

Irish Meat in China: New Opportunities and Challenges in 2025

Conor O'Sullivan, China Manager

Declan Saruwatari, China Market Specialist

Bord Bia Meat Marketing Seminar, 17th January 2025

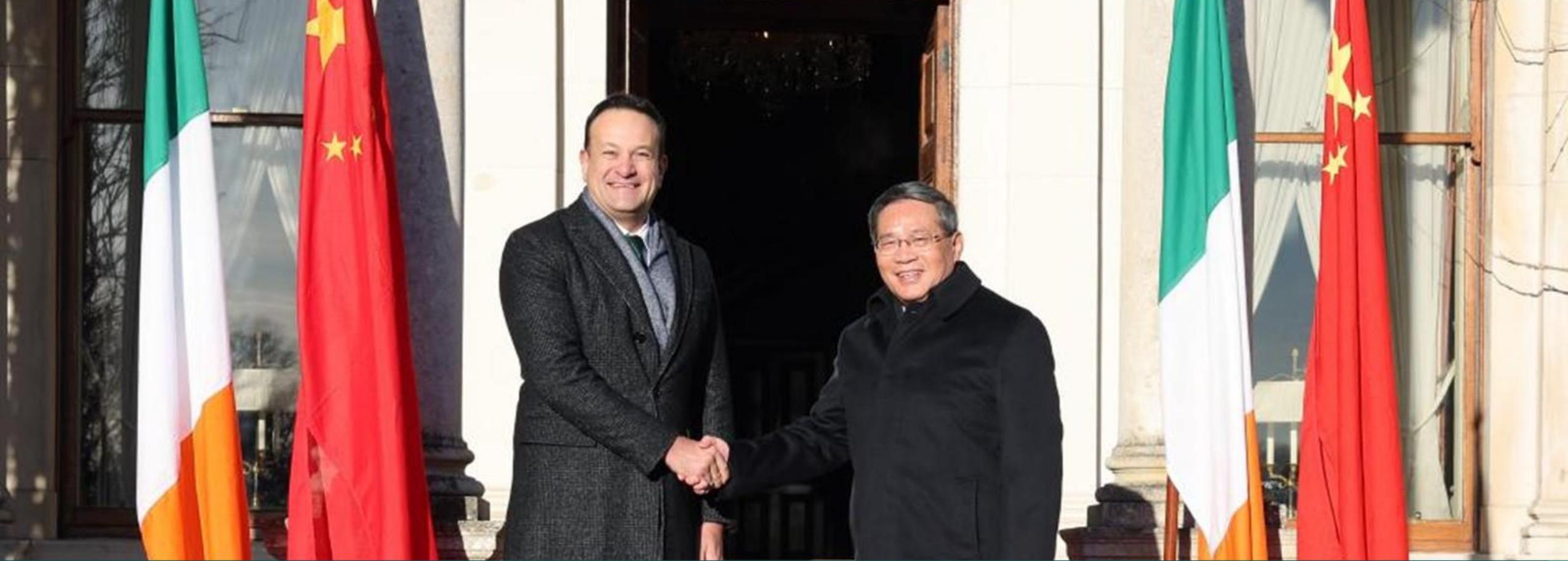
BORD BIA
IRISH FOOD BOARD



Agenda

BORD BIA
IRISH FOOD BOARD

1. Geopolitics and policy
2. Meat consumption trends in China
3. The future for Irish meat in China



Section 1: Policy and Macro Environment

Food security is more important than ever

ASF, Covid-19, and geopolitical tensions

Huge (over) investment in production, cold chain, and storage.

Top priorities are basics:
rice, wheat, soy, maize, oil

Animal products also important: pork,
poultry, and dairy

Rapid transition to large intensive farms

Accelerated market access to diversify supply base

22 FTAs with 29 countries.

24 countries with active beef access.
18 active countries supplying pork.

Over 1000 facilities for each.

