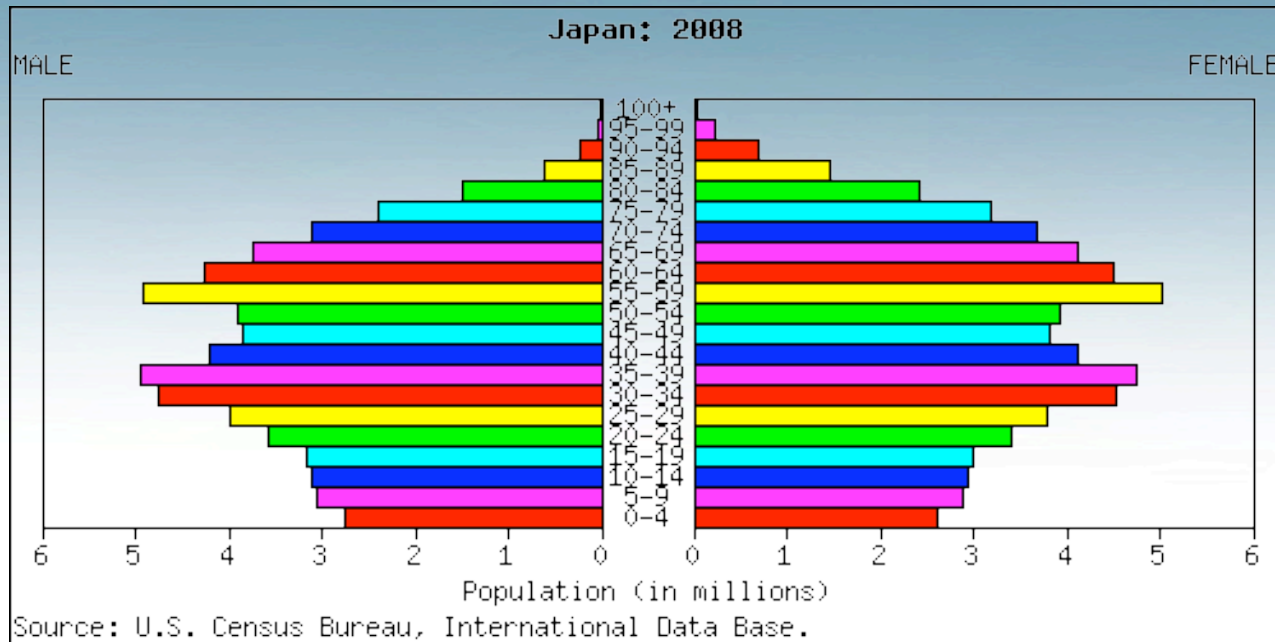
China
:2008 vs. 2018
projection

Note: 2050 population is 1.424 billion



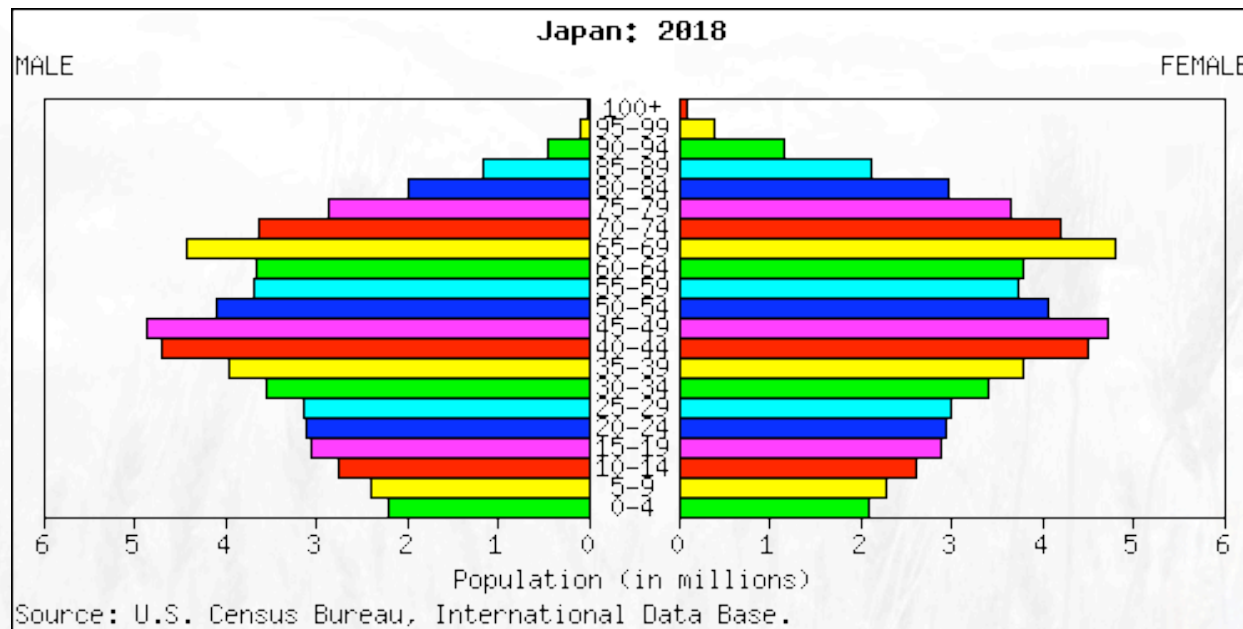
China

- Significantly aging population
- Population will stabilize within 20 years with more deaths than births.
- Pressure on work force to support aging population
- Age pressure on economy and therefore on continuing gains in beef consumption
- In 2006 there were 9 cattle/100 people in China



