

GlobalMeatNews

State of the Industry Survey 2015

Find out what your industry peers are experiencing in the global meat industry, their views on the key issues shaping the sector, and what topics are of most importance to their business.

Executive summary

An overview of the state of the industry and online trends among global meat industry professionals

In February 2015, GlobalMeatNews conducted its annual industry survey on its extensive user base of global meat industry professionals.

The objective of this survey was to gauge opinions on the current state of the global meat industry and to identify which issues were of most importance to businesses. In addition to this, users were also asked about online usage trends in their day-to-day work life.

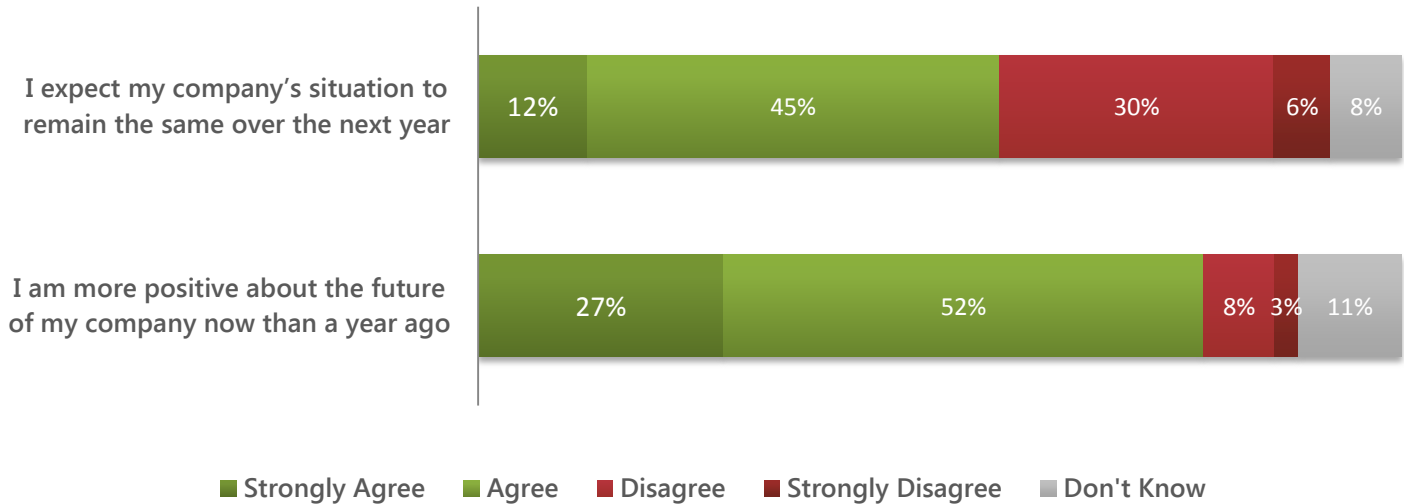
This survey was taken by more than 230 meat industry professionals around the globe.

State of the global meat industry – key findings

- The majority of respondents (26.80%) said that the Russian sanctions on Europe, US, Canada, Australia and Norway impact more on their business than any other single trade-related issue
- Seventy-nine percent (down by 5% compared to last year) of respondents have an optimistic outlook about the future of their company
- Eighty-three percent strongly agreed that the global meat industry must put more emphasis on animal welfare and impose tougher regulations
- Forty-two percent of respondents disagreed that price pressure from customers was a threat to the quality of their products
- The majority of respondents (48%) strongly agreed that the potential impact of animal disease was a major area of concern within the global meat industry

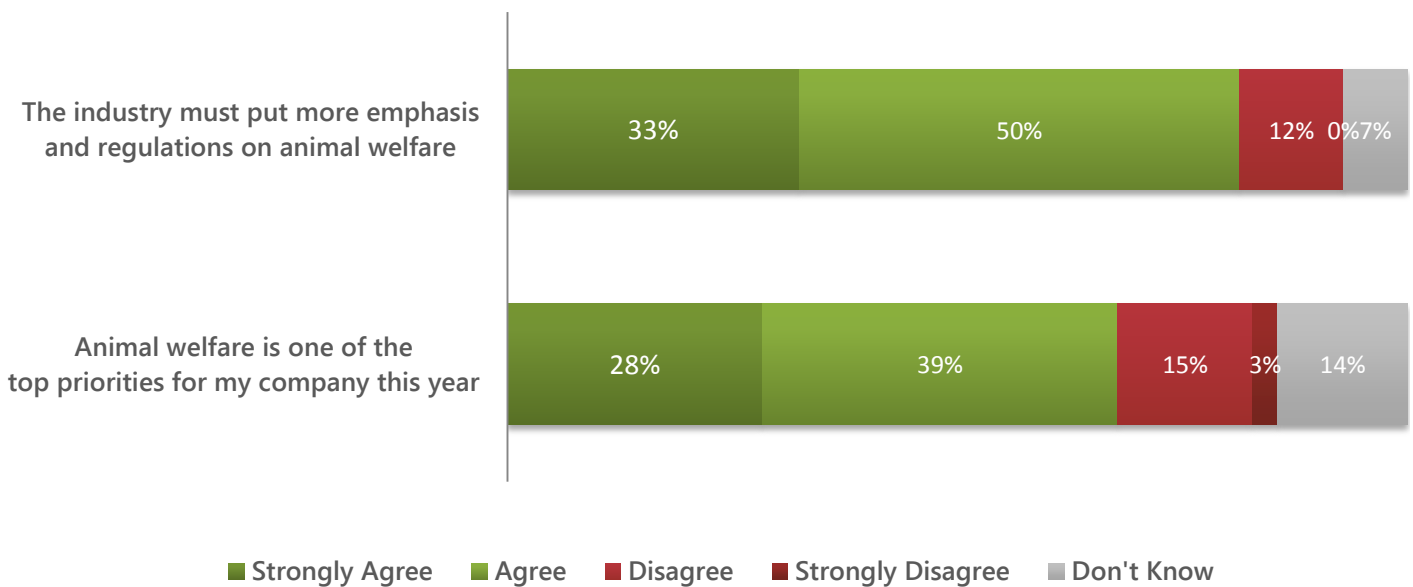
Market conditions

The majority of respondents were positive about the future of the industry, despite the challenges they faced.



