

# Business Information Centre

## Meat & Poultry

2010

Sources Available in the Business Information Centre



Market Research



Country Intelligence



Company Leads



Tender Opportunities



Useful Contacts

## INTRODUCTION

It is important to keep up to date with what is happening in any industry in order to plan your company strategy effectively. Business Information Services can provide a wealth of information on all aspects of the meat and poultry industry from the global industry as a whole to the more specific sub-sectors.

In addition, Enterprise Europe NI is hosted by Invest Northern Ireland. The network can provide direct contact with market research centres throughout Europe and is a first point of contact for researching European Meat and Poultry markets.

*This guide has been designed to assist with desk research and shows **examples** of reports and websites that might be useful. It is only possible to give an idea of the content of databases and websites. Invest NI does not endorse any of the websites or information providers mentioned.*

## MARKET REPORTS

### **BUSINESS INSIGHTS** ([www.globalbusinessinsights.com](http://www.globalbusinessinsights.com))

Business Insights publish a range of strategic management, market analysis reports focusing on consumer goods, energy, finance, healthcare and technology. The following is a sample of the reports available through the Business Insights database for the meat and poultry industry:

- Top 10 Food and Drink Companies – 2009

### **DATAMONITOR** ([www.datamonitor.com](http://www.datamonitor.com))

Datamonitor reports provide comprehensive market intelligence, analysis and forecasting based on primary quantitative and qualitative research, providing the full picture on a particular industry, issue or trend.

The following is a sample of the reports available through the Datamonitor database for the meat and poultry industry:

- Food Service Database - 2008 – Worldwide
- MarketWatch: Food – 2009
- Meat, Fish & Poultry Worldwide to 2010
- Product Alert – 2008 - Interactive Model

**The industry profiles below are available:**

- Meat in the UK – 2008 (This report is also available for France, Germany & US)
- Organic Food in the United Kingdom – 2008
- Packaged Foods & Meats in South Africa –2008 (This report is also available for 29 countries around the world)

### **KEYNOTE** ([www.keynote.co.uk](http://www.keynote.co.uk))

Keynote is an online database providing information on 27 industry sectors in the UK. Reports cover industrial and consumer sectors and information includes market size and trends, key players and company profiles. The following is a sample of the reports available through Keynote for the meat and poultry industry:

- Organic Food and Drink – UK – 2010
- Food Industry – UK – 2010
- Canned Foods – UK – 2009
- Fast Food and Home Delivery Outlets – UK - 2008
- Poultry – UK - 2008
- Meat and Meat Products – UK - 2008
- Snack Foods – UK - 2008

### **MINTEL** ([www.mintel.com](http://www.mintel.com))

Mintel market reports analyse market sizes and trends, market segmentation and consumer attitudes and purchasing habits, as well as assessing the future market. The following is a sample of the reports available through Mintel for the meat and poultry industry

- Barbecue Foods - UK – 2008
- Burgers - UK - 2008
- Complete Canned Meals & Meats – UK – 2010
- Deli Meats, Bacon & Sausages – UK – 2009
- Food Processing (Industrial Report) – Ireland – 2009
- Food Retailing – Ireland – August 2008

- Locally Sourced Foods - UK - September 2008
- Meat, Fish and Poultry - Ireland - March 2008
- Poultry and Game Meat - UK - July 2008
- Premium Foods – UK – September 2008
- Ready Meals & Convenience Foods – Ireland – December 2008
- Ready to Cook Foods - UK - June 2008
- Red Meat – UK – October 2008
- Attitudes Towards Ethical Food and Drink – Ireland - 2008

### **PLIMSOLL** ([www.plimsoll.co.uk](http://www.plimsoll.co.uk))

Plimsoll specialises in providing up to date, authoritative financial analysis. They publish in-depth industry reports and market analysis on over 1500 UK industries. The following is a sample of the reports available through Plimsoll for the meat and poultry industry:

- Abattoirs – UK - 2010
- Meat – UK - 2010
- Meat Processors – UK - 2010
- Meat Wholesalers – UK - 2010
- Meat Wholesalers - Scotland – 2010
- Pigs, Pork & Bacon – UK - 2010
- Poultry – UK - 2010
- Poultry Farmers – UK - 2010
- Poultry Wholesalers – UK - 2010

### **SNAPDATA** ([www.snapdata.com](http://www.snapdata.com))

Snapdata provide market research overviews for a wide range of markets, indicating statistics for market size, shares, distribution and forecasts. The following reports are available for the meat and poultry industry:

- Frozen Meat & Fish Products – Italy – 2008
- Chicken – Spain – 2008
- Beef – USA - 2008
- Chicken – USA - 2008
- Frozen Food – USA - 2008
- Pork – USA – 2008
- Meat & Poultry – Spain – 2009 (also available for Taiwan, China, Australia, Turkey, Poland and Russian Federation)

