Croatia Livestock Genetics Trade Mission

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Overview

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

– Expose beef genetic companies to the Croatian market.

– Introduce high quality genetics from U.S. to support the growth of Croatian beef herds.
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
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

*Note: The pie chart shows the percentage distribution of different cattle breeds as of 2010.*
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

agri.nv.gov
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Belje

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Buyer’s Reception
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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
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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