Animal welfare

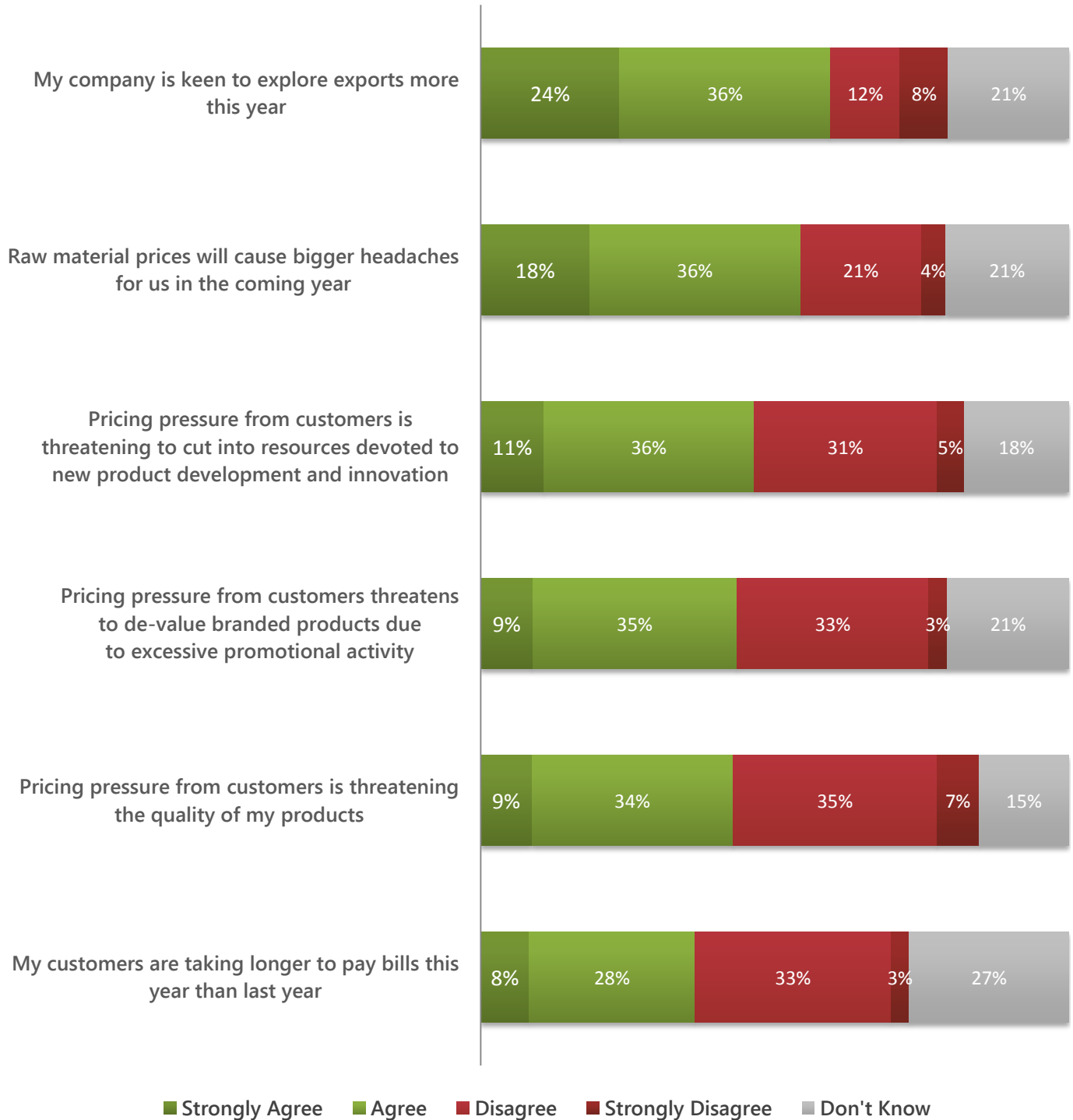
Animal welfare continues to generate a great deal of interest within the meat industry with the majority of respondents agreeing that the industry must put more emphasis on animal welfare, and impose tougher regulations.



Trading relationships

The majority of respondents (60%) strongly agreed that their companies were keen to explore new markets for exports during 2015.

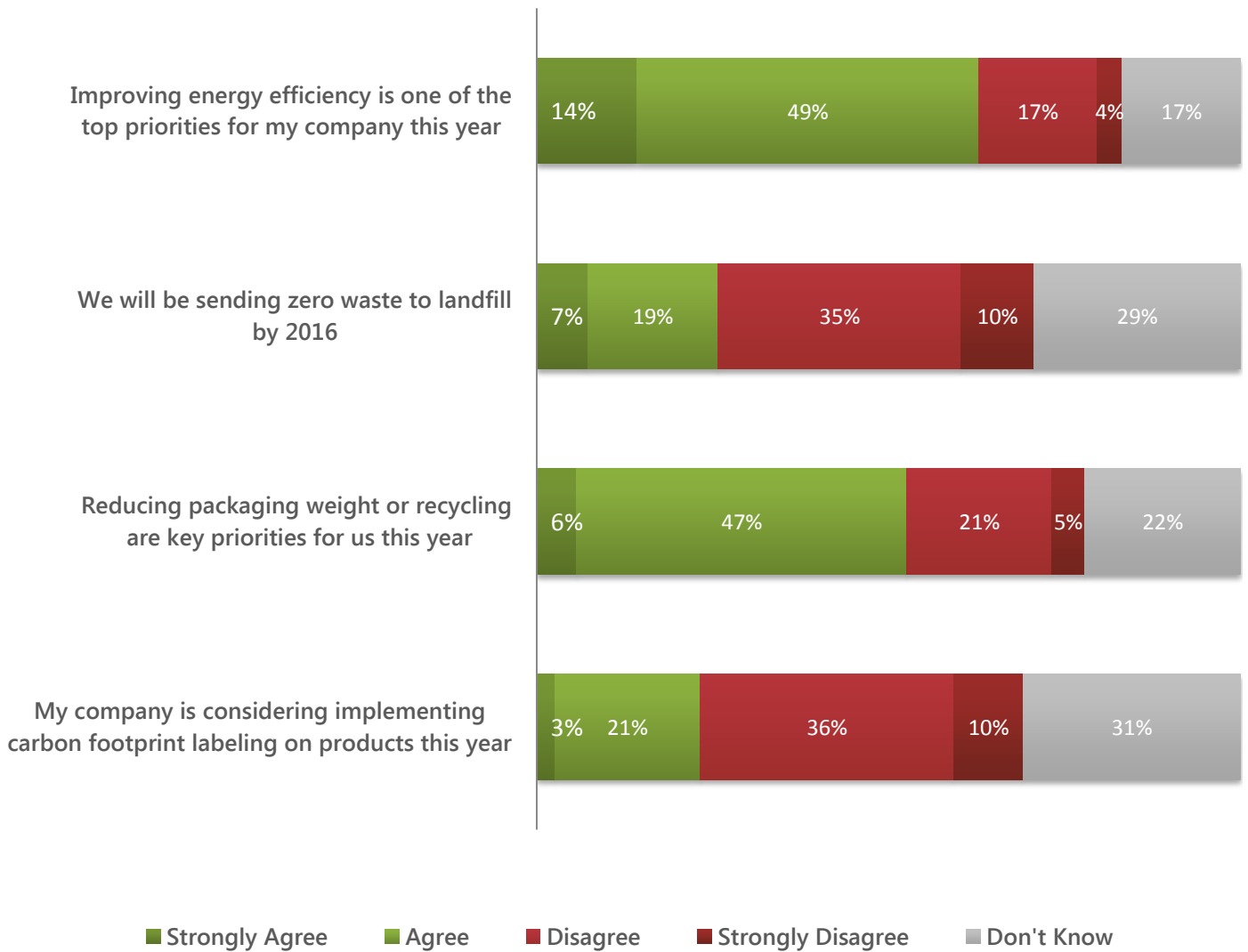
Similar to last year, 54% of respondents believed that the price of raw materials is a major area of concern.