Japan:
2008 vs. 2018
projection

127,000,000

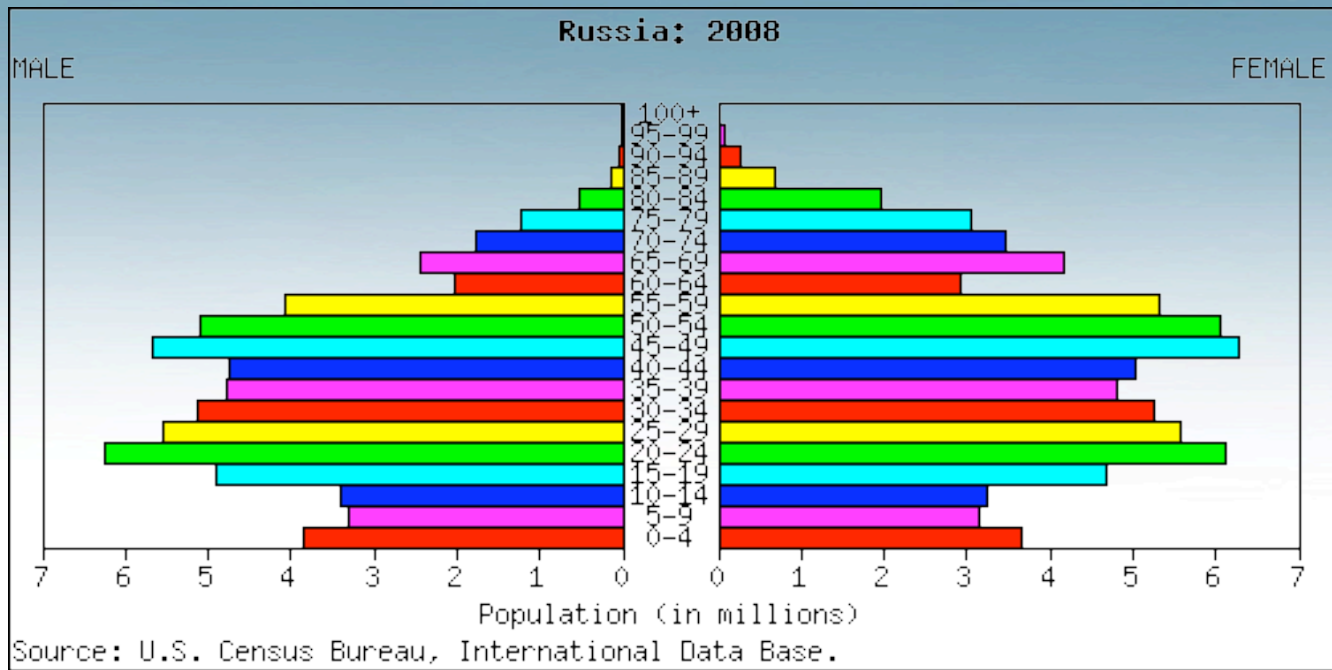


123,000,000

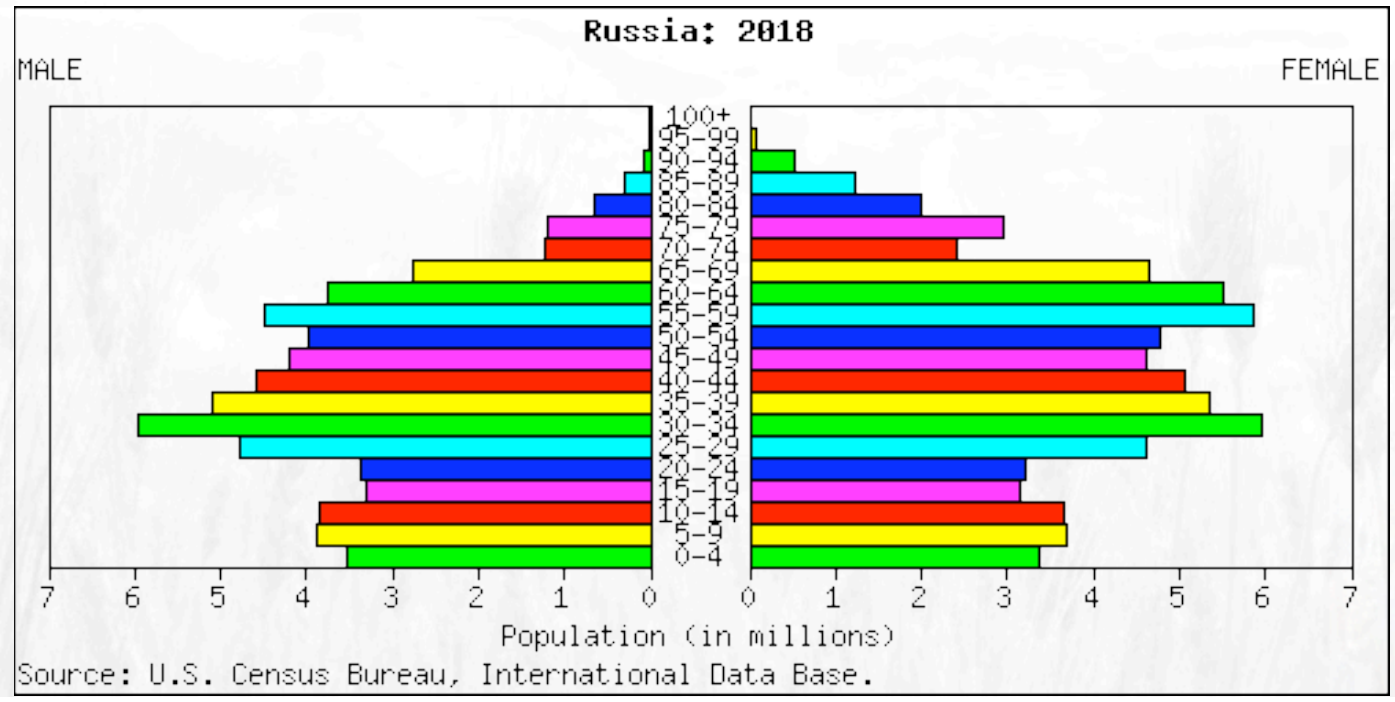


Japanese outlook

- Continued population decline
- Aging population with developing labor shortage
- Unlikely to return to historic beef import levels
- Approximately 3.4 cattle/100 people