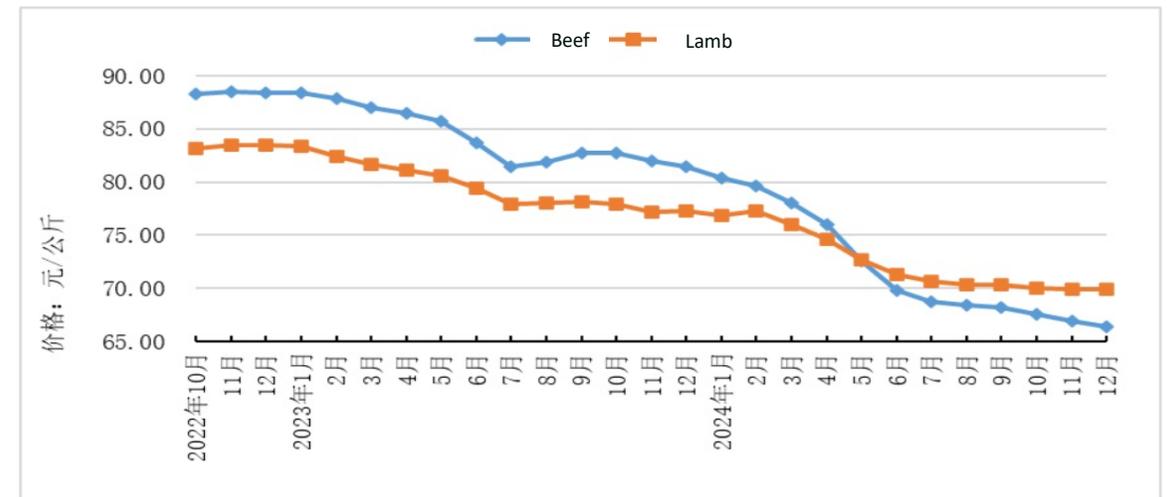


We have the **confidence** and the **vigour** to ensure Chinese rice bowls are firmly held in our own hands.

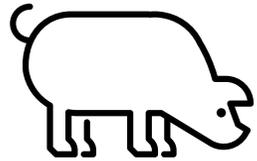
Xi Jinping, 2022

Oversupply and weak demand crashed prices

Companies are pulling back on new projects and focusing on minimising losses. But even with smaller herds, efficiency gains will keep production relatively steady. Volatility will remain, but prices expected to rise in 2025.



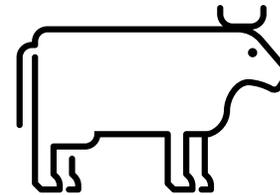
China imported less meat from the world last year



-42.3% value

USD, Jan-Nov 2024 vs Jan-Nov 2023

-33.7% volume



-5.1% value

USD, Jan-Nov 2024 vs Jan-Nov 2023

+4.2% volume

EU-China trade tensions



June 13th:
EU intention to place tariffs
on Chinese EVs announced

Aug 20th:
EU publishes tariff plan
for Chinese EVs

Oct 4th:
EU confirms tariffs
on Chinese EVs



June 17th:
Chinese investigation
into EU **pork** announced

Aug 21st:
Chinese investigation into EU
cream and **cheese** announced

Oct 8th:
China implements
tariffs on EU **brandy**

Likely outcome: tariffs for EU pork after 17th June 2025

Beef investigation

Spurred by domestic pressure:

Cattle prices down 25% in two years

Imports doubled in 5 years, now 30% market share

65% of producers losing money (average loss 1600 per head), concerns about long-term impact of culling herd

China's 3rd ever safeguard investigation—not taken lightly.

Likely outcome: blanket tariffs in September 2025



Implication:

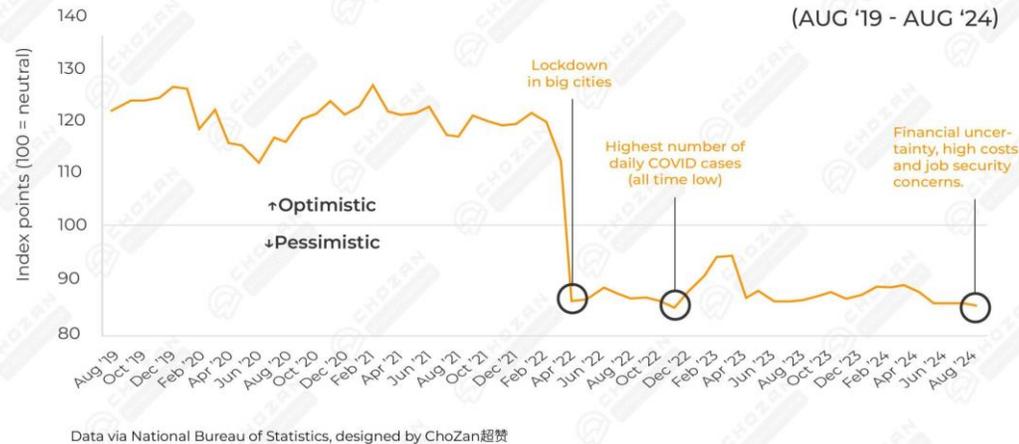
**Imported meat will need
stronger differentiation to
justify higher costs.**



Section 2: Evolving meat consumption in China

Right now, it's about value for money

Consumer confidence is extremely low.