Environmental management

Improving energy efficiency, reducing packaging weight and recycling are among the top priorities for companies in the coming year.

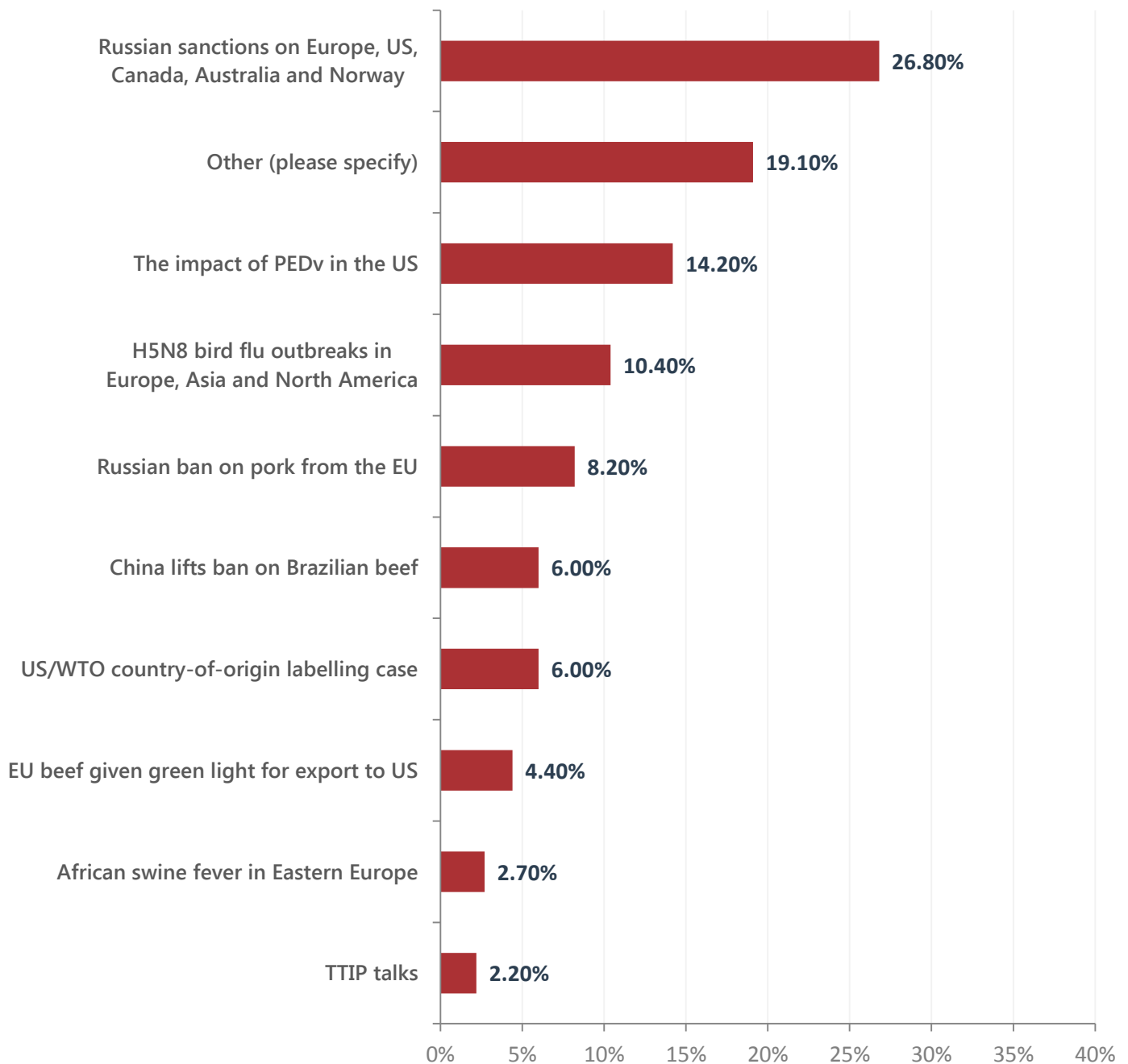
However, a majority of respondents (46%) mentioned that carbon footprint labelling on products is not a priority in 2015.



Which of the following impacted most on your business during 2014?

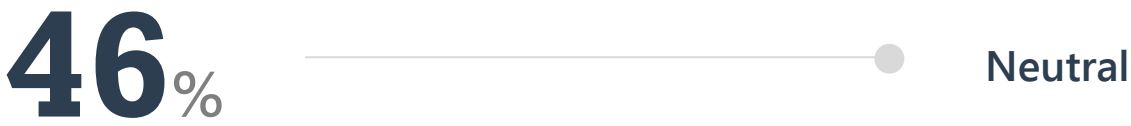
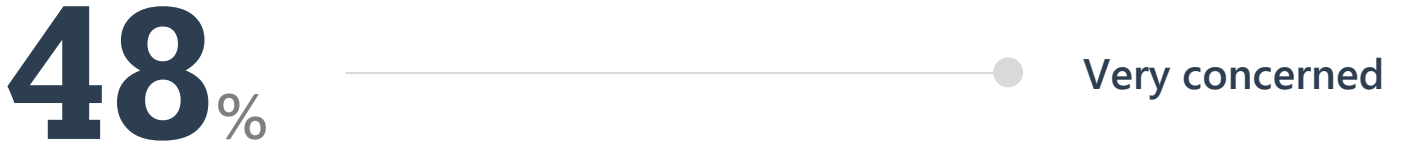
The majority of respondents (26.80%) agreed that the Russian sanctions on Europe, US, Canada, Australia and Norway had more impact on their business than any other single issue. This was followed by the impact of PEDv in the US (14.20%) and the H5N8 bird flu outbreak (10.40%).

Additional issues raised in the survey included: the horsemeat scandal, the price of ingredients and regulatory changes within the industry.