Russia:
 2008 vs. 2018
 projection
 140,000,000



133,000,000

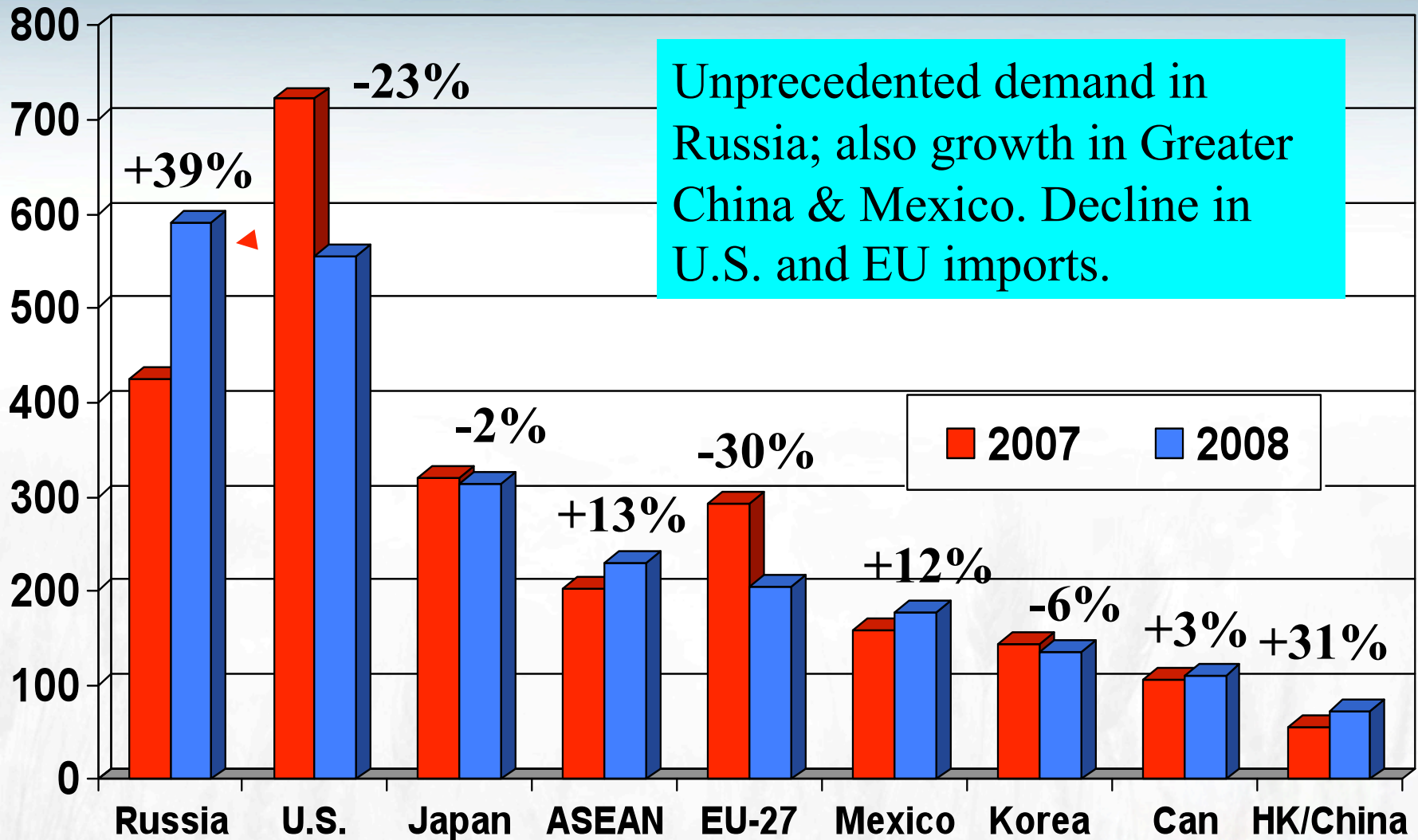


Russia

- Economic possibilities will be impacted by the available and aging workforce
- If the oil based economy can stimulate a lasting economic renewal the demand for meat products will increase
- Most new demand will be met by Russian production reducing the amount of grain stocks for export
- Approximately 15 cattle/100 people

Where was the import growth this year?

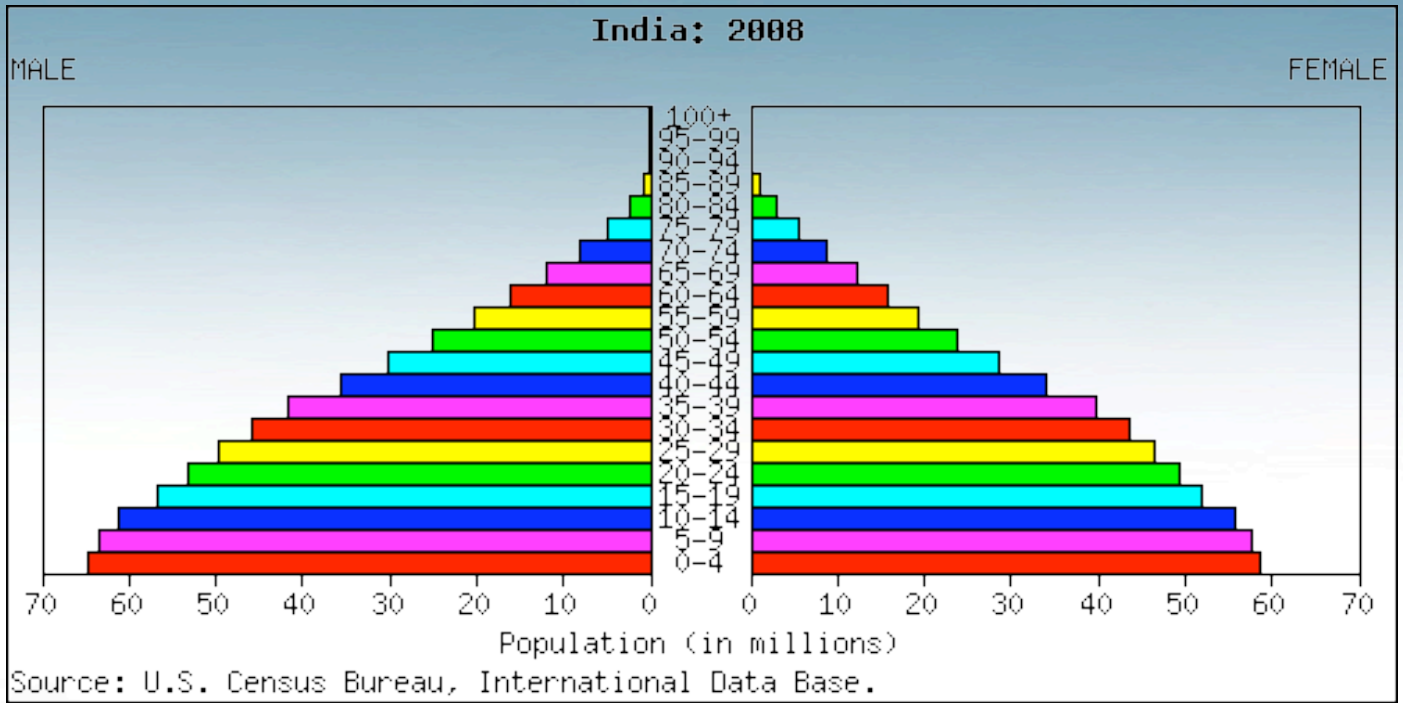
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Unprecedented demand in Russia; also growth in Greater China & Mexico. Decline in U.S. and EU imports.

