

**Food For Thought (FFT)
Strategic Information Services**

The Fresh Meat Market in North America

2008 Edition

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FOREWORD

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OVERALL DEFINITIONS

- General:** Market data refer to all products sold for final human consumption in retail, foodservice and artisanal markets (own-produced for own sale, e.g. independent bakers), thus excluding industrial and intermediate consumption, and auto-consumption.
- Product:** All product markets are carefully defined so as to be comparable across all countries. Special cases in a few country and product markets are specified.
- Prices:** Retail prices (including VAT, excise and other indirect taxes) and foodservice buy-in prices are applied throughout.

METHODOLOGY

All countries are surveyed in the field regularly, during which extensive company and other interviews are carried out. FFT also systematically gathers all publicly available data (from trade associations, government institutions and publications, the press and other media). The definition above (final human consumption) ensures that there is no double-counting among product markets. In turn, this enables comparisons across all country/product markets on a per capita or unit value or real growth basis, and allows all data to be summed by product, by country, or by category, allowing extensive cross-checking for verisimilitude. Foodservice Markets: The total (retail + foodservice) human consumption market is established first. An estimate of the food-service market share, derived from multiple sources and industry interviews, is then applied to this total. Owing to the extremely fragmented nature of the foodservice market, specific foodservice surveys are not considered feasible or reliable.

FULL COVERAGE

There are NO gaps. Volume, Value and Company Market Share data are provided for ALL country and product markets. FFT provides its own carefully assessed estimates in the absence of any available data source.

DATA COLLECTION PRINCIPLES

- 1 End-Use Definition:** Final Human Consumption (see above). This ensures NO double-counting and that any and all data can be added up.
- 2 Wide Coverage:** All demand & supply - including retail, foodservice and direct supply - provides a fixed frame into which all elements must fit in a logical manner.
- 3 The 100% Rule:** Company market shares must add up to no more than 100%, and wide coverage means that all significant supplier market shares must be fitted in, squeezing many company claims!
- 4 Cross-checking:** To ensure verisimilitude, extensive country comparisons are made of per capita consumption and expenditure, real growth rates, etc., and against 10-year historical trends. Data "outliers" are singled out, and if necessary re-checked in the field.
- 5 Critical Review:** All publicly available data - the trade press, associations, government surveys, etc., are exhaustively collected & collated, and many amended or rejected, applying the above principles.
- 6 Original Sourcing:** Extensive field surveys, company interviews and store checks are carried out every year, and all data is "fitted" to a realistic overall picture of total supply and demand.
- 7 Software:** Complex, internally-developed computer programs provide a unique dynamic interlocking data grid.
- 8 Russian Doll:** Internal consistency and coherence is provided by data adjusting automatically to data changes elsewhere.
- 9 Client Feedback:** Continual improvements are incorporated in each annual edition at clients' suggestions and remarks, thus fine-tuning the database to market realities.
- 10 Strategic View:** Strategic View: Presentation techniques favoring a global vision of food & drink markets are systematically applied.

THE FRESH MEAT MARKET IN NORTH AMERICA

TABLE OF CONTENTS

Summary Market Tables	9
2002 Total Expenditure	9
Canada to United States and 3-Country Total	9
2007 Total Expenditure	10
Canada to United States and 3-Country Total	10
2007 Retail Expenditure	11
Canada to United States and 3-Country Total	11
2007 Foodservice Expenditure	12
Canada to United States and 3-Country Total	12
2002-2007 Value Growth Rates	13
Canada to United States and 3-Country Total	13
2002-2007 Per Capita Growth Rates	14
Canada to United States and 3-Country Total	14
2007 Retail Market Share	15
Canada to United States and 3-Country Total	15
2007 Foodservice Market Share	16
Canada to United States and 3-Country Total	16
2007 Total Retail Market Share	17
Canada to United States and 3-Country Total	17
2007 Total Foodservice Market Share	18
Canada to United States and 3-Country Total	18
Demand and Supply by Product	19
13.1 All Fresh Meat Market Profile	20
Total Market by Volume, All Fresh Meat	20
Detailed product definition, including local market particularities	
Total Demand by Country and Region, '000 tons, 2002, 2006 and 2007	
Country Market Shares by Volume in Total Market, 2007	
Total Market 5-year growth rates by Country and Region, 2002-2007	
Per capita total market consumption by Country and Region, 2002 and 2007	
Per capita 5-year growth rates by Country and Region, percent, 2002-2007	
Strategic Assessment: Total Market, Growth and Consumption per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Total Market Value, All Fresh Meat	21
Total Demand by Country and Region, Euro millions, 2002, 2006 and 2007	
Total Demand by Country and Region, local currency millions, 2007	
Country Market Shares by Value in Total Market, 2007	
Total Market Growth Rates by Value by Country and Region, real 5-year %, 2002-2007	
Forecasts: 5-year regional and 25-country real annual % total market growth, 2007-2012	
Per capita total market expenditure by Country and Region, 2007	
Strategic Assessment: Total Market, Growth and Expenditure per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Volume, All Fresh Meat	22

