



*Boars heading for 2018*

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# **Need for facts and figures related to marketing entire male pigs**

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**Prague, 24-02-2017**



**Production in the EU**

**Per capita consumption in the EU**

**Negative experiences**

**Familiarity with terms**

**Export destination of carcass cuts**

**Company opinions on (dis)advantages**

**Stakeholders in the pork supply chain**

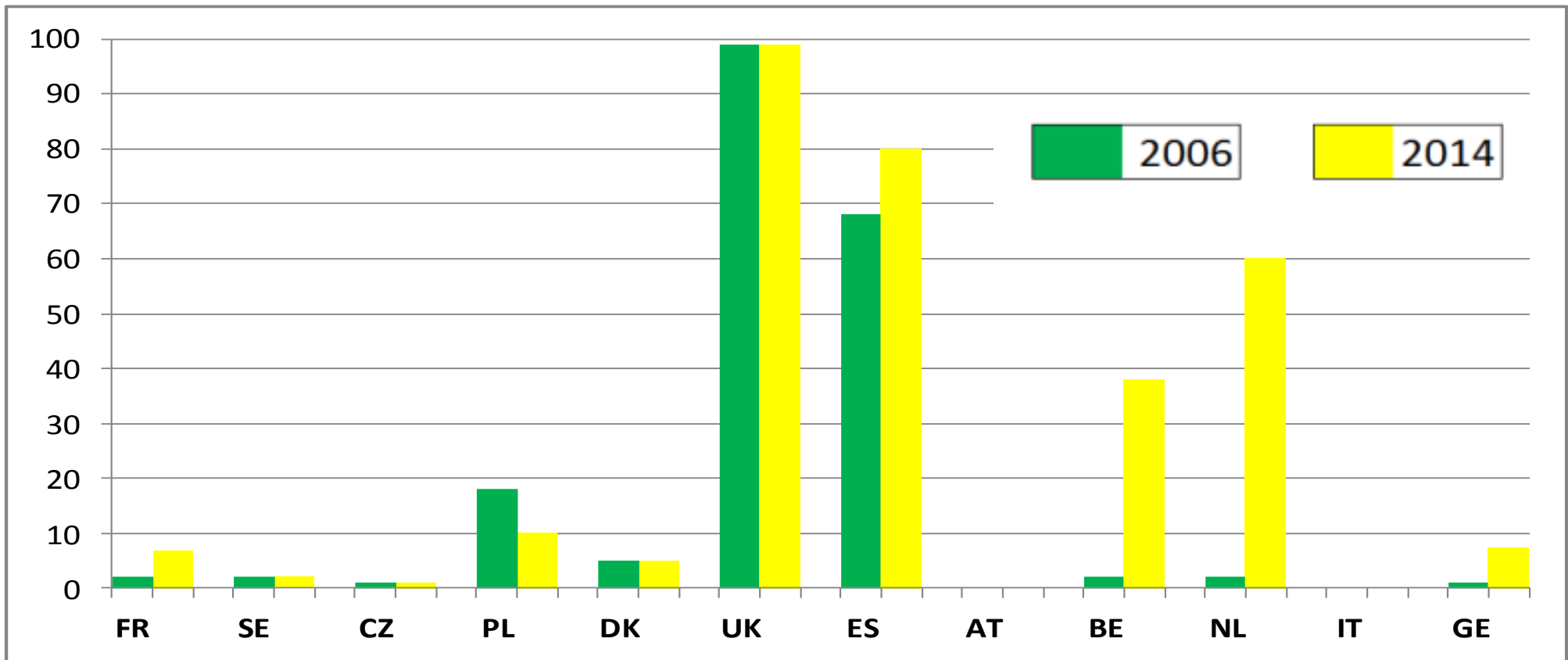
**Why facts and figures**

**How to monitor progress**





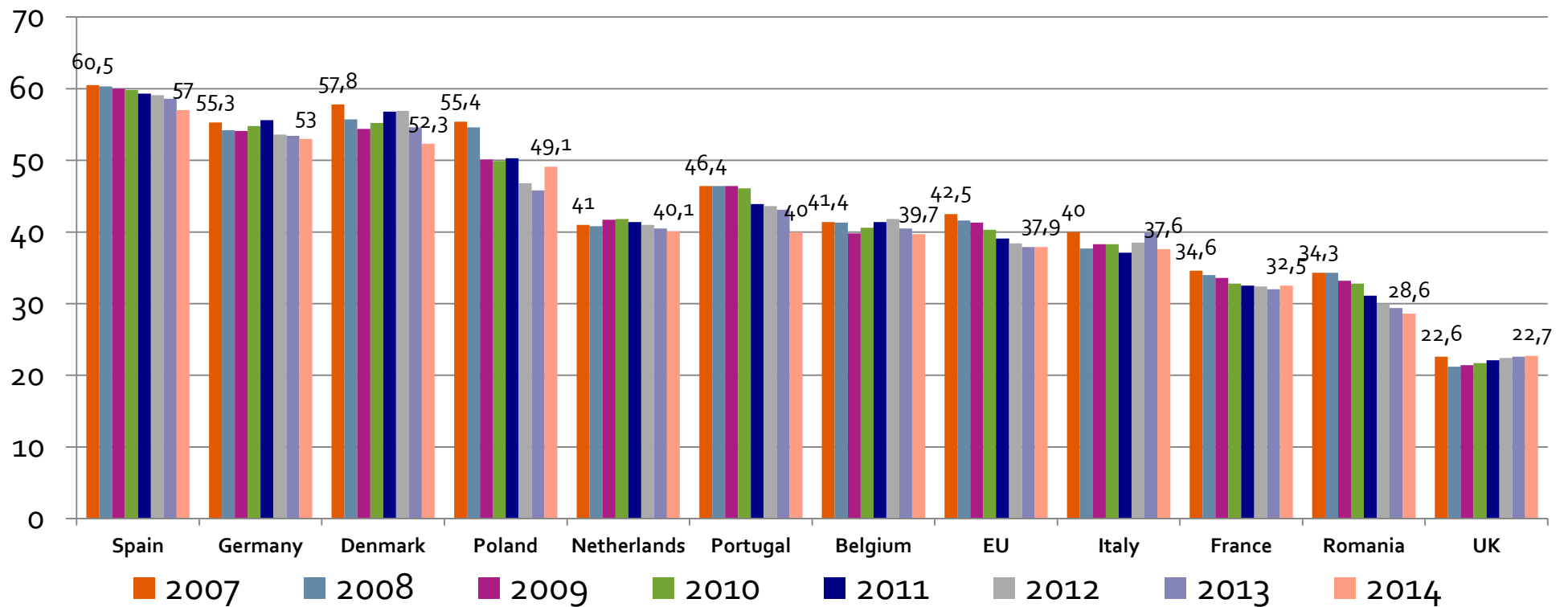
## Non-castrated male pigs (%)