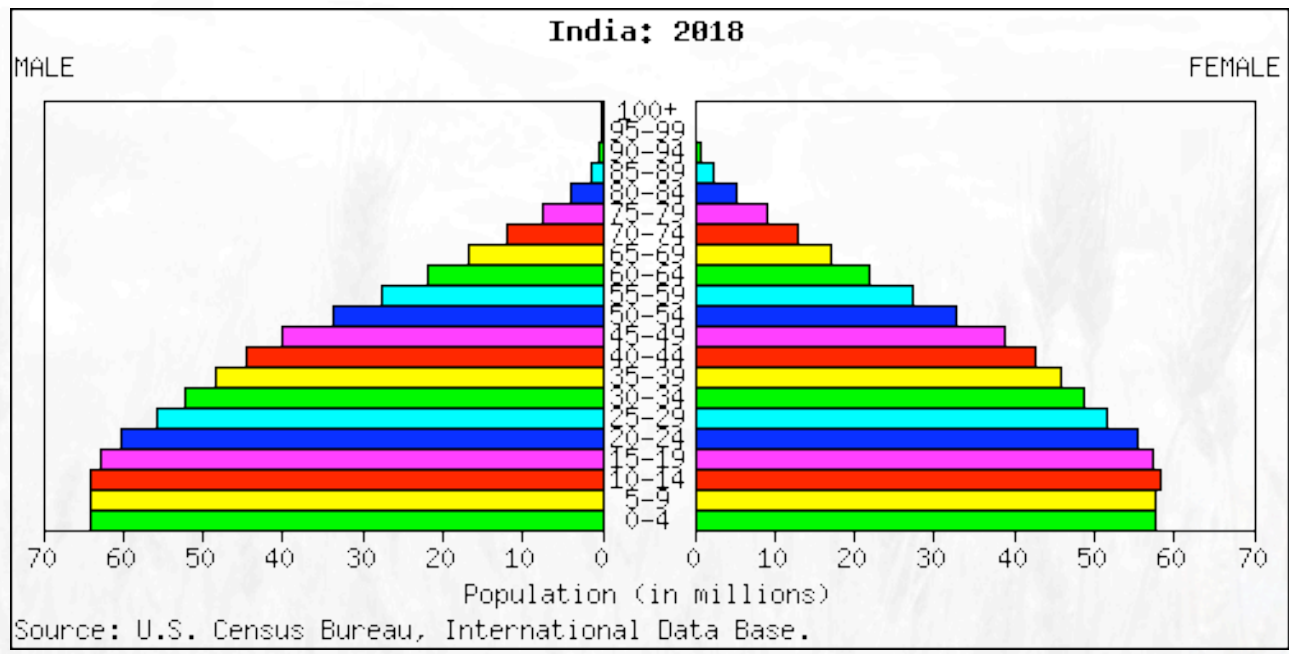
2007 2008





India:
2008 vs.
2018
projection

1,166,000,000



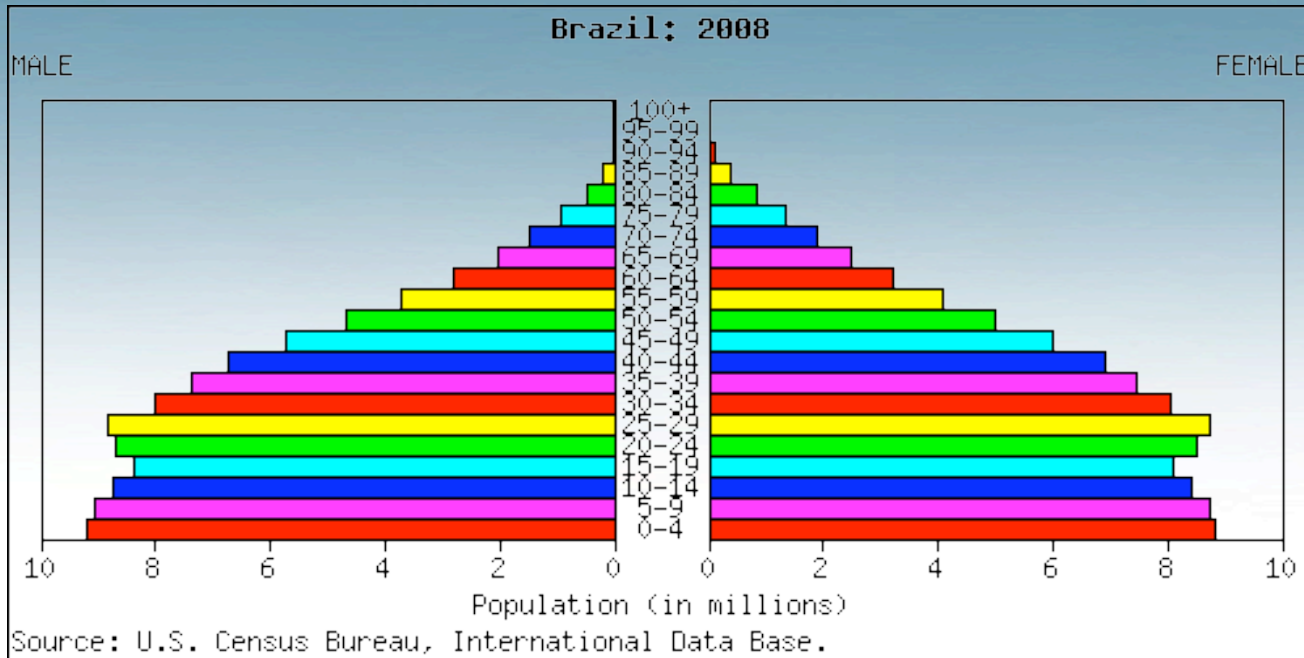
1,326,000,000

Note 2050 population
1.807 billion



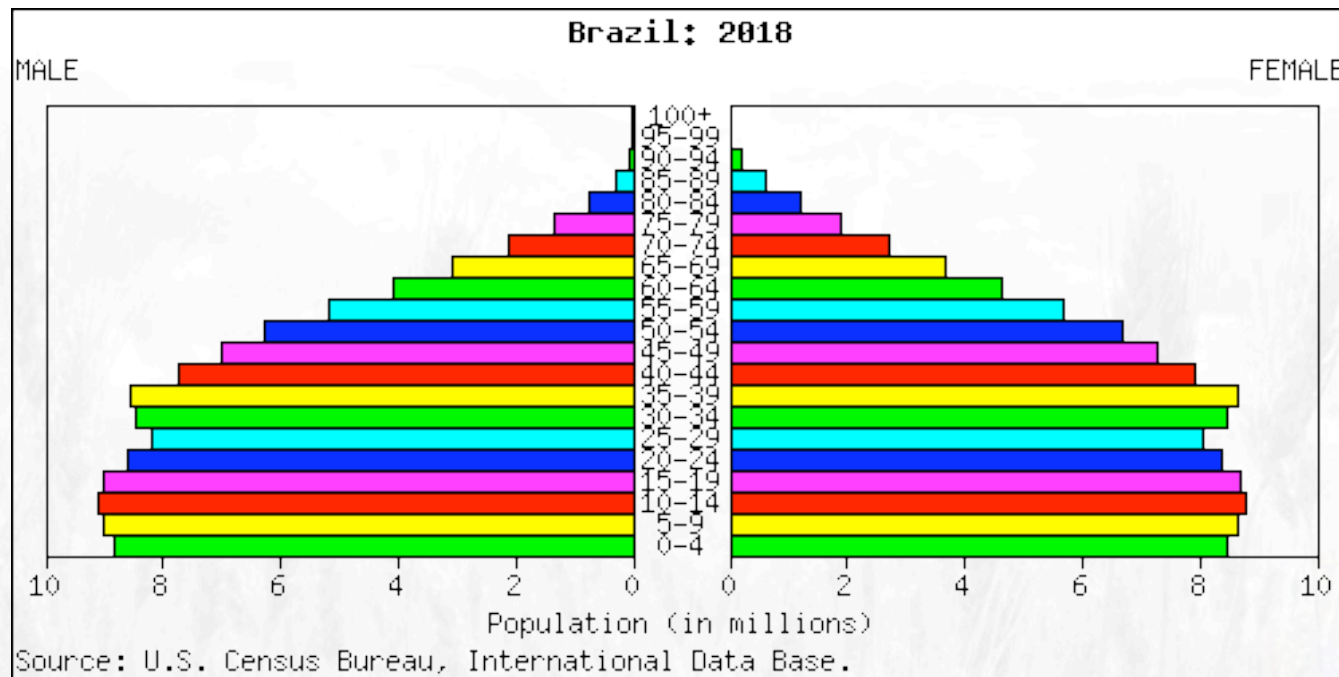
India

- Youngest of all developing countries population
- New younger affluent workers looking at beef as a desirable protein source
- Potential for import demand to replace the current export focus of trade
- Approximately 15.5 cattle/100 people