## **UK TRADE & INVESTMENT** ([www.uktradeinvest.gov.uk](http://www.uktradeinvest.gov.uk))

- Food and Drink Sector – Mexico – 2010 (also available for Switzerland and Iceland)
- Food and Drink Sector – Russia – 2009 (also available for Canada, Indonesia and Ireland)

## **OTHER**

### **Hardcopy resources in the Information Centre:**

- A Pocketful of Meat Facts 2009

**Some Management Consultants specialise in different sectors and make detailed research available on their websites. Those with research available on the meat and poultry sector include:**

- KPMG GLOBAL – <http://www.kpmg.com>
- ERNST & YOUNG – <http://www.ey.com>

## **COMPANY INFORMATION**

Identifying companies and finding the right information about their activities and performance is essential to making good business decisions. The Information Centre has a wide range of company databases that can provide financials, product information, company details or trade names. Company information on agents or distributors, competitors or even potential customers, can be searched for on an international, regional, national or local level through a variety of databases including Kompass and FAME.

Some of these databases have free, limited searching available on the internet. This can help to identify potential companies which can be researched further. The following links are useful:

- Bureau Van Dijk – [www.bvdep.com](http://www.bvdep.com)
- Kompass – [www.kompass.com](http://www.kompass.com)
- Northern Ireland Business Information

Datamonitor supplies company profiles on the larger global corporates inc, Nippon Meat Packers Inc, McCain Foods Limited and Perdue Farms Inc. These profiles provide an invaluable analysis into the competitive and strategic performance of the company.

## OTHER HARD COPY DIRECTORIES

- Food Manufacturers' Directory 2010
- The Grocer Directory of Manufacturers & Suppliers 2010
- Who's Who in Meat 2010

## STATISTICS

Central Statistics Office - Statistical Bulletin for Ireland e.g. Total Livestock Slaughtering in Tonnes, Meat Supply Balance in Tonnes and Meat Consumption in kg/person.

The National Statistics website, [www.statistics.gov.uk](http://www.statistics.gov.uk), holds information on import and export trade statistics for many products:  
<http://www.statistics.gov.uk/OnlineProducts/>

Datamonitor also provides details on statistics and forecasts.

## ASSOCIATIONS

Associations are an extremely useful way to find information on either markets or companies within the meat and poultry sector. Many associations hold detailed membership directories. These include:

### NORTHERN IRELAND

- Livestock and Meat Commission for Northern Ireland (LMC) – [www.lmcni.com](http://www.lmcni.com)
- Northern Ireland Food and Drink Association - [www.nifda.co.uk](http://www.nifda.co.uk)
- Northern Ireland Meat Exporters Association – [www.nimea.co.uk](http://www.nimea.co.uk)

### IRELAND

- Bord Bia – [www.bordbia.ie](http://www.bordbia.ie)
- Irish Meat Association – [www.agri-vision2015.ie/agrifood/Comments/MeatAssoc.HTM](http://www.agri-vision2015.ie/agrifood/Comments/MeatAssoc.HTM)

### UK

- Assured British Meat - [www.abm.org.uk/abm/default.aspx?noflash=true](http://www.abm.org.uk/abm/default.aspx?noflash=true)
- British Meat Processors Association - [www.bmpa.uk.com/content/home.asp](http://www.bmpa.uk.com/content/home.asp)
- British Pig Association - [www.britishpigs.org.uk/](http://www.britishpigs.org.uk/)
- British Poultry Council – [www.poultry.uk.com](http://www.poultry.uk.com)

- Food Standards Agency [www.food.gov.uk/](http://www.food.gov.uk/)
- Guild of Q Butchers – [www.guildofqbutchers.com/](http://www.guildofqbutchers.com/)
- International Meat Secretariat – [www.meat-ims.org](http://www.meat-ims.org)
- National Beef Association - [www.nationalbeefassociation.com/](http://www.nationalbeefassociation.com/)
- National Federation of Meat and Food Traders – [www.nfmft.co.uk](http://www.nfmft.co.uk)
- National Sheep Association - [www.nationalsheep.org.uk/](http://www.nationalsheep.org.uk/)

### EUROPE

- Association of Poultry Processors and Poultry Trade in the EU Countries – [www.avec-poultry.eu/sw159.asp](http://www.avec-poultry.eu/sw159.asp)
- Confederation of Food and Drink Industries of the EU – [www.ciaa.be/asp/index.asp](http://www.ciaa.be/asp/index.asp)
- European Livestock and Meat Trading Union - [www.uecbv.eu/en/index.php](http://www.uecbv.eu/en/index.php)
- National Pig Association - [www.npa-uk.net](http://www.npa-uk.net)
- The European Food Information Council - [www.eufic.org/](http://www.eufic.org/)

### USA

- American Highland Cattle Association - [www.highlandcattleusa.org/](http://www.highlandcattleusa.org/)
- American Meat Association - [www.meatami.com](http://www.meatami.com)
- American Veal Association - <http://www.americanveal.com/>
- AMI Foundation - [www.amif.org/](http://www.amif.org/)
- Animal Handling Organisation - [www.animalhandling.org/](http://www.animalhandling.org/)
- Beefmasters Breeders United - [www.beefmasters.org/](http://www.beefmasters.org/)
- Livestock Exporter's Association - <http://www.livestockexporters-usa.com/>
- National Cattlemen's Beef Association [www.beefusa.org/theassociation.aspx](http://www.beefusa.org/theassociation.aspx)
- Red Angus Association of America - <http://redangus.org/>
- US Meat Export Federation - [www.usmef.org/](http://www.usmef.org/)

Invest NI is not responsible for the content of external websites and inclusion in, or exclusion from, the above list does not imply recommendation, endorsement or otherwise of any company, product or service.

