

**UK**

**Beef Production**

**Past, Present**

**And Future !**

□ Changing Genetics

□ Changing Markets

□ Drivers for Change

# □ Changing Genetics

# Changing Genetics



Bos Indicus (Zebu)

# Changing Genetics



Brahman

# Changing Genetics



Chillingham Wild White

# Changing Genetics



Highlanders

# Changing Genetics



Wroxall Simmentals

# Changing Genetics



Simmentals

# Changing Genetics



Beefalo

# Changing Genetics



# Changing Genetics



# Changing Genetics



04 08 2007

# Perfect Genetics !!!



Jersey: Whiteoaks Julian Flower

# □ Changing Markets

# Changing Markets

| <b>World historical and predicted populations (in millions)</b> |             |             |              |              |              |              |              |
|---|-------------|-------------|--------------|--------------|--------------|--------------|--------------|
| <b>Date</b>   | <b>1750</b> | <b>1800</b> | <b>1850</b>  | <b>1900</b>  | <b>1950</b>  | <b>2000</b>  | <b>2050</b>  |
| <b>World</b>  | <b>791</b>  | <b>978</b>  | <b>1,262</b> | <b>1,650</b> | <b>2,521</b> | <b>5,978</b> | <b>8,909</b> |
| Africa  | 106         | 107         | 111          | 133          | 221          | 767          | 1,766        |
| Asia  | 502         | 635         | 809          | 947          | 1,402        | 3,634        | 5,268        |
| Europe  | 163         | 203         | 276          | 408          | 547          | 729          | 628          |
| Latin America   | 16          | 24          | 38           | 74           | 167          | 511          | 809          |
| North America   | 2           | 7           | 26           | 82           | 172          | 307          | 392          |
| Oceania   | 2           | 2           | 2            | 6            | 13           | 30           | 46           |