Brazil:
2008 vs. 2018
projection

198,740,000



218,600,000

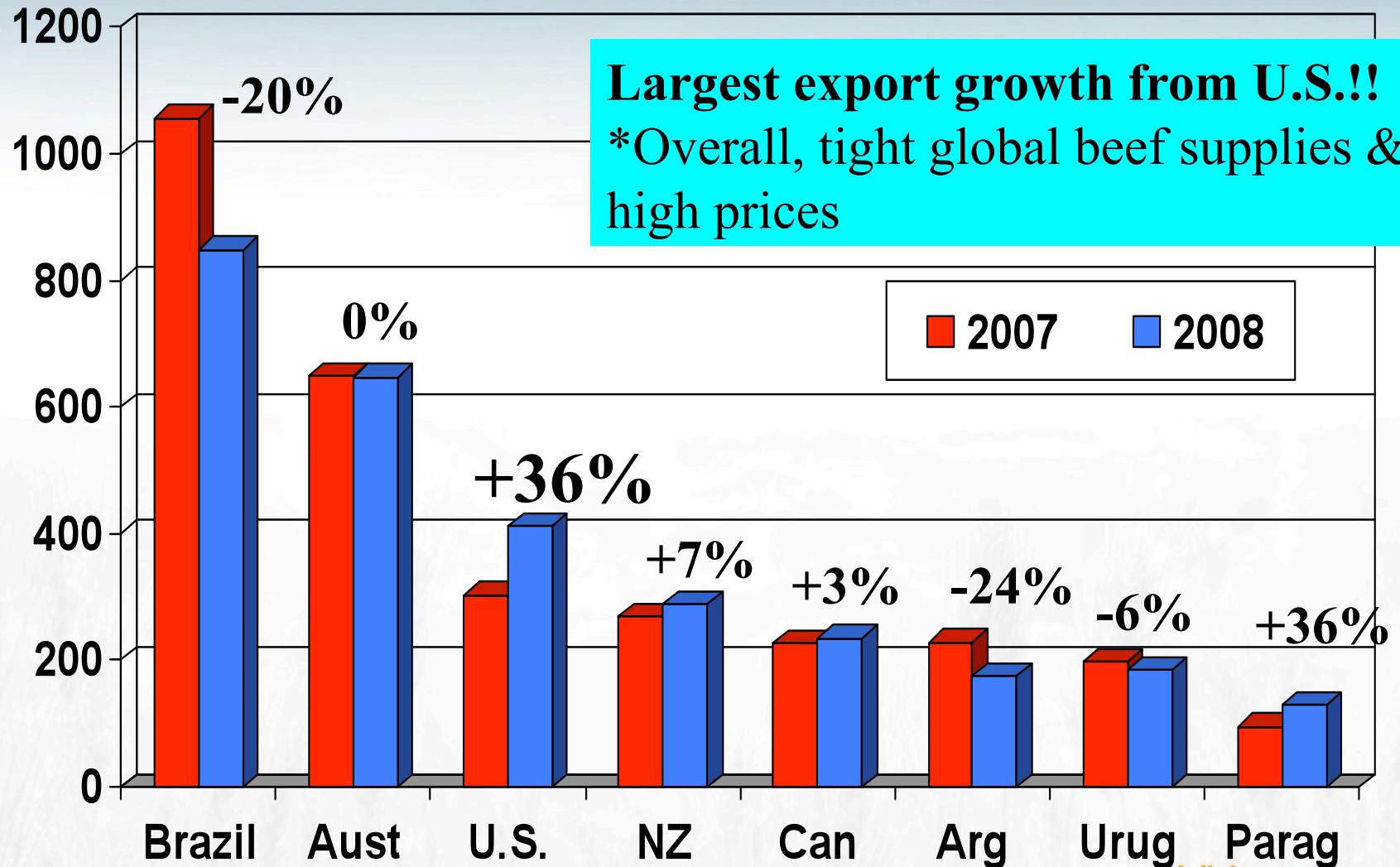


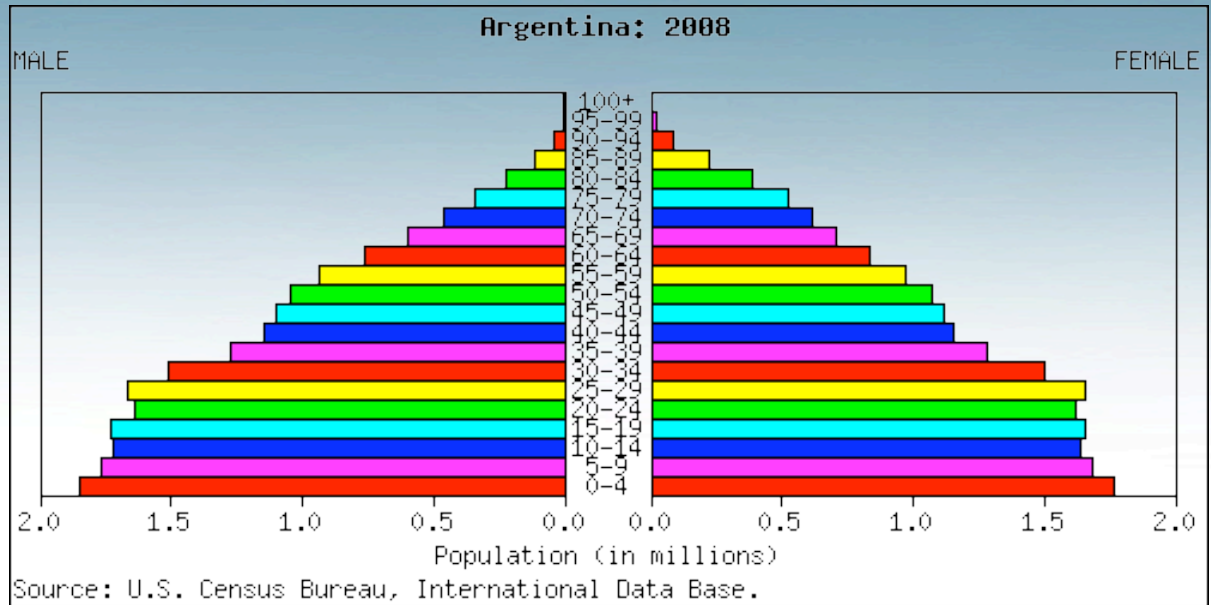
Brazil

- Adding the equivalent of Canada's population into a high beef consuming population over the next ten years
- Available supply for export will be impacted by population growth with no impact of aging population
- Lot's of new entrants to the workforce
- Approximately 108 cattle/100 people

Who were the suppliers?

