

GLOBAL
OUTLOOK

ROB SHELLY
CEO
MARITIME
CARGO SERVICES

Is the long-term viability of the major shipping lines in question? And what could that mean for the meat industry?

While reefer (refrigerated) containers – of relevance to the importers and exporters of meat products – only represent a small, but key, part of the total movement in shipping containers, and the majority are ‘dry van’, what happens in the overall shipping market might well have a significant knock-on effect on the meat industry.

While reefer rates have traditionally been far more stable than those of ‘dry van’ containers, over the past few years, ‘dry van’ shipping rates have often seen swings of over 100% from one quarter to another. And the first knock-on effect is in the overall profitability and, therefore, viability, of the shipping lines themselves.

Cumulatively, the container lines lost over \$6bn in 2011; \$2bn in the last quarter alone. And, despite the many recent rate increases, many are expecting to lose money again this year.

All of this means meat importers and exporters are increasingly under pressure to ensure their logistics chains are working at optimum safe and efficient levels. The UK meat industry is quite rightly renowned internationally for the premium nature and quality of its produce, which has meant that exports have bucked the wider economic malaise and have grown substantially over the last few years, and government commitment to the ongoing support of this success story is also welcome news.

However, it is imperative that, to avoid ‘contagion’, the meat industry does its utmost to ensure that its logistics chains are being well managed and that it uses a high-quality freight forwarding partner, one that can help them successfully and profitably navigate through the instability of the global shipping industry.

Who will take the top accolade?



This year's SuperMeat & Fish Awards are fast approaching, with some of the country's leading supermarkets jostling for position in the UK meat industry's most prestigious event.

Seven retailers are taking part in the awards, including Aldi, Asda, The Co-operative, Lidl, Morrisons, Sainsbury's and Tesco. The SuperMeat & Fish Awards are the leading awards of their type and provide a showcase for the best products and retailers throughout the UK. One retailer will take home the title of Meat & Fish Retailer of the Year.

Ed Bedington, editor of *MTJ*, which organises the event, said: “We're excited to be revealing who this year's winners are. It's always competitive and this year is no different.”

The event takes place at the Hilton Park Lane Hotel, London, on 5 July. The full list of finalists in the product category, are:

Best Beef Product

- Aldi Specially Selected Scotch Quarterpounders
- Asda Wagyu Rib Eye Steak
- Morrisons Traditional British Beef Ribeye Steak

Best Fish or Seafood Product

- Morrisons Rope Hung Smoked Side of Salmon
- Lidl Three Layered Fish Roast
- Morrisons Salmon Wellington

Best Game or Exotic Meat Product

- Sainsbury's British Venison Loin Steaks
- Sainsbury's Sliced Wild Venison
- Morrisons British Free Range Guinea Fowl

Best Lamb Product

- Tesco Lamb Shoulder Fillet Joint with Sea Salt and Cracked Black Pepper
- The Co-operative Eat In Lamb Rack
- Morrisons Crusted Rack of Lamb

Best Packaging

- Asda Chicken Breast Fillet with Tikka Spiced Butter
- Sainsbury's Shanghai beef
- Morrisons Traditional Beef Range

Best Bacon or Pork Product

- Aldi Specially Selected Bacon - Treacle Cure
- Aldi Frikadellen
- Tesco Extra Matured Norfolk Pork Belly with Black Pepper & Sea Salt

Best Poultry Product

- Sainsbury's Seasoned Turkey Thigh
- The Co-operative British Elmwood Spatchcock Chicken
- Morrisons Medium Whole Chicken

Best Product New to Market

- Tesco Bourbon Glazed Pork Rack of Ribs
- Morrisons Moroccan Salmon with Pomegranate Sauce
- Morrisons Seabass Fillets with Spinach & Parmesan Risotto

Best Product Sold on a Value Platform

- Asda Pork Chops
- The Co-operative 25 Polpetta Meatballs
- The Co-operative Butchers Choice Thick Pork Sausages

Best Ready Meal Product

- Sainsbury's Tandoori Chicken Sizzler
- Morrisons Beef Bourguignon & Mash
- Morrisons Chicken Chorizo & Prawn Paella

Best Ready to Eat Product

- Asda King Prawns and Mussels with a Sundried Tomato and Garlic
- Sainsbury's New Breaded Air Dried Ham
- The Co-operative Ploughmans Salad

Best Sausage Product

- Tesco Pork, Caramelised Red Onion & Sage Sausage
- Morrisons Handmade Italian Rope Sausage
- Morrisons Pierre Koffmann Sausage

The awards are sponsored by Bpex, Eblex, Hybu Cig Cymru - Meat Promotion Wales, the Livestock & Meat Commission and Vion Food UK. To book your place at the awards, contact Elizabeth Ellis on 01293 846593, or send her an email at elizabeth.ellis@wrmbm.com.

PARTICIPANTS



SPONSORED BY



EAC calls for tougher standards

The Government Buying Standards (GBS) for food should include more stringent requirements for meat, dairy and eggs, says a report on sustainable food from the Environmental Audit Committee (EAC).

The report, published on 13 May, outlined the findings of the EAC's year-long inquiry into the environmental and social consequences of food in the UK. It recommended that the government should “continue to raise the GBS further, to reflect existing best

practices – in particular for eggs, dairy and meat”, adding the government should also extend the standards so they become mandatory for the wider public sector.

Other recommendations in the report included: an investigation into whether sustainability could be incorporated into food labelling, with packaging, food miles, type of production and health considered; new research into the opportunities and risks of using food waste to feed

livestock; strong powers for the Grocery Code Adjudicator; and an amendment of the Office of Fair Trading's remit to take into account sustainable development while protecting competition.

The EAC also questioned the government's commitment to “sustainable intensification”, warning that it must define what this term means in practice for the UK, and place the emphasis on sustainability rather than just increasing yields.