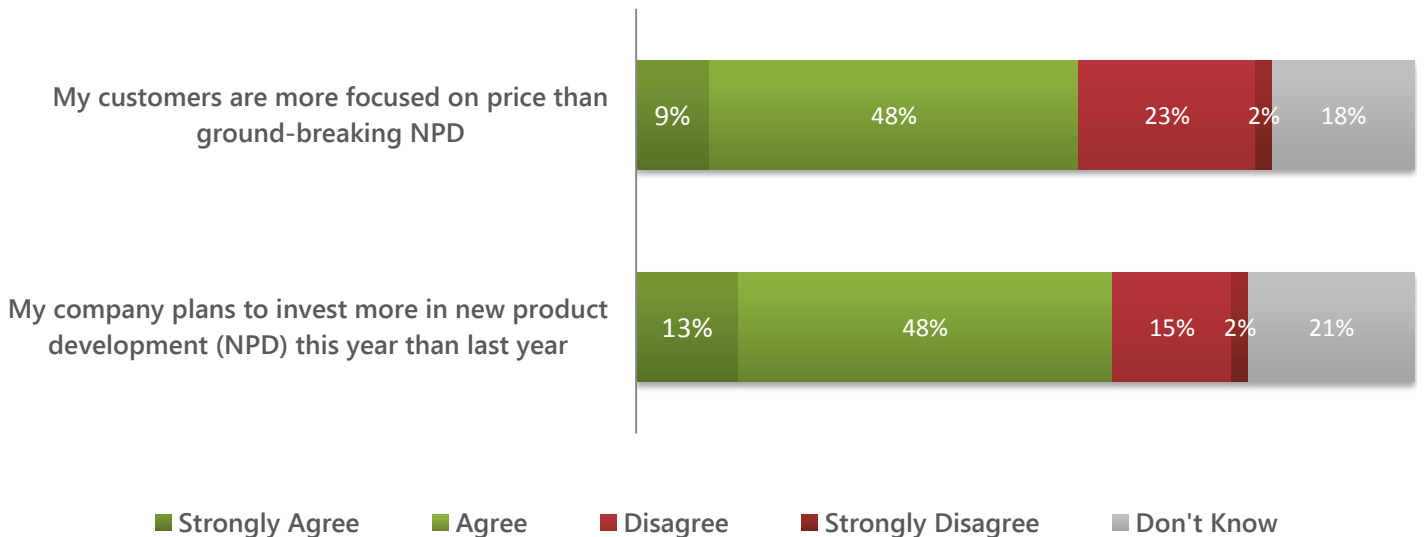
How concerned are you about the impact of animal diseases such as PEDv and African swine fever compared with previous years?

The majority of respondents (48%) strongly agreed that the potential impact of animal disease was very concerning to the global meat industry.



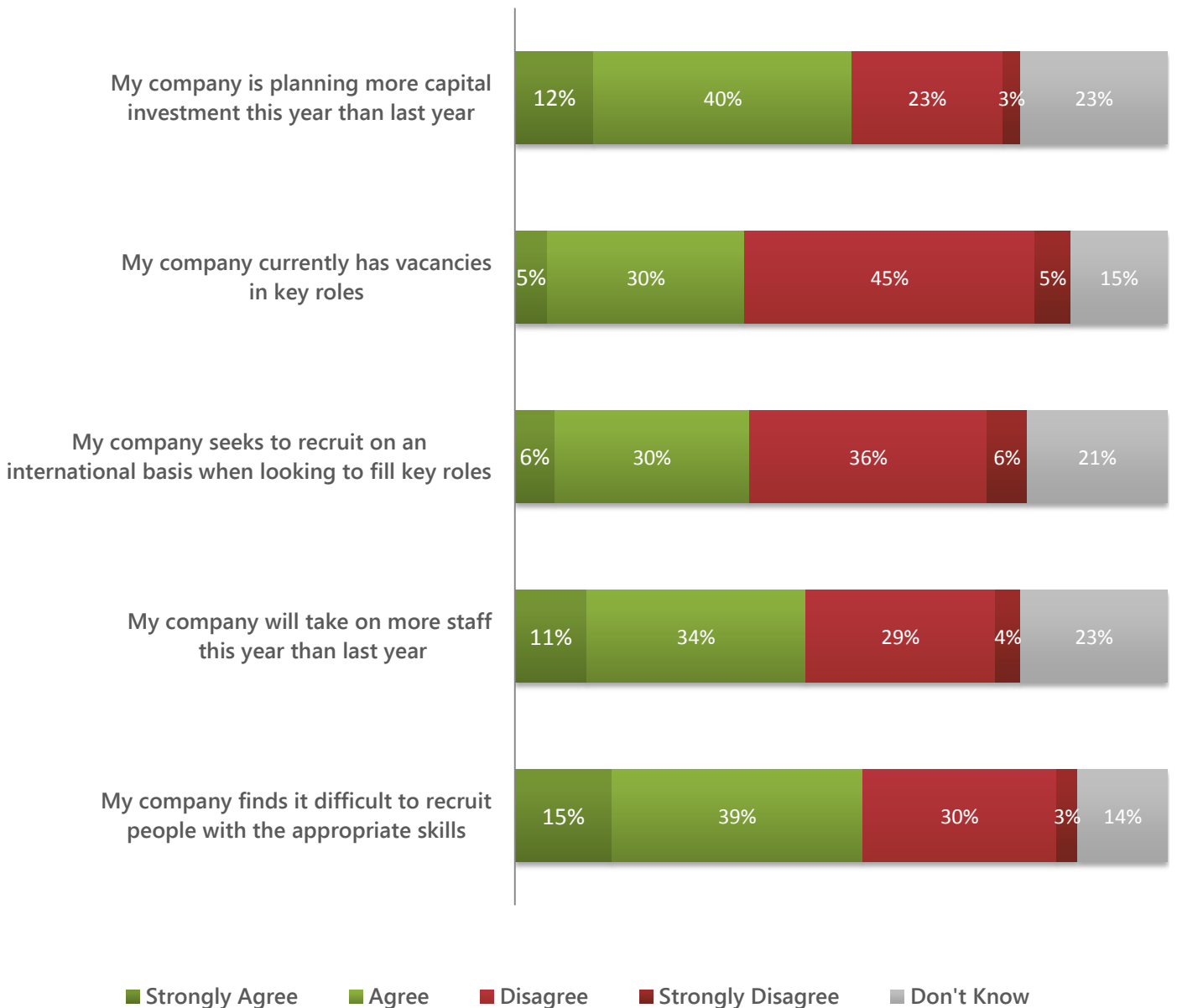
Product development

Sixty-one percent of respondents strongly agreed that their companies were planning to invest more into NPD however, more than half of our respondents also pointed out that their customers were more focused on price than innovation.



Investment and employment

Fifty-two percent of respondents either agreed or strongly agreed that they were planning more capital investment this year, compared to 2014. Thirty-six percent are also looking to recruit on an international basis when filling vacancies.