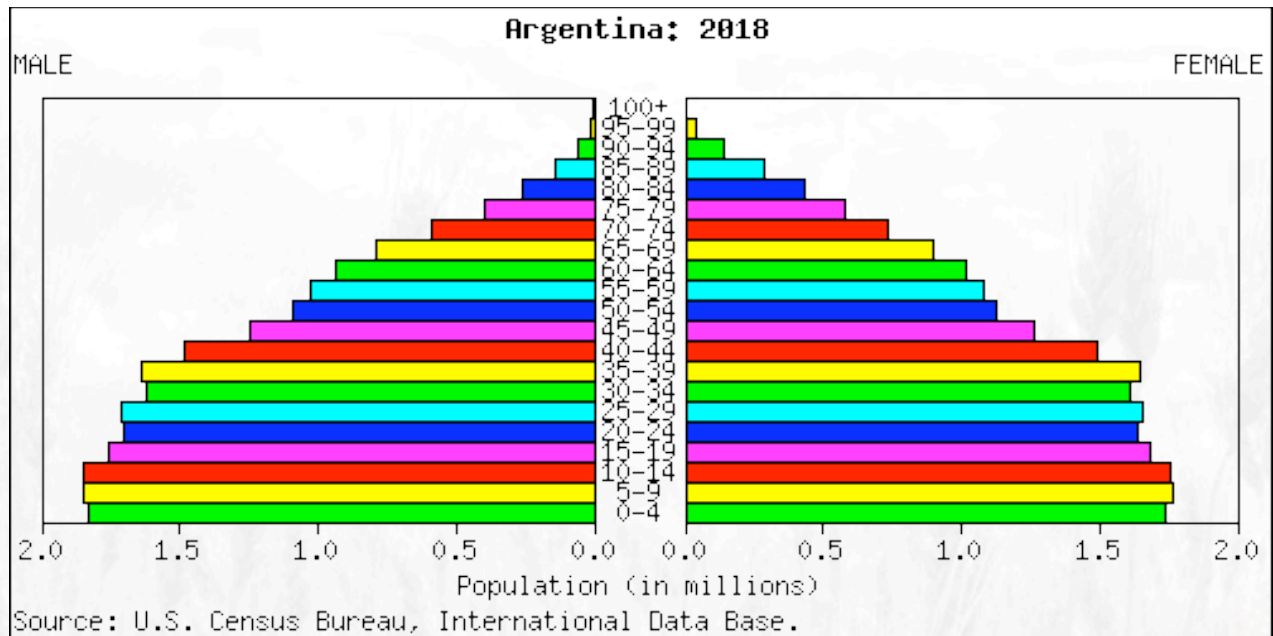
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Argentina 2008 vs. 2018 projection