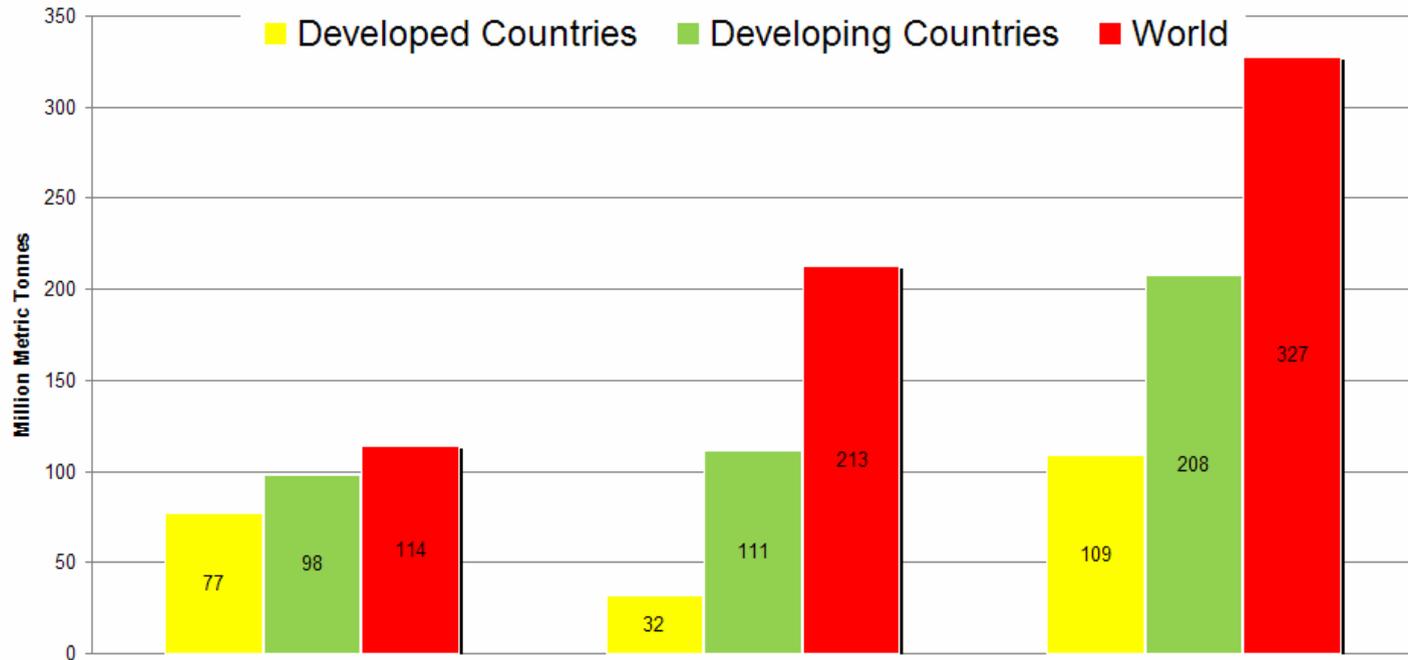
**HAC**

# Changing Markets

| World historical and predicted populations (in millions) |      |      |       |       |       |       |       |       |
|--|------|------|-------|-------|-------|-------|-------|-------|
| Date   | 1750 | 1800 | 1850  | 1900  | 1950  | 2000  | 2050  | 00/50 |
| World  | 791  | 978  | 1,262 | 1,650 | 2,521 | 5,978 | 8,909 | 49%   |
| Africa   | 106  | 107  | 111   | 133   | 221   | 767   | 1,766 | 130%  |
| Asia   | 502  | 635  | 809   | 947   | 1,402 | 3,634 | 5,268 | 45%   |
| Europe   | 163  | 203  | 276   | 408   | 547   | 729   | 628   | -14%  |
| Latin America  | 16   | 24   | 38    | 74    | 167   | 511   | 809   | 58%   |
| North America  | 2    | 7    | 26    | 82    | 172   | 307   | 392   | 27%   |
| Oceania  | 2    | 2    | 2     | 6     | 13    | 30    | 46    | 53%   |

# Changing Markets

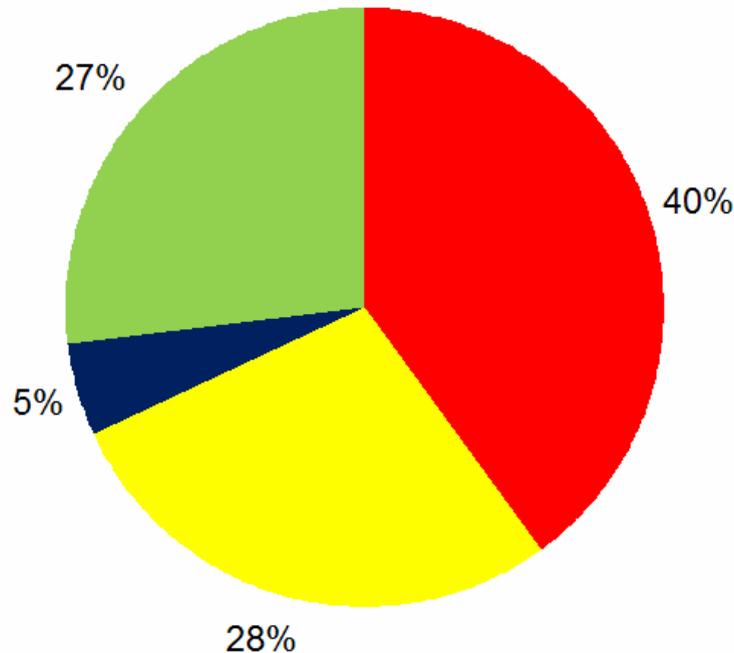
## World Demand for Meat 1974, 1997 & 2020