Quality-price ratio 质价比

Average spend down at every price point, heavy discounting.

To recover margin, switching to cheaper ingredients.

Value doesn't just mean price: convenience, uniqueness, or emotional.

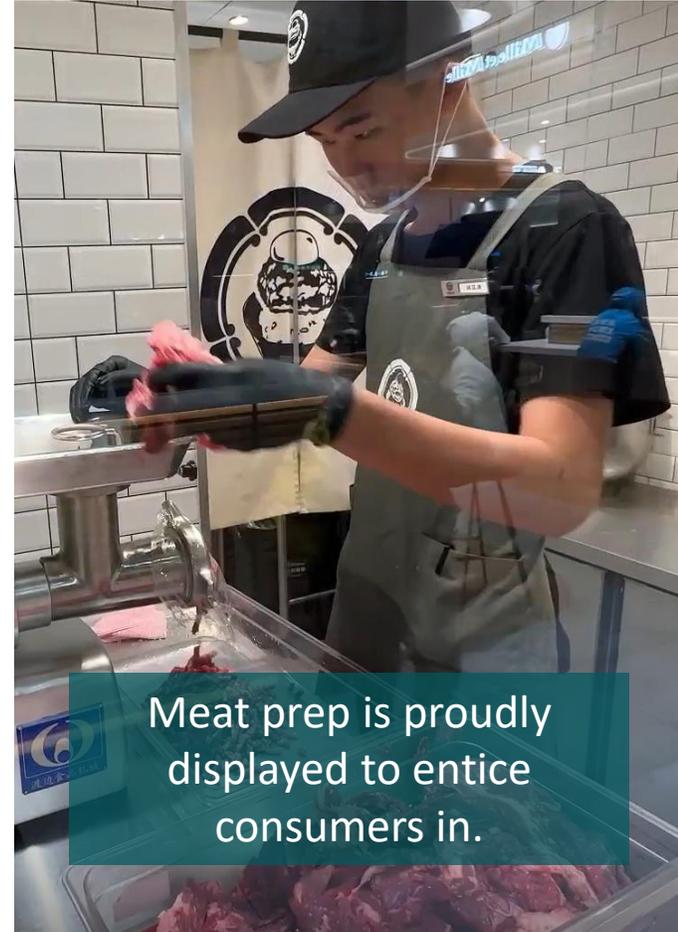
An opportunity and a threat. Those offering value are thriving!

Beef is a great hook for restaurants

Surging popularity of restaurant concepts built entirely around meat.

Experiential: self-serve and self-cook bbqs & hotpots

Leading hotpot brands added hundreds of new outlets each in 2024



Meat prep is proudly displayed to entice consumers in.



“Freshly cut” beef hotpots and barbecues lead growth in 2024.

At home meat consumption spurred by more sophisticated retail and more varied demand



Fresh ecommerce GMV up 20% in 2024, to ¥560 billion.

A more direct route for imported meat, and stronger opportunity for differentiation.

Consumers pay attention to:

