

# UNECE Meat Seminar

## Meet/Meat 2016 updates

### Trends and new developments

29 August 2016, 3-6pm, Palais des Nations, Geneva



#### Background and purpose

The markets for production and trade in meat are continuously evolving. With increased mobility, consumer preferences are changing and this impacts the types of meat cuts traded. In developed countries, consumers are eager to learn about their meat consumption's health and environmental impact. They want to know where their meat originates from, what was used in the production process, how animals were bred and treated. At the same time, rising incomes in developing countries have increased the demand for meat, in particular in Asia, including for cuts that are not much traded elsewhere.

These trends are likely to have a substantial impact on meat markets in the coming years, both in terms of where – geographically - the demand for meat will increase, and what type of meat or cuts will be traded. This, in turn, might also impact the various standards governing the trade in meat, such as the United Nations Economic Commission for Europe (UNECE) standards for meat cuts; food safety related standards such as those of Codex Alimentarius and private sector organizations; as well as various sustainability standards, and the work on emerging topics such as those related to eating quality of meat.

UNECE's annual meat seminar will therefore review these changes and their possible impact on demand and markets, standards and sustainable development. It will provide an update of recent trends in trade (focus - Asia) and in standards related to meat. In addition, speakers from public and private sectors will inform on developments in a range of areas related to the trade in meat, including electronic SPS certificates for meat, traceability, eating quality, animal welfare and social responsibility.

As an annual event held jointly with the UNECE Specialized Section on Standardization of Meat, UNECE's meat seminars discuss trends and issues relating to meat trade and standards. This seminar follows on the 2015 UNECE seminar on meat, which focused on the interaction between public and private standards in relation to food safety for meat, as well as the 2014 UNECE seminar which focused on meat markets and new research into meat eating quality.

The event is open to public and private sector participation and will bring together experts from around the world including government representatives, researchers, producers, traders and exporters. The views from the meeting will provide input to the work of the UNECE Specialized Section on Meat, which is meeting in Geneva on 29-30 August 2015, and open to all participants as well.

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*For many years, UNECE has been at the forefront of the development of internationally accepted cut specifications for international meat trade. Under UNECE's Working Party on Agricultural Quality Standards (WP.7), the Specialized Section on Standardization of Meat develops standards for international trade in meat, including for beef, pork, chicken, lamb, rabbit, etc. The standards provide a harmonized way of identifying and labelling meat cuts, used as a reference in commercial contracts for trade in meat.*

## TENTATIVE PROGRAMME

15:00- 15:15	<b>Opening/welcome</b>
15:15- 16:00	<p><b>Meat trade – emerging trends</b></p> <p>Key emerging market trends</p> <ul style="list-style-type: none"> <li>• Overview</li> <li>• Focus – Asia</li> <li>• Sustainability branded products.</li> </ul> <p><i>Speaker: Nils Beaumont, Consultant for Girafood</i></p>
16:00- 16:30	<p><b>Electronic SPS-certificates (e-SPS) for meat</b></p> <ul style="list-style-type: none"> <li>• Status of e-SPS implementation</li> <li>• Presentation by a country implementing e-SPS for meat exports/imports</li> </ul> <p><i>Speakers:</i></p> <p><i>Kenza Le Mentec, Economic Affairs Officer, Standards and Trade Development Facility (STDF), WTO</i></p> <p><i>Alexander J. Moret, E-Cert Specialist, Netherlands Food and Consumer Product Safety Authority</i></p>
16:30- 16:45	Break
16:45- 17:30	<p><b>Trends in standards</b></p> <ul style="list-style-type: none"> <li>• Social responsibility and sustainability standards</li> <li>• Animal welfare standards</li> <li>• Eating quality</li> </ul> <p><i>Speakers:</i></p> <p><i>Jim Bracken, Sustainability Director, GS1 Global</i></p> <p><i>Craig Morris, Deputy Administrator, AMS Livestock, Poultry and Seed Program, U.S. Department of Agriculture</i></p> <p><i>Rod Polkinghorne, Chairman, MSA Beef Pathways Committee and independent researcher, Australia (representative of the Scientific Reference Group on Eating Quality)</i></p>
17:30- 18:00	<b>Discussion</b>