Online trends among meat industry professionals

- The top three buzzwords that generated the greatest amount of interest were 'beef', 'industry trends' and 'pork' - which moved up to third position from fifth in 2014
- The top three reasons why meat industry professionals use the internet during their working life were to search for news & trends, research and identify products, and to source equipment, services and suppliers
- Feedback also suggested that the global meat industry has not fully realised the value of social media to their businesses. From our survey, readers rated social media websites and blogs as the least valuable sources of information when searching for work-related purchases or information
- Downloading information (▲ 10% compared to last year), contacting a supplier and white paper downloads were the top 3 actions by our respondents when visiting a work related website

The demand for a strong online presence

With more than 94% of meat industry professionals accessing more than four work-related websites every week, it is evident that the global meat industry has shifted online in recent years, suggesting they are regularly online to identify the latest news and trends in the industry.

The most search for content by meat industry professionals in 2014

Survey respondents were particularly interest in news surrounding the beef and pork sectors and industry trends.



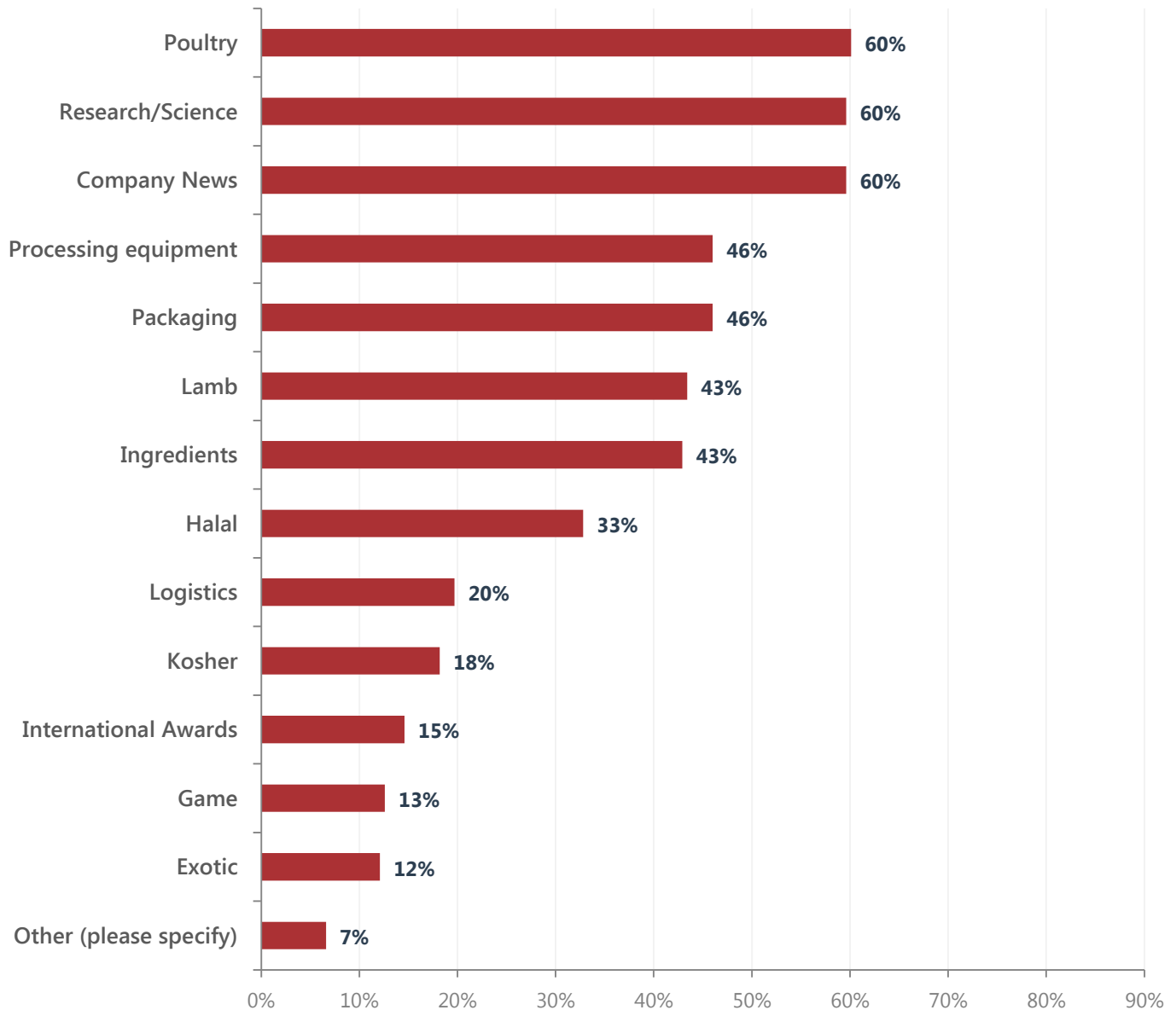
BEEF 80%



TRENDS 66%

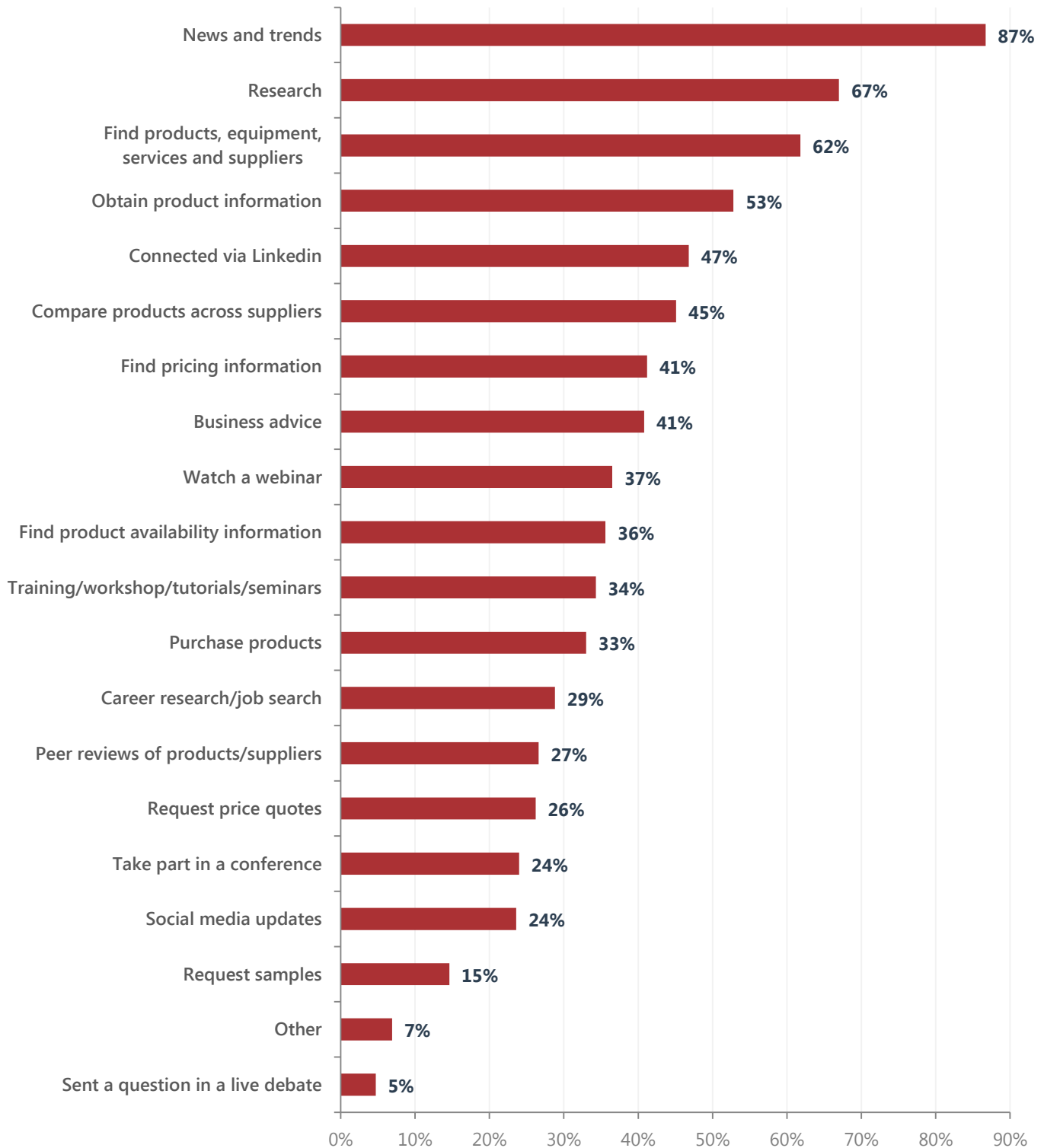


PORK 64%



For which of the following have you used the Internet for your work purposes?

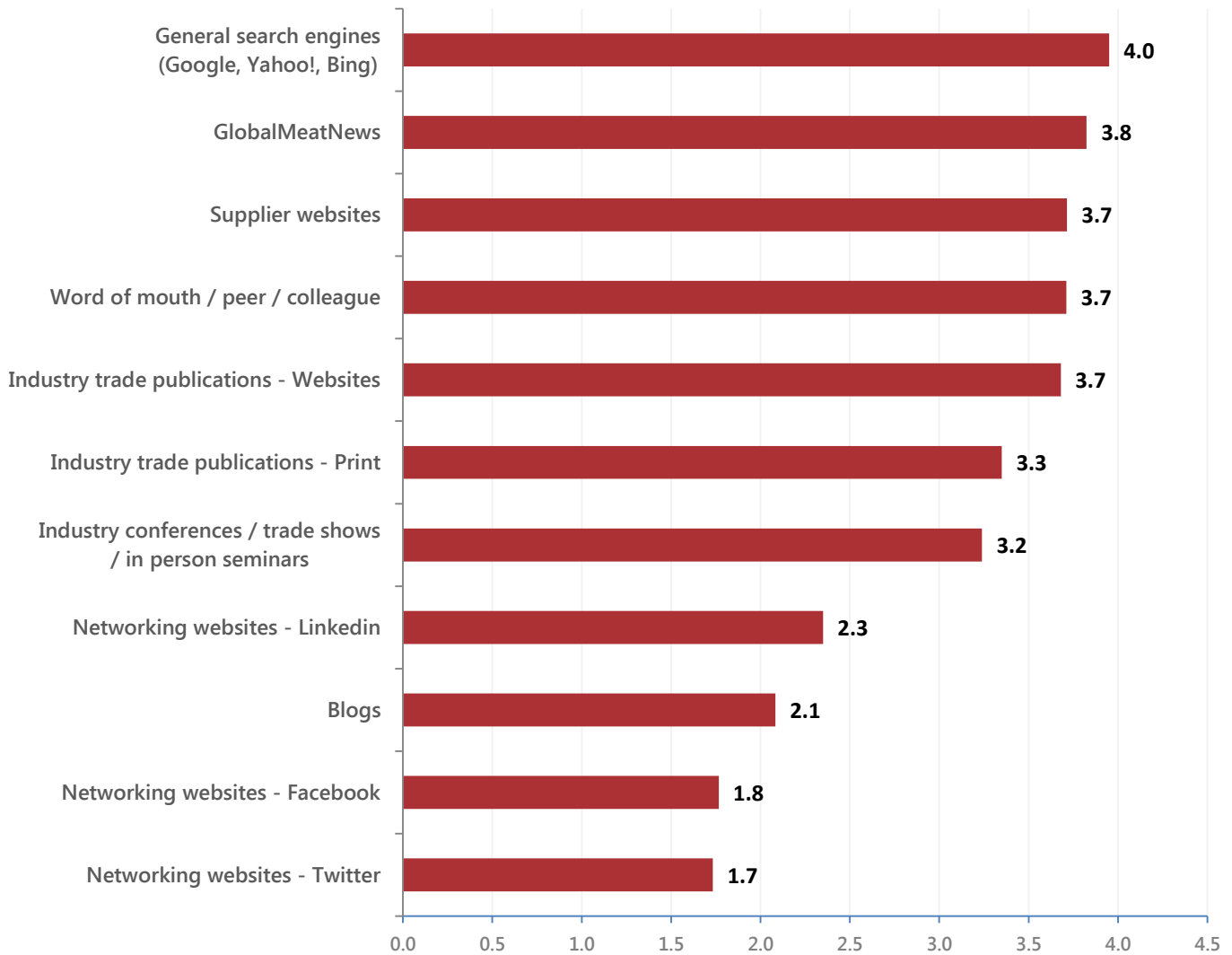
The top three factors which influenced meat industry professionals to use the internet in their day to day work life included news & trends, researching and identifying products, and sourcing equipment, services and suppliers.



When researching for a potential work-related purchase/information, how valuable do you find the following resources?