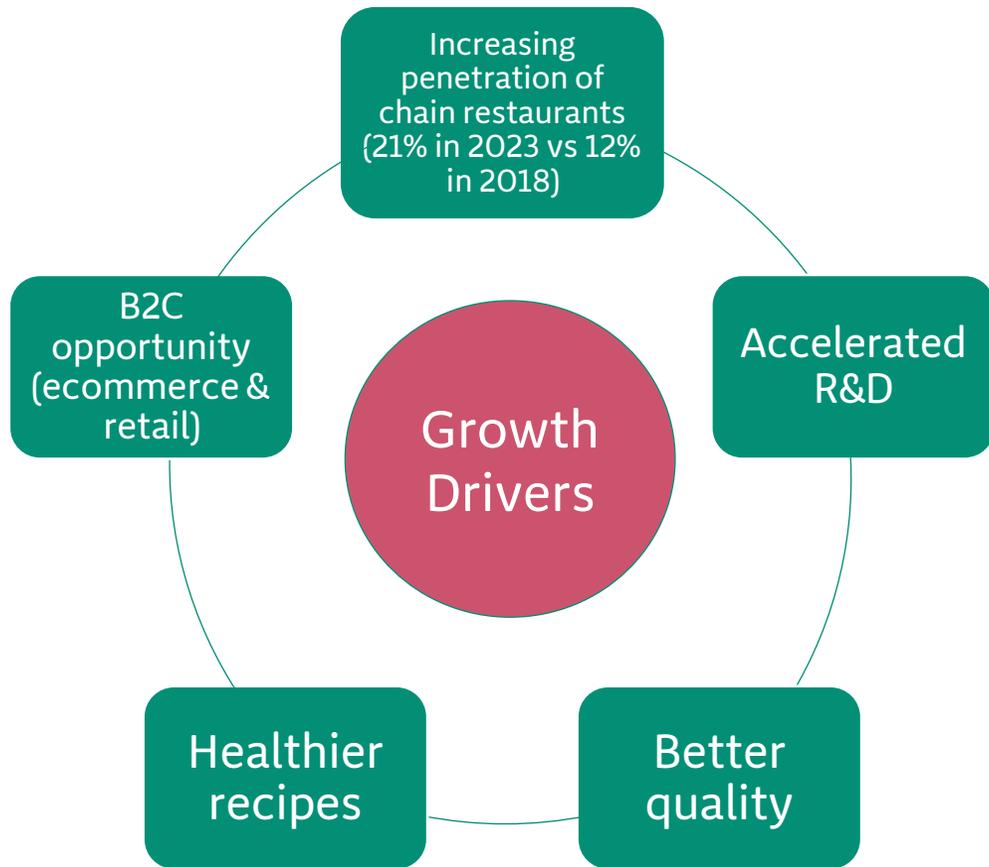
- origin
- claims
- visual quality



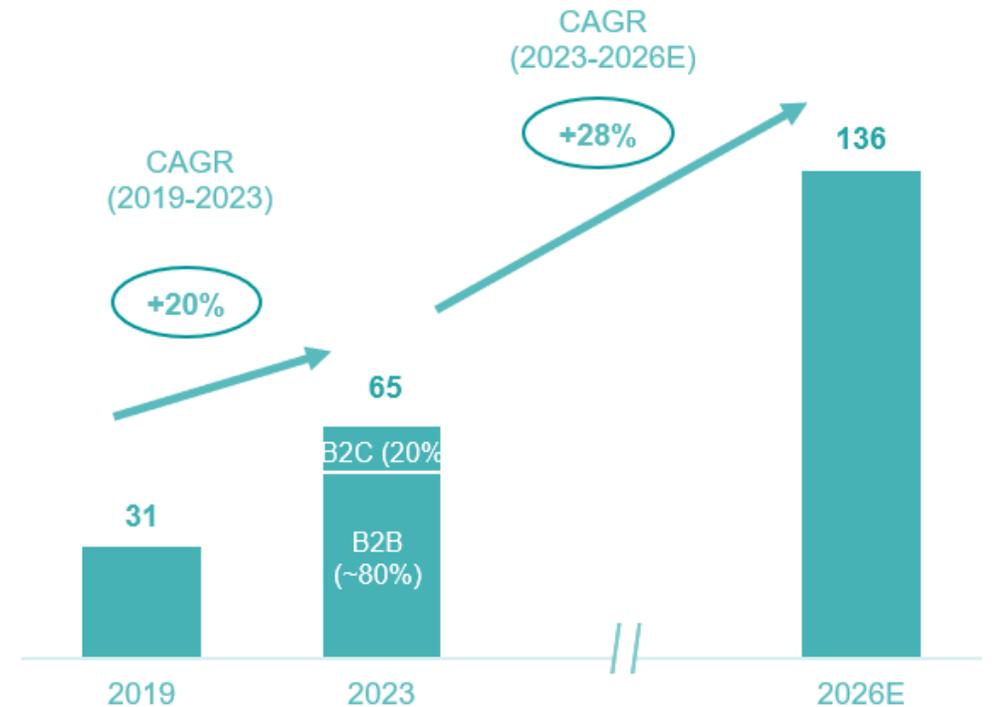
New appliances drive demand for a wider range of cuts at home