### NEWS

Business Information Centre subscribes to a number of news databases which provide access to articles news and trade sources.

A vast amount of current and retrospective News articles on the industry can also be obtained from Datamonitor and Mintel.

The Lexis Nexis database has access to trade and news sources from around the world. Samples of some of the publications available from Lexis Nexis are listed below:

- Agra Europe
- Beef
- Food and Drink Weekly
- Food Canada
- Meat Processing
- Prepared Foods
- Supermarket
- The Grocer

### JOURNALS AVAILABLE IN THE INFORMATION CENTRE:

- Checkout Ireland
- The Grocer
- Meat & Poultry
- Meat Trades Journal
- Scottish Grocer
- Poultry World
- Ulster Grocer

## INTERNET

The internet holds an extensive range of information on meat and poultry and related industries. Useful sites include:

- **Agriculture Register** - [www.agregister.co.uk/product-14000.html](http://www.agregister.co.uk/product-14000.html)  
UK Register of breeders and suppliers of poultry, beef, lamb etc.
- **Assured British Meat** - [www.abm.org.uk/abmv2](http://www.abm.org.uk/abmv2)  
Standards and information on feed, abattoirs, animal transport and farms in the UK with searchable members' directory.
- **Beef Labelling** - [www.defra.gov.uk/foodrin/beeflab/beeflab.htm](http://www.defra.gov.uk/foodrin/beeflab/beeflab.htm)  
A DEFRA site giving instructions on how to label beef in accordance with EU regulations.
- **Central Statistics Office of Ireland** - [www.cso.ie/statistics/AgricultureandFishing.htm](http://www.cso.ie/statistics/AgricultureandFishing.htm)  
Information and surveys on livestock numbers and meat prices.

- **Danish Bacon and Meat Council** - [www.dbmc.co.uk/index1.asp](http://www.dbmc.co.uk/index1.asp)  
Detailed statistics, reports and news, available in English.
- **Department of Agriculture in Northern Ireland** – [www.dardni.gov.uk](http://www.dardni.gov.uk)  
This holds detailed statistics and reports on cattle and herds
- **Food and Agriculture Organisation of the UN** - [www.fao.org](http://www.fao.org)  
This holds a wealth of information on animal production and health. It has detailed country profiles, statistical databases and reports.
- **Foreign Agricultural Service** - [www.fas.usda.gov](http://www.fas.usda.gov)  
Access to trade reports and statistics on meat and other agricultural products.
- **Northern Ireland Food Chain Certification** - [www.nifcc.co.uk/](http://www.nifcc.co.uk/)  
Certification body established by the NI agri-food industry as a non-profit making service provider to the industry.
- **The Pig Site** – [www.thepigsite.com](http://www.thepigsite.com)  
Details on suppliers around the world and other useful information.
- **The Poultry Site** - [www.thepoultrysite.com](http://www.thepoultrysite.com)  
Free information resource for the global poultry industry, supported by some of the key industry players.
- **US Meat Export Federation**- [www.usmef.org](http://www.usmef.org)  
Information on international meat markets, searchable directory for US suppliers or international buyers.

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## SELLING TO THE PUBLIC SECTOR

Enterprise Europe NI's Public Procurement Service (TED), offers the following services to subscribing businesses:

- Daily alerting service matching tender opportunities to tailored company profiles
- Advice and assistance on tendering procedures
- Information on UK and EU Public Procurement Regulations

- Assistance and advice on supplying to local government, education boards, the health sector and utility companies
- Information on where to access tender opportunities below EC thresholds
- Advice on how to find public tenders on the internet.

In addition to the TED service, a number of resources for the Public Procurement sector are available through Enterprise Europe NI.

For more information, please find attached a link into the 'Tender Information' section on the Enterprise Europe NI website:

[http://www.enterpriseeuropeni.com/inx/services/tender\\_information.asp](http://www.enterpriseeuropeni.com/inx/services/tender_information.asp)

## RELATED LINKS

Other sector guides related to the meat and poultry sector are:

- Agriculture
- Dairy Industry
- Fish and Seafood

These sector guides along with others can be found on the Invest NI website:

<http://www.investni.com/index/publicationsa-z.htm?filter=S>

These are only examples of information available for the industry. If you require anything specific or have any questions, please do not hesitate to contact Kathy McConville, 028 9069 8127 or any member of Business Information Centre team by e-mail: [bic@investni.com](mailto:bic@investni.com).

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