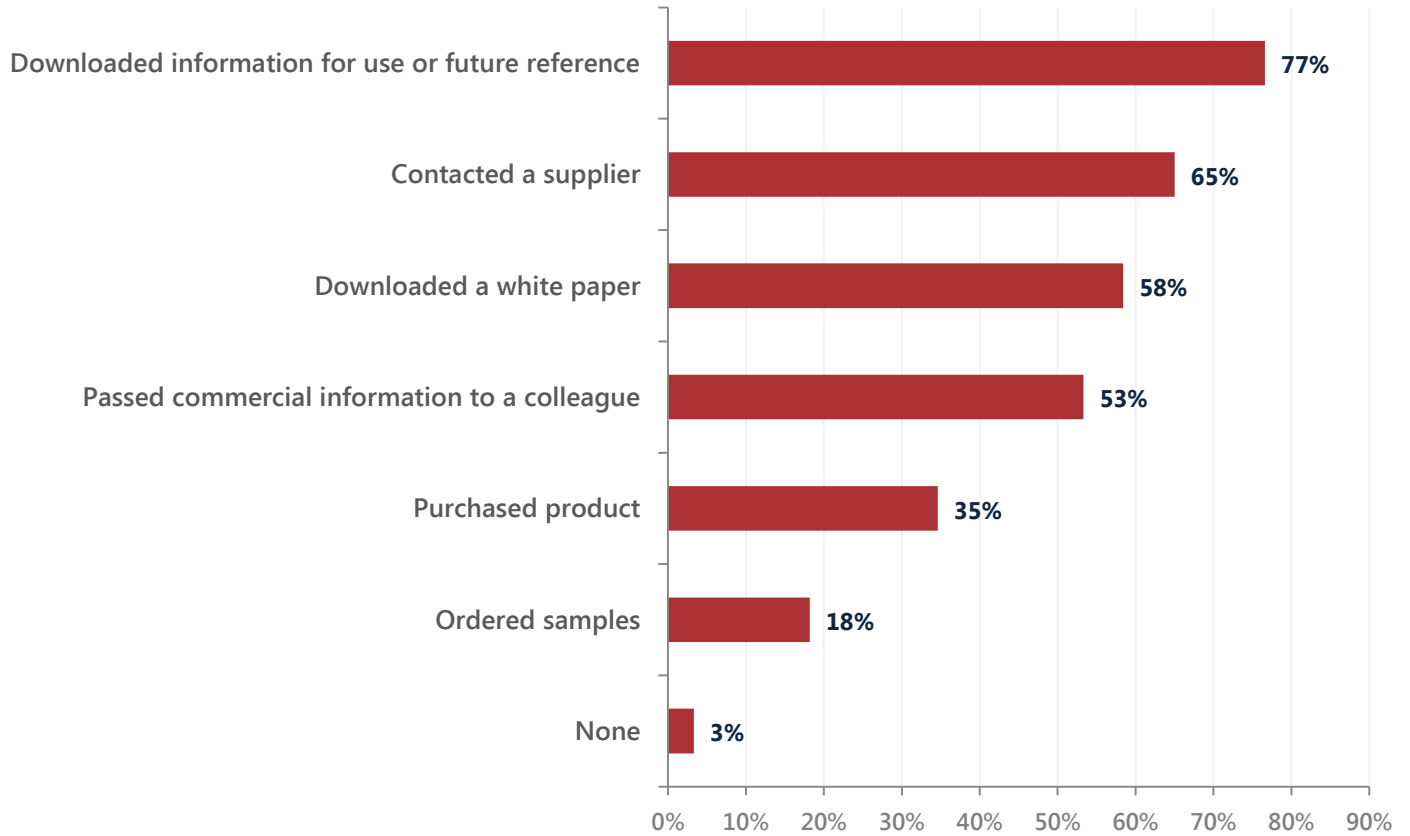
(1= not at all valuable, 5= very valuable)

Users strongly agreed that search engines and industry websites were the most valuable resources when it came to researching potential work-related information.



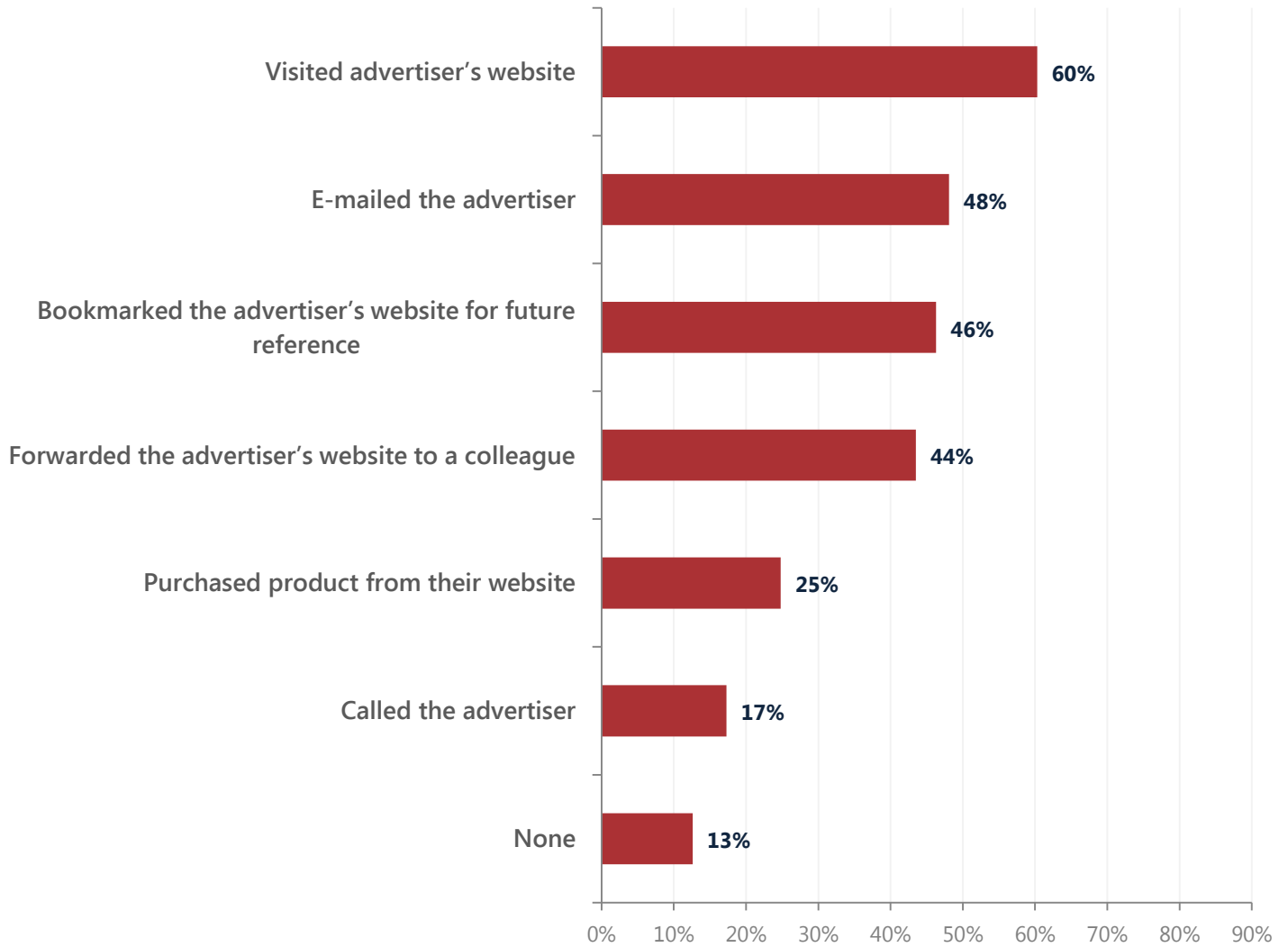
As a result of visiting a website for work purposes, have you taken any of these actions?

