

## MEAT TERMOPROCESADA

### OPENING MARKETS

Argentinean expert analyzed with members of the ARP and managers of the cattle sector the possibilities of Paraguay in the international market of cooked meat. The goal? The American market.

Federico Alejandro Bökenhans, international consultant in meat industry of the signature 2020 Development Company, visited our country in 2 opportunities.

In the mark of the North Expo 2007 (during last month of September), Bökenhans offered a conference with the title "The consumer impels innovations in meat products"; also lecturing his colleague Claudia Edith Ferrer (also of 2020 AD) on those "world Tendencies of the market of cooked meat". Organized for the Commission of Meat of the ARP, the presentation was favored by Paraguay he/she Sells, emprendimiento of the Agency of the Government from the United States for the International Development (USAID).

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This event - carried out in the Social Living room of the Regional ARP Concepción - it had James' Big house presence (ambassador of the USA in our country), Ramona Mendoza (Gobernadora of Concepción) and Reinaldo Penner (director from Paraguay Sells).

The consultant's first visit woke up the interest of several actors of the meat sector and, in passed December, Bökenhans returned to the country. The objective? To carry out technical studies and market prospectings, with an eye toward the diversification of the national meat sector.

Guest again for Paraguay he/she Sells, on Wednesday December 12 maintained an informative meeting with cattlemen and managers of the sector. In this second opportunity, you discussed about the feasibility of the installation of a refrigerator with capacity for thermal processes of production of meat of high conservation.

### The opportunity

During the first visit, Bökenhans had pointed out that "the opportunity that Paraguay has to enter its meat to the market of United States, for the time being and for long time, it will be this" (frozen and canned cooked meats). The expert still sustains that an interesting option for the commercial chain of the meat would be to diversify the exported products.

Without obviating the traditional business of export of courts noblemen of frozen and cooled fresh meat, it considers like an interesting option the industrialization of the cuts of second... pointing to elaborate frozen cooked meat for, this way, to open new markets.

The cooked meat can be marketed as frozen (FCB) and canned (CCB). The differences reside in that, while the frozen cooked meat has like destination to the plants producers of foods and the importers, the CCB goes direct to the supermarkets and salespersons retailers.

The FCB is exported in polipropileno tubes and in containers of 40 feet, while the canned cooked meat can be sent simply in dry containers. The main importers of CCB are United States, Italy, Holland, Germany, France, Canada and the oriental countries.

The advantages of the market of FCB reside in the good complementation among courts of first and of second, a better marine and terrestrial freight to reduce costs and a bigger stability of the cattle business... to be able to fulfill the sanitary politicians settled down by the country importer more easily.

### The road

"With cooked meat you can enter in the United States", Bökenhans expressed during the technical chat on processed products water heater. "We explain the assistants the concept of cooked meat, what it is and to what we point, as well as the different meat types that there is", the specialist of 2020 continued AD (consultant industrial with headquarters in United States that works in several projects of the USAID).

To enter the one coveted American market, Bökenhans considers that "first it is necessary to make all the duties well, in the sense of fulfilling the works that require the sanitary authorities of United States... a great step has already been taken with the external consultancy in HACCP", it highlighted. "Now we should achieve them to approve the Paraguayan sanitary status and later, the SENACSA will have to work strongly to achieve the final approval on the part of the FDA."

### The strategy

For Reinaldo Penner (director from Paraguay Sells), our country should continue looking for new markets for its meat products. "The objective is that Paraguay can consent to the market of United States, something that we could conquer in next months if everything comes out well, with the qualification of some plant", it highlighted. In this way, Paraguay

He/she sells it accompanies the combined works undertaken by the Rediex, the SENACSA, the ARP and other entities.

Penner considers that "Paraguay has to have more markets... but the American market is very demanding for the fresh meats and, to the long one, as country we should be there", it highlighted. "Is what we learned, in the whole work that we made, that the cooked meat is the road to enter to that market". The advantages? Before sanitary problems (as aftosa), the cooked meat could continue being

exported; the back part of the animal could also be used, besides thin animals and of its discards of tambo.

## RECUADRO

### The figures

The meat exports continue being one of the most important components to level of entrance of foreign currencies for our country, in spite of showing a decrease of 20% of the value and of 13% of the volume. In the last period, the meat exports totalled 300,1 million dollars and 136.699 tons.

The decrease in the total of the meat sales owes herself in great measure to the smallest shippings to Russia, reaching to October of 2007 about 112,9 million dollars... while to the month of October of the previous year 212,5 million dollars were sent (a fall of 46,9%).

## RECUADRO

### The advantages

Comparing the profitability of the exports, the meats termoprocessadas have a smaller price to that of the raw meat, but they contribute to a better use of the head. That implies a bonus between a 10 and 15% in the yields, depending on what is exported. Besides USA, the countries that consume these products are Canada, France,

England, Italy and Germany.

But it should be controlled the system of transport of the matter very well it prevails toward the destination, to avoid any sanitary problem. And it should also be kept in mind the operative volume in relation to the prospective return: for an investment of 4 to 5 million dollars (that that insumiría a plant of high operative capacity) he/she should make sure a volume from 10 to 12 daily tons of finished product. Contrary case, would not be profitable.

## EPIGRAPHS AND CREDOS



Federico Alejandro Bökenhans, international consultant of the signature 2020 Development Company PARAGUAY SELLS / FERNANDO ESCOBAR



## PICTURE 2

EXPO NOR YOU. Claudia Edith Ferrer and Federico Bökenhans (Consultant 2020 Development Company), James Big house (Ambassador from United States), Ramona Mendoza (Gobernadora of Concepción), Reinaldo Penner (Executive Director from Paraguay Sells) and Sergio Feliciangeli (Managing CSE Center).

PARAGUAY SELLS / UNIT OF COMMUNICATIONS