Total Demand by Country and Region, '000 tons, 2007	22
Foodservice Market Percent Share by Volume in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Volume, 2007	
Retail and Foodservice per capita consumption by Country and Region, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Value, All Fresh Meat	23
Total Demand by Country and Region, Euro millions, 2007	
Foodservice Market Percent Share by Value in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Value, 2007	
Retail and Foodservice per capita expenditure by Country and Region, Euro, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Company Market Shares, All Fresh Meat	24
Up to 13 Holding Company Market Shares by Country and Region (updated monthly)	
Note: ALL companies and subsidiaries identified are listed in Company Profiles below	
Top-8 Holding Company "Strategic Presence & Absence" Analysis (updated monthly)	
Companies of national importance identified, including market shares (updated monthly)	
Key Local Subsidiaries identified by Country and by Holding Company (updated monthly)	
Distribution Channel % Shares by Country and Region: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers), 2008	
Canada to United States and 3-Country Total	24
13.11 Beef Market Profile	26
Total Market by Volume, Beef	26
Detailed product definition, including local market particularities	
Total Demand by Country and Region, '000 tons, 2002, 2006 and 2007	
Country Market Shares by Volume in Total Market, 2007	
Total Market 5-year growth rates by Country and Region, 2002-2007	
Per capita total market consumption by Country and Region, 2002 and 2007	
Per capita 5-year growth rates by Country and Region, percent, 2002-2007	
Strategic Assessment: Total Market, Growth and Consumption per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Total Market Value, Beef	27
Total Demand by Country and Region, Euro millions, 2002, 2006 and 2007	
Total Demand by Country and Region, local currency millions, 2007	
Country Market Shares by Value in Total Market, 2007	
Total Market Growth Rates by Value by Country and Region, real 5-year %, 2002-2007	
Forecasts: 5-year regional and 25-country real annual % total market growth, 2007-2012	
Per capita total market expenditure by Country and Region, 2007	
Strategic Assessment: Total Market, Growth and Expenditure per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Volume, Beef	28
Total Demand by Country and Region, '000 tons, 2007	
Foodservice Market Percent Share by Volume in each Country Market, 2007	

Retail and Foodservice Regional Market Shares by Volume, 2007	28
Retail and Foodservice per capita consumption by Country and Region, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Value, Beef	29
Total Demand by Country and Region, Euro millions, 2007	
Foodservice Market Percent Share by Value in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Value, 2007	
Retail and Foodservice per capita expenditure by Country and Region, Euro, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Company Market Shares, Beef	30
Up to 13 Holding Company Market Shares by Country and Region (updated monthly)	
Note: ALL companies and subsidiaries identified are listed in Company Profiles below	
Top-8 Holding Company "Strategic Presence & Absence" Analysis (updated monthly)	
Companies of national importance identified, including market shares (updated monthly)	
Key Local Subsidiaries identified by Country and by Holding Company (updated monthly)	
Distribution Channel % Shares by Country and Region: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers), 2008	
Canada to United States and 3-Country Total	30
13.12 Pork Market Profile	32
Total Market by Volume, Pork	32
Detailed product definition, including local market particularities	
Total Demand by Country and Region, '000 tons, 2002, 2006 and 2007	
Country Market Shares by Volume in Total Market, 2007	
Total Market 5-year growth rates by Country and Region, 2002-2007	
Per capita total market consumption by Country and Region, 2002 and 2007	
Per capita 5-year growth rates by Country and Region, percent, 2002-2007	
Strategic Assessment: Total Market, Growth and Consumption per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Total Market Value, Pork	33
Total Demand by Country and Region, Euro millions, 2002, 2006 and 2007	
Total Demand by Country and Region, local currency millions, 2007	
Country Market Shares by Value in Total Market, 2007	
Total Market Growth Rates by Value by Country and Region, real 5-year %, 2002-2007	
Forecasts: 5-year regional and 25-country real annual % total market growth, 2007-2012	
Per capita total market expenditure by Country and Region, 2007	
Strategic Assessment: Total Market, Growth and Expenditure per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Volume, Pork	34
Total Demand by Country and Region, '000 tons, 2007	
Foodservice Market Percent Share by Volume in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Volume, 2007	
Retail and Foodservice per capita consumption by Country and Region, kgs, 2007	

Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	34
Retail And Foodservice Market by Value, Pork	35
Total Demand by Country and Region, Euro millions, 2007	
Foodservice Market Percent Share by Value in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Value, 2007	
Retail and Foodservice per capita expenditure by Country and Region, Euro, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Company Market Shares, Pork	36
Up to 13 Holding Company Market Shares by Country and Region (updated monthly)	
Note: ALL companies and subsidiaries identified are listed in Company Profiles below	
Top-8 Holding Company "Strategic Presence & Absence" Analysis (updated monthly)	
Companies of national importance identified, including market shares (updated monthly)	
Key Local Subsidiaries identified by Country and by Holding Company (updated monthly)	
Distribution Channel % Shares by Country and Region: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers), 2008	
Canada to United States and 3-Country Total	36
13.13 Mutton Market Profile	38
Total Market by Volume, Mutton	38
Detailed product definition, including local market particularities	
Total Demand by Country and Region, '000 tons, 2002, 2006 and 2007	
Country Market Shares by Volume in Total Market, 2007	
Total Market 5-year growth rates by Country and Region, 2002-2007	
Per capita total market consumption by Country and Region, 2002 and 2007	
Per capita 5-year growth rates by Country and Region, percent, 2002-2007	
Strategic Assessment: Total Market, Growth and Consumption per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Total Market Value, Mutton	39
Total Demand by Country and Region, Euro millions, 2002, 2006 and 2007	
Total Demand by Country and Region, local currency millions, 2007	
Country Market Shares by Value in Total Market, 2007	
Total Market Growth Rates by Value by Country and Region, real 5-year %, 2002-2007	
Forecasts: 5-year regional and 25-country real annual % total market growth, 2007-2012	
Per capita total market expenditure by Country and Region, 2007	
Strategic Assessment: Total Market, Growth and Expenditure per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Volume, Mutton	40
Total Demand by Country and Region, '000 tons, 2007	
Foodservice Market Percent Share by Volume in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Volume, 2007	
Retail and Foodservice per capita consumption by Country and Region, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and	

Averages by Product	40
Retail And Foodservice Market by Value, Mutton	41
Total Demand by Country and Region, Euro millions, 2007	
Foodservice Market Percent Share by Value in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Value, 2007	
Retail and Foodservice per capita expenditure by Country and Region, Euro, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Company Market Shares, Mutton	42
Up to 13 Holding Company Market Shares by Country and Region (updated monthly)	
Note: ALL companies and subsidiaries identified are listed in Company Profiles below	
Top-8 Holding Company "Strategic Presence & Absence" Analysis (updated monthly)	
Companies of national importance identified, including market shares (updated monthly)	
Key Local Subsidiaries identified by Country and by Holding Company (updated monthly)	
Distribution Channel % Shares by Country and Region: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers), 2008	
Canada to United States and 3-Country Total	42
13.14 Poultry Market Profile	44
Total Market by Volume, Poultry	44
Detailed product definition, including local market particularities	
Total Demand by Country and Region, '000 tons, 2002, 2006 and 2007	
Country Market Shares by Volume in Total Market, 2007	
Total Market 5-year growth rates by Country and Region, 2002-2007	
Per capita total market consumption by Country and Region, 2002 and 2007	
Per capita 5-year growth rates by Country and Region, percent, 2002-2007	
Strategic Assessment: Total Market, Growth and Consumption per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Total Market Value, Poultry	45
Total Demand by Country and Region, Euro millions, 2002, 2006 and 2007	
Total Demand by Country and Region, local currency millions, 2007	
Country Market Shares by Value in Total Market, 2007	
Total Market Growth Rates by Value by Country and Region, real 5-year %, 2002-2007	
Forecasts: 5-year regional and 25-country real annual % total market growth, 2007-2012	
Per capita total market expenditure by Country and Region, 2007	
Strategic Assessment: Total Market, Growth and Expenditure per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Volume, Poultry	46
Total Demand by Country and Region, '000 tons, 2007	
Foodservice Market Percent Share by Volume in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Volume, 2007	
Retail and Foodservice per capita consumption by Country and Region, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Value, Poultry	47