# Changing Markets

## Types of Meat Demanded Globally - 1997

■ Pork ■ Poultry ■ Sheep/Goat ■ Beef

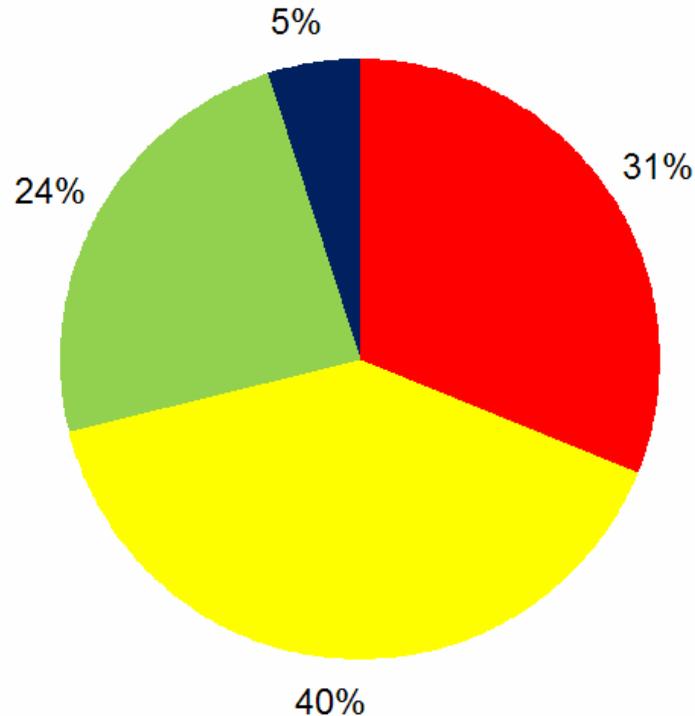


Total meat consumption : 208 million metric tonnes  
( of which Beef was 56.2 million metric tonnes )

# Changing Markets

## Increase in Meat Demand, 1997 - 2020

■ pork ■ poultry ■ Beef ■ Sheep/Goat



Increase meat consumption : 119 million metric tonnes (57%)

( of which beef will be 28.6 million metric tonnes (51%) )

# Changing Markets

## World & Environmental Issues

- Feeding the worlds growing population
- Greenhouse gas emissions
- Power consumption
- Food miles
- Food safety
- Self sufficiency



# □ Drivers for Change

# Drivers for Change

- ❑ Enough food to feed the population.
- ❑ Produced safely, efficiently and locally.
- ❑ Produced with minimum impact on the environment.
- ❑ Produced without using primary food materials.

# Drivers for Change

- ❑ Cattle bred to give the customer what they want.
- ❑ Cattle bred for Feed Conversion Efficiency.
- ❑ Cattle bred to use forage and by-products.
- ❑ Cattle bred for reduced methane production ?

# Drivers for Change

- ❑ Cattle bred to give the customer what they want.
- ❑ Cattle bred for Feed Conversion Efficiency.
- ❑ Cattle bred to use forage and by-products.
- ❑ Cattle bred for reduced methane production ?
- ❑ Not cattle bred just because they look good to the eye of a pedigree breeder, or in a show ring.

**If UK beef producers are prepared to embrace change, then the next 20 years will be a lot better than the last 20.**

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***“If you always do what you’ve always done, you’ll always get what you’ve got !”***

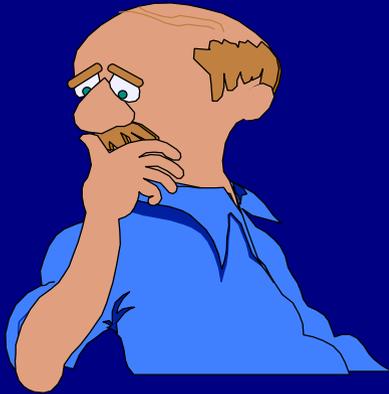
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***“Boundaries are there to be challenged. (Think back to your childhood !)”***

***“If you stand still, you will be left behind !”***

***“If you always do what you’ve always done, you’ll always get what you’ve got !”***

***“If everything appears to be going well, you’ve obviously overlooked something !”***



**LOOKING FOR SENSIBLE,  
INDEPENDENT ADVICE ON  
NUTRITION, WELFARE AND  
LIVESTOCK MANAGEMENT ?**

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