

## World meat demand brightest in Japan

NASHVILLE, Tenn. — The outlook for increased meat demand is brighter in Japan and developing nations than in the United States and Europe, according to speakers at the recent Fifth World Meat and Livestock Marketing Congress, held here.

In the U.S., declining beef consumption will not be halted unless the livestock and meat industry takes specific action, said Dr. W. Wayne Talarzyk, professor of marketing at Ohio State University.

Future U.S. consumers will have money to spend on meat, but beef consumption will decline throughout this decade and into the 1990s "unless we more effectively segment our market," he said.

Appearing with Talarzyk to discuss "World Demand for Meat" were Toshio Kanai, chief North American representative of Japan's Livestock Industry Promotion Corporation; Jacques Belay, director of GIRA, a Swiss agricultural marketing and research firm, and Wolfgang Krostitz, with the livestock and dairy commodities division of the Food and Agriculture Organization, Rome.

Kanai said Japanese meat consumption per capita will in-

crease from 22.5 kilograms in 1981, to 28-28 kilograms in 1990. Beef consumption should rise 30-40 percent by 1990, and chicken and pork consumption 10-15 percent, he said.

Kanai cautioned that despite this significant increase, it is doubtful that Japanese meat consumption will increase to the level of Western nations. Today Japan's per capita meat consumption is about one-third of levels in the U.S. and France, and about 40 percent of totals in the United Kingdom.

Increased meat consumption will not change the basic Japanese dietary pattern, Kanai said. Carbohydrates are obtained mainly from rice, other grains, and vegetable oil. Protein comes mainly from fish, followed by livestock products, beans and grains.

With nearly three-quarters of the world's population of 4½ billion, the developing countries offer more potential for increased meat consumption than the developed nations, Krostitz said.

Pork is the most popular meat consumed in developing countries, with the exception of the Islamic countries, followed by poultry. Since most developing nations are trying to expand their pork and

poultry output, the growth import should be beef, he said.

In these countries meat demand will respond quickly to rises in income, as well as to continued growth in population. Another factor in increased meat demand will be "continued urbanization and 'westernization' of lifestyles," Krostitz said.

In early 1983, a study presented to the FAO Intergovernmental Group on Meat projected that total demand for meat in the developing countries would rise from an actual consumption of 52 million tons in 1980 to 73 million tons by 1990. "Meat is among the most popular foods in the developing regions," he said.

Turning to European nations, Belay said poultry consumption in the European Economic Community (EEC) should rise six percent per year through 1990, compared with a 1.7 percent increase in beef.

Poultry's main advantage over beef is in terms of price, he said. Through 1990, GIRA projects that world beef consumption will be 30 percent higher than in 1977, but beef's share of total consumption should decline slightly because of its price disadvantage, compared with poultry.

For beef to maintain and consolidate its position in the meat market, and to regain its market share, its price relative to other meat must decline; more diverse beef products must be created, and the quality of beef must become more consistent, he said.

Like their American counterparts, Europeans are becoming more "nutritionally aware," and "beef is well-positioned to benefit from this development," he said. Europeans are also concerned with quality and convenience in preparation.

The ability to segment these various markets "will depend on

our willingness to develop strategic plans for each of our industries," he said. Strategic planning involves two questions, he said: are we doing things right, and are we doing the right things.

The theme of this year's Congress was "Building World Trade." Approximately 1,000 registrants — including representatives of almost 30 countries — attended the five program session.

The Congress, conducted from June 14-18, was a joint effort of Livestock Merchandising Institute, Kansas City, Mo., and the International Meat Office, Madrid, Spain.

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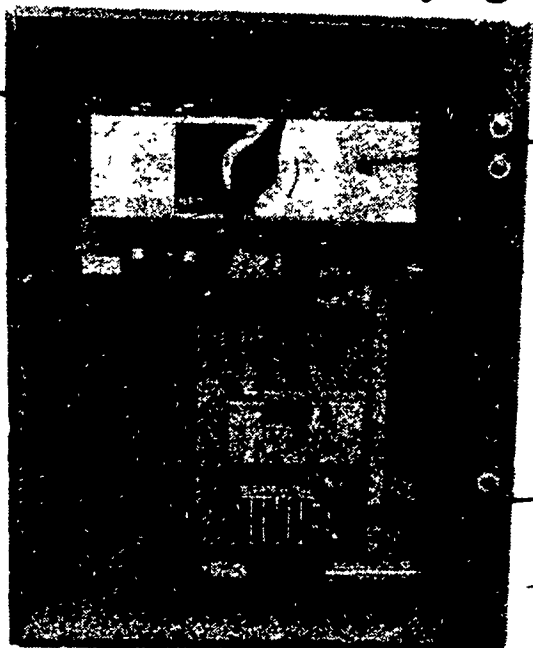
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