Total Demand by Country and Region, Euro millions, 2007	47
Foodservice Market Percent Share by Value in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Value, 2007	
Retail and Foodservice per capita expenditure by Country and Region, Euro, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Company Market Shares, Poultry	48
Up to 13 Holding Company Market Shares by Country and Region (updated monthly)	
Note: ALL companies and subsidiaries identified are listed in Company Profiles below	
Top-8 Holding Company "Strategic Presence & Absence" Analysis (updated monthly)	
Companies of national importance identified, including market shares (updated monthly)	
Key Local Subsidiaries identified by Country and by Holding Company (updated monthly)	
Distribution Channel % Shares by Country and Region: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers), 2008	
Canada to United States and 3-Country Total	48
13.15 Other Fresh Meat Market Profile	50
Total Market by Volume, Other Fresh Meat	50
Detailed product definition, including local market particularities	
Total Demand by Country and Region, '000 tons, 2002, 2006 and 2007	
Country Market Shares by Volume in Total Market, 2007	
Total Market 5-year growth rates by Country and Region, 2002-2007	
Per capita total market consumption by Country and Region, 2002 and 2007	
Per capita 5-year growth rates by Country and Region, percent, 2002-2007	
Strategic Assessment: Total Market, Growth and Consumption per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Total Market Value, Other Fresh Meat	51
Total Demand by Country and Region, Euro millions, 2002, 2006 and 2007	
Total Demand by Country and Region, local currency millions, 2007	
Country Market Shares by Value in Total Market, 2007	
Total Market Growth Rates by Value by Country and Region, real 5-year %, 2002-2007	
Forecasts: 5-year regional and 25-country real annual % total market growth, 2007-2012	
Per capita total market expenditure by Country and Region, 2007	
Strategic Assessment: Total Market, Growth and Expenditure per capita	
Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Volume, Other Fresh Meat	52
Total Demand by Country and Region, '000 tons, 2007	
Foodservice Market Percent Share by Volume in each Country Market, 2007	
Retail and Foodservice Regional Market Shares by Volume, 2007	
Retail and Foodservice per capita consumption by Country and Region, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Retail And Foodservice Market by Value, Other Fresh Meat	53
Total Demand by Country and Region, Euro millions, 2007	
Foodservice Market Percent Share by Value in each Country Market, 2007	

Retail and Foodservice Regional Market Shares by Value, 2007	53
Retail and Foodservice per capita expenditure by Country and Region, Euro, kgs, 2007	
Strategic Foodservice Assessment: Total Market, Country Market Share and Consumption per capita. Rankings by Country Provided, and Regional Totals and Averages by Product	
Company Market Shares, Other Fresh Meat	54
Up to 13 Holding Company Market Shares by Country and Region (updated monthly)	
Note: ALL companies and subsidiaries identified are listed in Company Profiles below	
Top-8 Holding Company "Strategic Presence & Absence" Analysis (updated monthly)	
Companies of national importance identified, including market shares (updated monthly)	
Key Local Subsidiaries identified by Country and by Holding Company (updated monthly)	
Distribution Channel % Shares by Country and Region: Branded, Unbranded, Own (Private) Label and Artisanal (own-produced for own sale, e.g. bakers), 2008	
Canada to United States and 3-Country Total	54
Company Profiles	55
ALL companies and subsidiaries identified in the markets covered listed	
Holding Company Country and Product Market Shares & Rankings (updated monthly)	
Company Sales Turnover: Estimated % Contributions by Product & Region (updated monthly)	
Note: Applying 2008 Company Market Shares to 2007 Market Value data	
AFG to Blackstone Capital	56
Brakebush to Central Can-ada Foods	57
Cherokee Foods to Desc	58
Dicarne to Foster Farms	59
Frape to Grupo Bafar	60
Grupo Bafar to Kraft Foods	61
La Tour Eiffel to Maple Lodge	62
Mezquital-del Oro to Perdue	63
Perfor-mance to Raeford	64
Rochester Rabbit to Smithfield Foods	65
Smithfield Foods to Tyson Foods	66
Tyson Foods to Zartic Foods	67
Major Brands And 'Who Owns Whom'	69
Holding Companies, Key Local Subsidiaries and Major Brands systematically identified by product and country	
Major Brands by Product Market	71
13.11 Beef	71
13.12 Pork	71
13.13 Mutton	72
13.14 Poultry	72
13.15 Other Fresh Meat	73
Major Brands by Holding Company	75
Agribans to Freedman	75
Freedman to Rochester Rabbit	76
SMG to Zartic Foods	77

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