Downloading information (up 10% compared to last year), contacting a supplier and white paper downloads were the top three actions by our respondents when visiting a work related website.



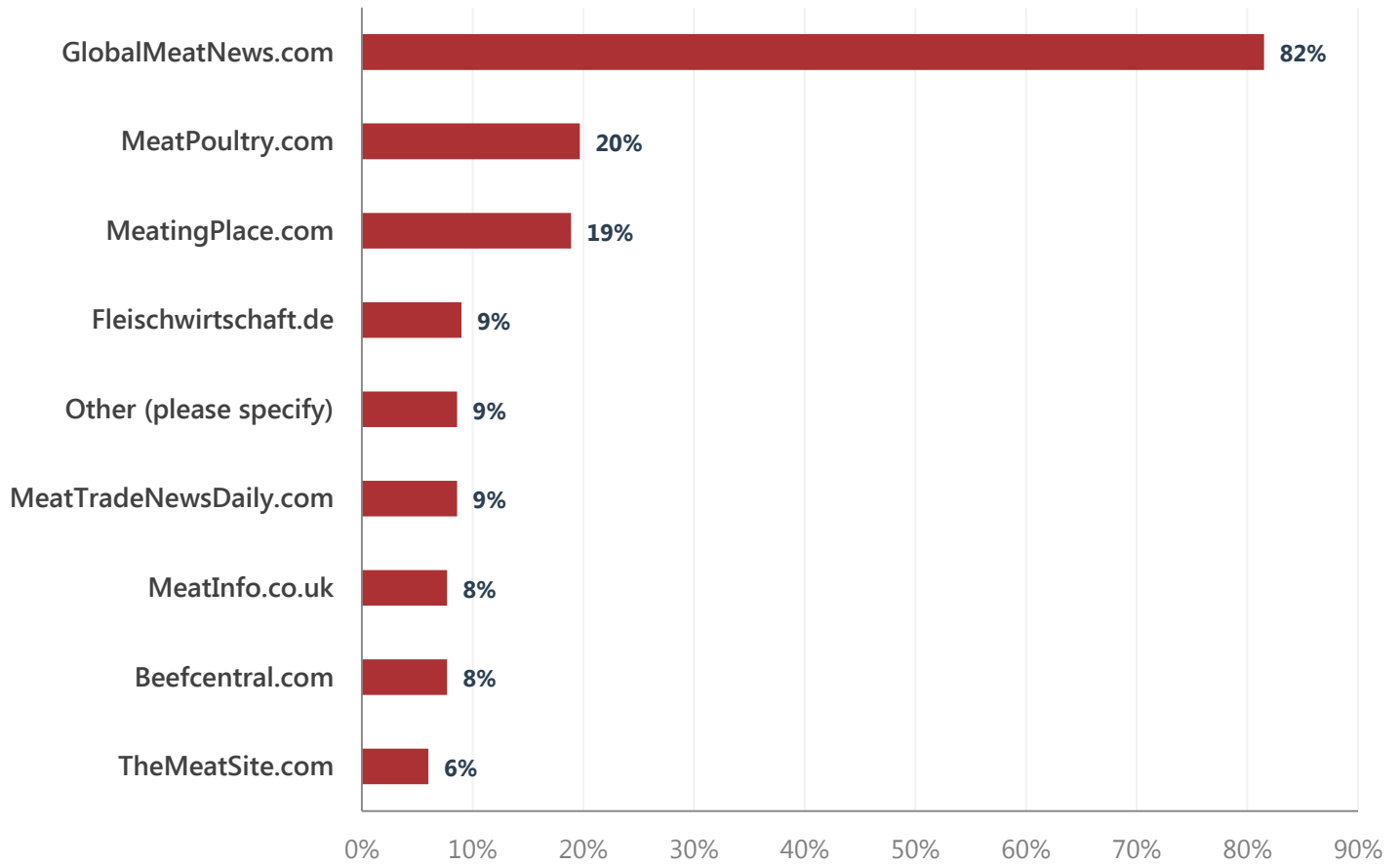
As a result of seeing an advertisement online, have you taken any of these actions?

Majority of respondents visited the advertiser's website or emailed the advertiser upon seeing an online advert.



Which online publication are you ranking as the most useful?

Flying ahead of competitors: More than 82% (▲ 8% compared to last year) of the respondents placed GlobalMeatNews.com as their top source of information to find out information related to the meat industry.



About GlobalMeatNews.com

Breaking news on global trading and meat processing

GlobalMeatNews.com is used by meat professionals around the globe to stay in touch with the latest news in the industry and help them to find information on products, business advice and services.

Traffic to GlobalMeatNews.com has increased month by month for the past two years and is now the top online portal for news about the global meat trading and processing. Our editorial commitment to covering every quarter of this market is second to none and our traffic figures clearly demonstrate our strength:



E-Newsletter readers*

22,441

▲ 6.80%



Average Users**

30,851

▲ 15.75%



Average Pageviews**

76,051

▲ 18.40%

**E-Newsletter readers in February 2015 versus last year*

***Average traffic figures for (Jan - March 2015) versus (Jan - March 2014)*

GlobalMeatNews' overriding objective is to deliver global content to the right people wherever in the world they are operating.



Global traffic distribution on GMN for January – March 2015

See what our readers say

"I enjoy the Global Meat News newsletter, because it's an international reliable source of information. As an animal scientist, I believe it's critical to keep an eye on the international events/trends as more and more, they impact on Brazilian meat complex productive chain."

- TECHNICAL ADVISOR, BRAZIL

"GlobalMeatNews is doing excellent to disseminate the latest developments and news of the industry. Everybody nowadays wants to get the latest information online which helps great to make certain important decisions and role of online research in this regard is the greatest in the present cybertech era."

- QUALITY ASSURANCE SPECIALIST, CANADA

"I depend on a group of web sites to trigger my research of new developments, of which Global Meat News is one"

- MANAGING DIRECTOR, AUSTRALIA

"Excellent, succinct, clear headlines and content"

- GENERAL MANAGER, INDIA

"Global Meat News helps me stay on top of world meat news and is helpful in my daily business."

- TRAINER, AUSTRALIA

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For more information on GlobalMeatNews' comprehensive marketing solutions that complement your traditional programs, please contact us:

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