Opening lectures

Global meat outlook: consequences of political tensions and other challenges in the meat sector
presented by **Dr. Jorge Correa**, Canada

The global meat trade is a massive and complex industry involving the production, processing, export, and import of various types of meat—primarily beef, pork, poultry, and to a lesser extent lamb, goat, and exotic meats. Countries such as Brazil, the United States, Australia, India, Argentina are top beef exporters and the European Union, United States, Canada, Brazil are the key exporters of pork around the world. Due to demographics, population, religion, geography, meat preferences some countries can produce more meat than is consumed domestically to be exported and other cannot afford enough meat production to feed their people then the need to import meats. The top Importers of beef are China, the United States, Japan, South Korea and EU countries and the top pork importers are China, Japan, South Korea and Mexico. Countries rising incomes and urbanization are driving demand for meat imports. Usually, developed nations tend to consume more meat per capita but have relatively stable or declining demand. Bilateral, Multilateral or Free Trade Agreements (e.g., CUSMA, EU trade deals, ASEAN, CPTPP) greatly influence meat trade flow. Nowadays, disease outbreaks (e.g., African Swine Fever, Avian Flu, Foot and Mouth disease) can lead to export bans or massive price shifts and trade wars including the imposition of tariffs has created political tensions disrupting meat trade dynamics. Ongoing geopolitical tensions, particularly between the U.S., China, and Europe, are disrupting global pork trade flows. Exporters are being forced to adapt to shifting alliances, retaliatory tariffs, and unstable logistics. These disruptions are causing price volatility and prompting meat producers to diversify markets and strengthen domestic supply chains. Countries have strict import health regulations that sometimes become trade barriers impeding trade flow from countries unable to comply with import requirements. Some of emerging situations as environmental and sustainability concerns are now affecting trade (e.g.: , deforestation, animal welfare, use of antibiotics in livestock, antibiotic resistance, among other). More information to be shared during the presentation



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Jorge is working for the Council since 2010. He completed his Masters and Ph.D. in animal/meat science at Laval University in Quebec (Canada). Before joining the Council, Jorge worked for 10 years at a pork fully integrated company owned today by Olymel, the biggest pork company in Canada, at the Research & Development Department pursuing research trials, including genetics, animal feeding, animal welfare, food safety and meat quality. During his studies, he published more than 20 scientific articles. In his current role, Jorge manages the technical and regulatory national program that supports company members contributing to the quality and safety of meat produced in Canada and the meat industry competitiveness in the domestic and international markets. Jorge also liaises with Canadian Federal and Provincial Government, trade partner Governments and Canadian embassies around the world, producer associations and stakeholders in the supply chain to facilitate the understanding of meat processor's positions on national/international regulatory framework, international trade agreements, market access issues, and anything that may affect the business priorities and sustainability of the Canadian meat industry.