Booming prepared food industry (RTC) will drive demand for lower value cuts



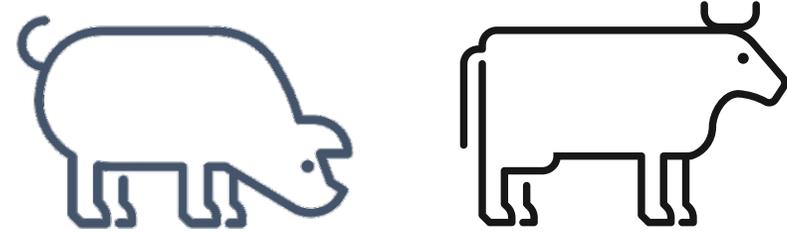
The total market size of the Chinese RTC industry (in EUR bn*)



How does Ireland stand out in a more competitive market?



Developing added-value channels



Strengthening Ireland's meat brand

Section 3

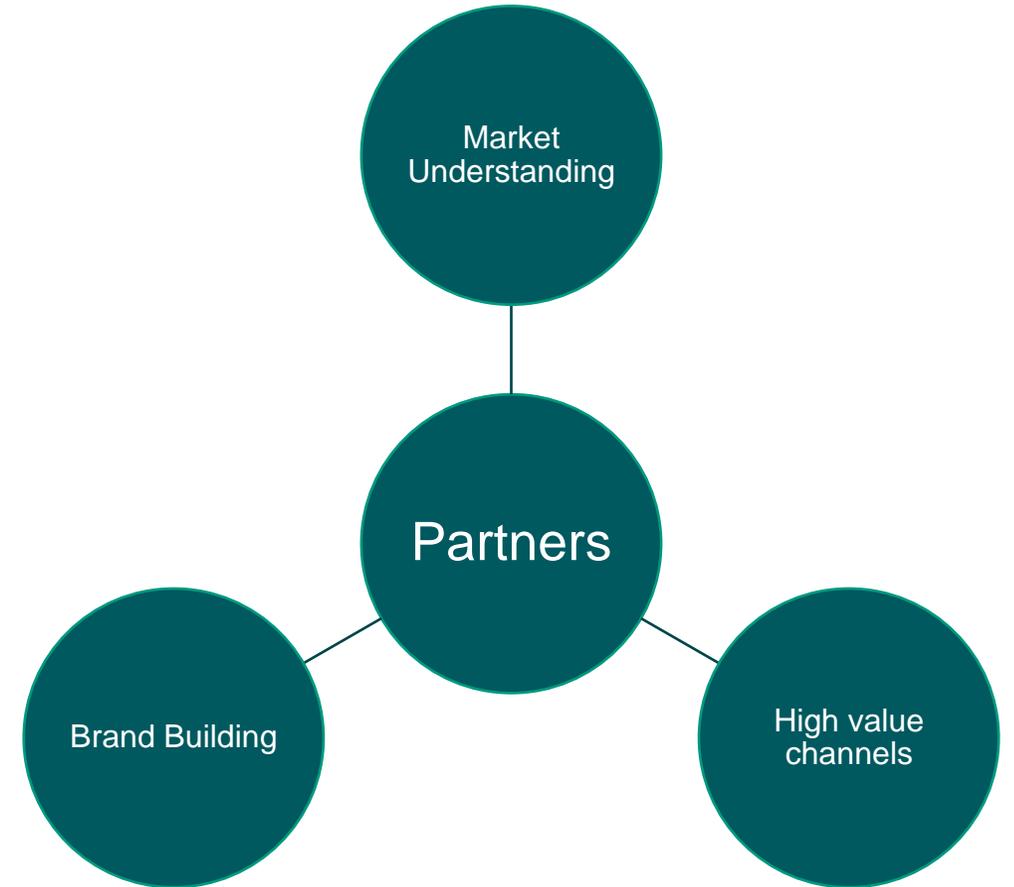
The future of Irish meat in China

Vision for China

A sustainable, differentiated position for Irish meat to maximise the value of returns from China

BORD BIA
IRISH FOOD BOARD

Partners are critical.