41,000,000

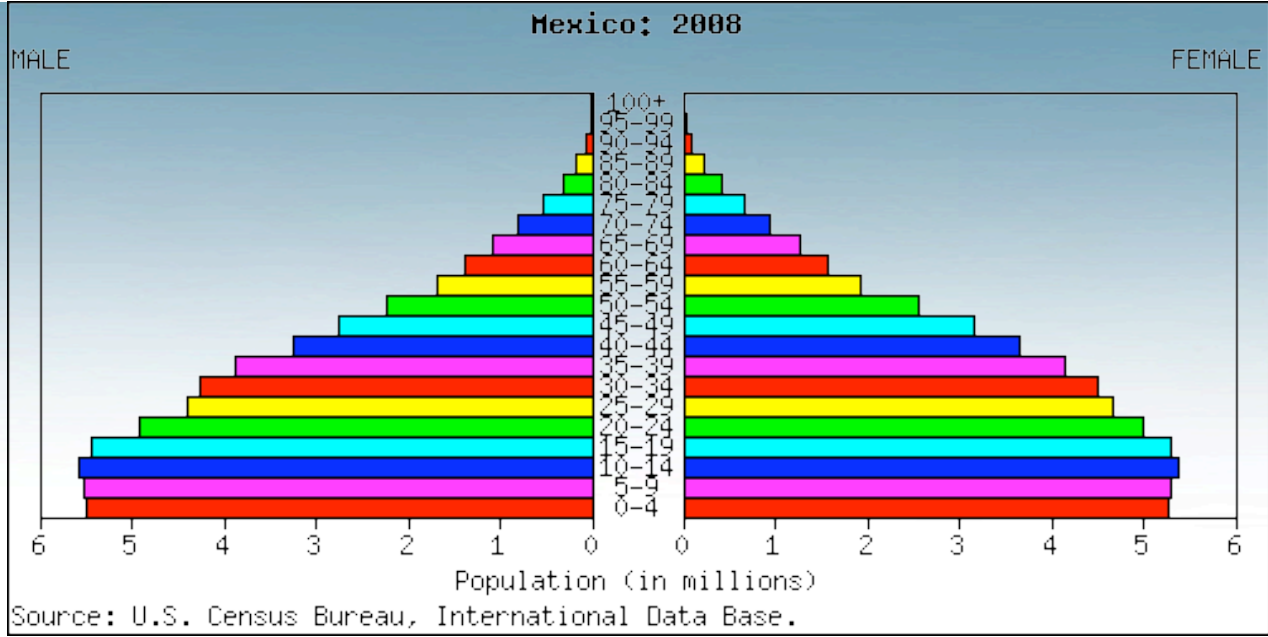


44,600,000



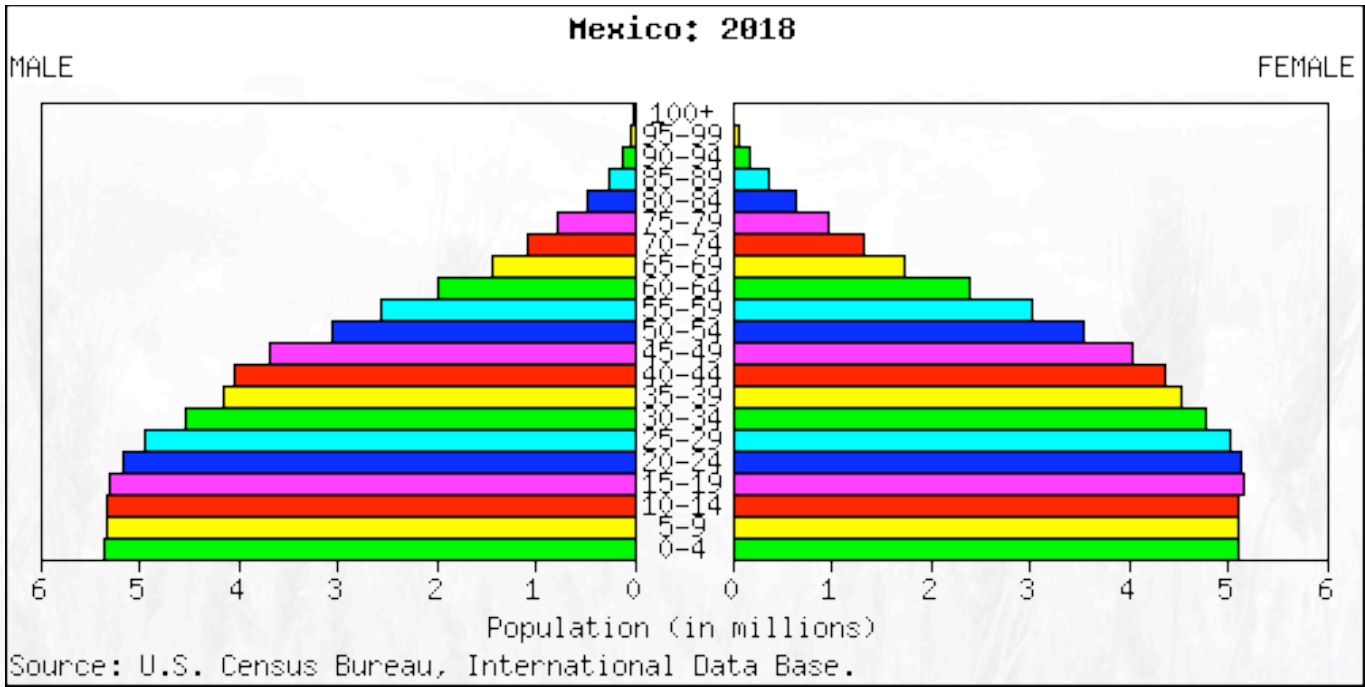
Argentina

- Significant exporter of beef
- Adding six million beef consumers to the country over the next ten years
- Available supply for export will be impacted by population growth and continuing high beef consumption
- Lot's of new entrants to the workforce
- Approximately 130 cattle/100 people



Mexico: 2008 vs. 2018 projection

111,200,000



122,300,00



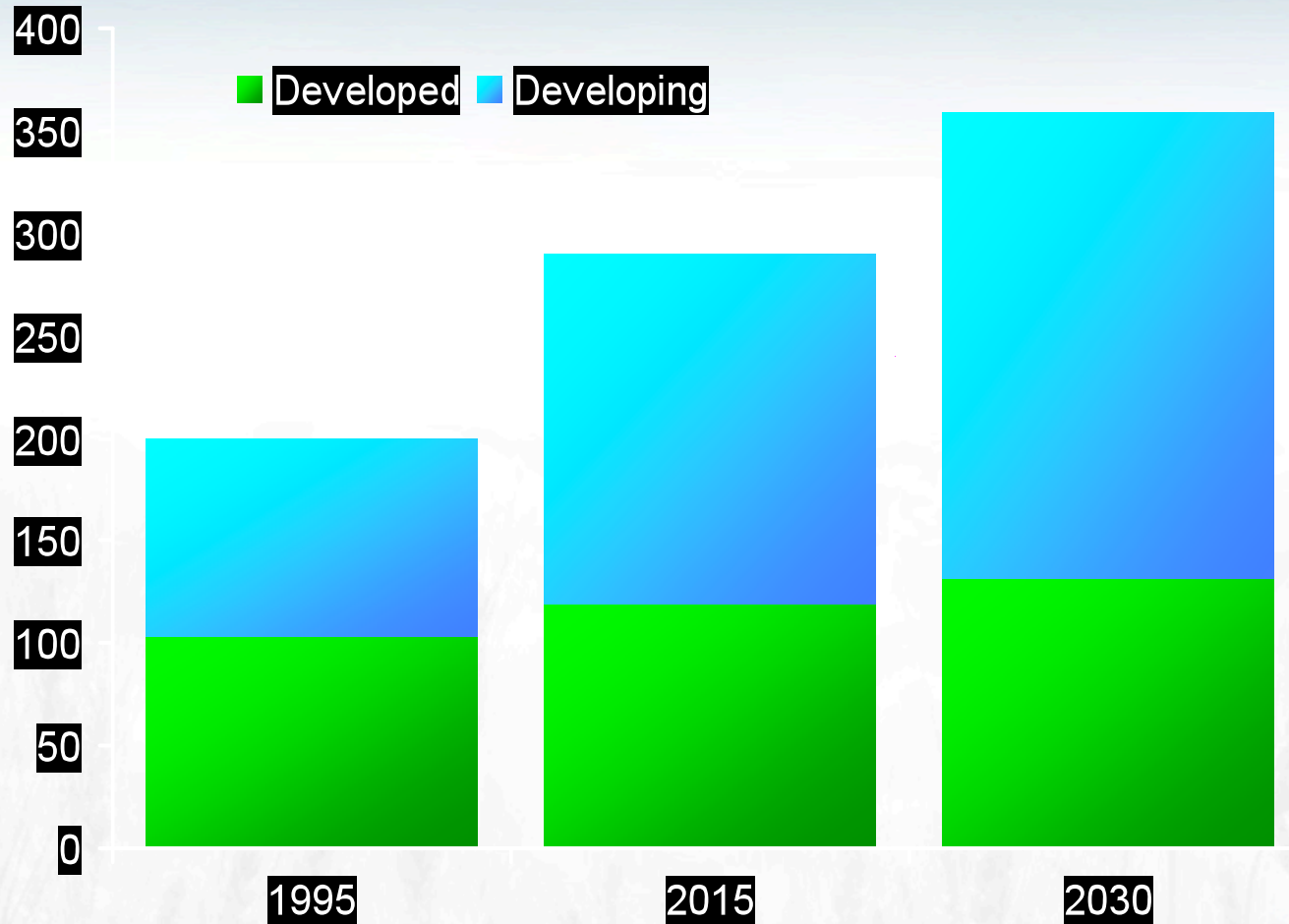
Mexico

- Growing younger population
- No shortages in the workforce
- Increased economic well being suggests higher beef consumption
- Approximately 27 cattle per 100 people

World Meat Consumption 1995 – 2030

Source FAO Global Food Trends

Million Tonnes



A close-up photograph of several golden wheat stalks, likely during harvest. The stalks are in sharp focus, showing the intricate details of the grain heads. The background is a soft, out-of-focus green and blue, suggesting a field under a clear sky. The lighting is warm, highlighting the golden color of the wheat. The word "QUESTIONS?" is printed in a bold, black, sans-serif font in the center of the image.

QUESTIONS?