

# Croatia Livestock Genetics Trade Mission

Jeff Sutich

International Marketing Coordinator

December 7, 2016



# Croatia Livestock Genetics Trade Mission

## Overview

- Trade Mission Details:
  - Dates
  - Participants
- Trade Mission Goals
- Croatia Beef Industry
- Travel Itinerary
- Summary of Findings

# Croatia Livestock Genetics Trade Mission

## Details

- NDA Trade Mission Dates:
  - November 1, 2016 – November 5, 2016
- NDA Trade Mission Participating Companies:
  - ABS Global
  - Snyder Livestock Co. Inc.
  - BMW Angus
  - University Nevada Reno

# Croatia Livestock Genetics Trade Mission

## Goals

- Expose beef genetic companies to the Croatian market.
- Introduce high quality genetics from U.S. to support the growth of Croatian beef herds.

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## Croatia Beef Industry

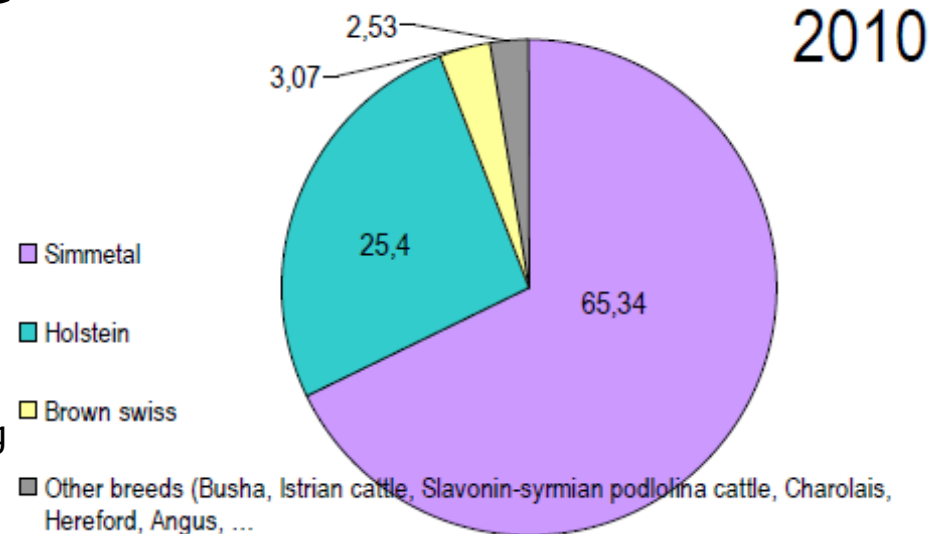
- Cattle Production (2011):
  - Beef production: 53,800 t (12.12 kg/capita)
  - 246,000 beef carcasses classified in 2011 year (54,000 t beef meat)
    - Domestic calf production 208,200 + 37,800 imported calves for fattening
- Cattle Consumption (2010):
  - Beef meat: 8.7 kg (19.2 lb) per capita

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## Croatia Beef Industry

### – Cattle Breed Structure

- Dominant breed in beef production:
  - Simmental – very good traditional model of beef production
- Rising interest to new beef breeds:
  - Beef breeds imported during last two decades
  - Angus, Hereford, Limousin, Salers, Blonde d'Aquitane, Highland cattle, Aubrac



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## Itinerary

- November 2, 2016 – Political & Educational meetings:
  - Foreign Agriculture Service - market briefing
  - The Ministry of Agriculture - conversation regarding future trade opportunities between Nevada and Croatia
  - The University of Zagreb's Faculty of Agriculture – Exchange of research work between UNR and University of Ag., Zagreb and possibility of student exchange

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## Ministry of Agriculture





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## University of Zagreb



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## Itinerary

– November 3-4, 2016 – Business meetings:

- Zito Grupa – the second largest meat producer in Croatia, B2B meeting and tour of their operations
- Belje, a portion a Agrokor – the largest meat producer in Croatia, B2B meetings and tour of their operations
- Buyers reception dinner – meet with all the parties and some that couldn't participate in official meetings and tours

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## Zito Grupa



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## Belje





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## Buyer's Reception



# Croatia Livestock Genetics Trade Mission

## Buyer's Reception



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## Summary of Findings

- Zito & Belje
  - Import calves (Romania, Czech Republic), rather than growing their own herds.
  - Import small amount of genetics to grow local herds (even though it would be cheaper to grow their own).
- Reason:
  - Land is currently being utilized for crop production, rather than grazing.
  - Lack of investment funds/capital needed to restructure production from dairy to meat.
- Main export markets
  - Adriatic Coast – domestic market
  - France, Germany, Italy and Middle East (Egypt) – foreign market

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## Evaluations

- Companies are new to exporting
- The most valuable experiences were:
  - Building relationships with buyers and officials
  - Meetings and operation tours of Belje
  - Buyers reception
- Export sales:
  - Too early to tell if the mission will generate any business/sales contract.
- Other comments:
  - Mission was beneficial and companies would participate in future activities.



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