Developing added value channels



RTC – insights + action



New retail



Social Commerce

More targeted customer activations

- Promoting cuts through their highest value application
- Greater impact
- Direct sales support
- Promoting existing business

BORD BIA
IRISH FOOD BOARD

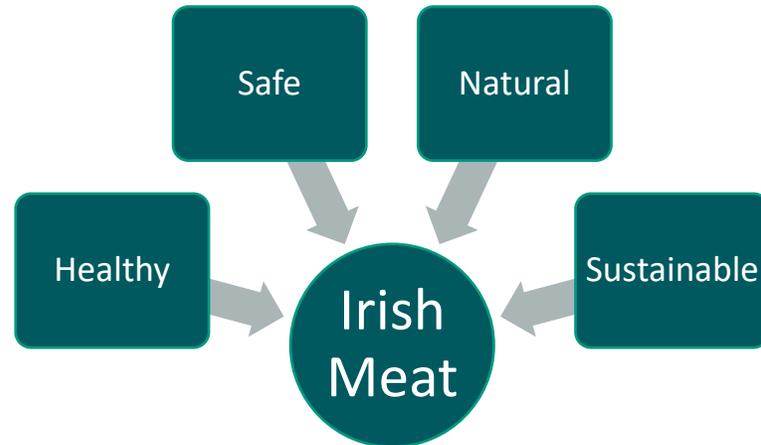


BORD BIA
爱尔兰食品局



Underpinning differentiation with a strong Food Brand Ireland

Alignment with long-term consumption trends



Health

- Protein
- Natural
- Lower fat

Quality

- Breeds
- Feed
- Cut selection

IBV leveraged to develop marketing videos for a customer



IBV video with direct link to buy at the bottom



Pinpointing comms for a more targeted audience

Handbook focussed on products



爱尔兰去骨牛小排



爱尔兰日式肥牛

爱尔兰去骨牛小排
Irish Beef Boneless Short Rib

取自牛的第6-8节肋骨间的牛仔骨去骨部分，一头牛只能出2客（2份）去骨牛小排。它肉质细嫩，油花丰富，含有丰富的脂肪纹路，肉质实嫩多汁，是一种很好的烹饪食材。去骨牛小排适用于日式寿喜锅料理，也可以煎制成牛排。煎制去骨牛小排时，可以采用煎煎的做法，以最大程度地保留肉汁中的营养，保持入口即化的嫩化口感。

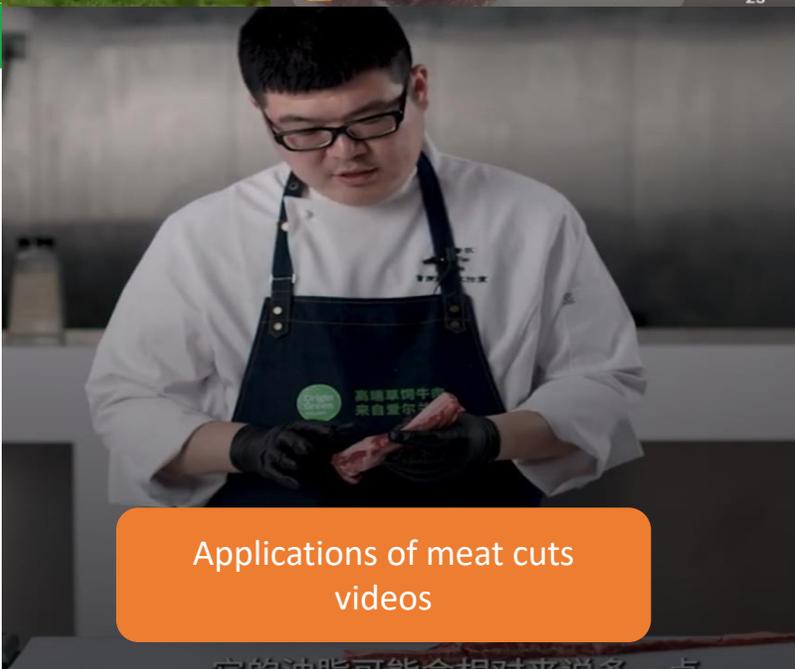


爱尔兰日式肥牛
Irish Beef Boneless Karubi

肥牛通常指牛后胸肉，位于左右两腿中间的去骨瘦肉。与普通肥牛相比，日式肥牛是把脂肪较薄的部位剔除，只选取牛后胸较厚并花纹相对较好的部分。这部分瘦肉油脂分层，常见雪花堆积，板型规整，是烧烤和火锅的经济之选。



Applications of meat cuts videos



Conclusion

Competition in China has intensified

China will be a challenge for the next 2-3 years

But it can't be ignored.

Long-term alignment with Ireland's offer is strengthening.

Critical to focus on differentiating Irish meat

Thank You