- Situation very variable from one country to another
- Not castrating: United Kingdom and Ireland
- Low percentage: Spain



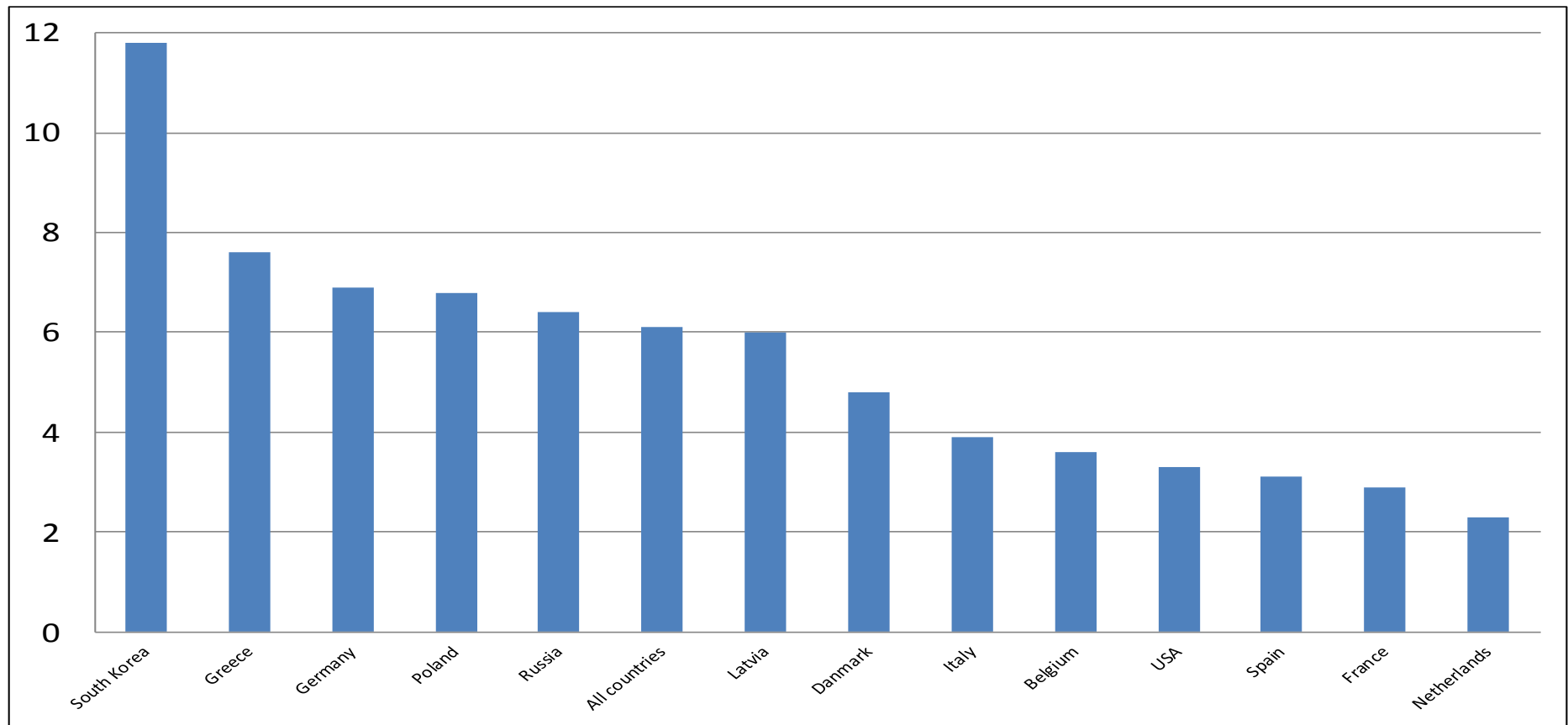
## Per capita consumption of pork meat: 2007-2014 (kg/year)



Source: AMI



## Negative experiences with eating pork last 2 months (% of 11.294 consumers, October – November 2013)



Source: CAMPIG, 2014



## **Familiarity with terms (%) N=11.294**

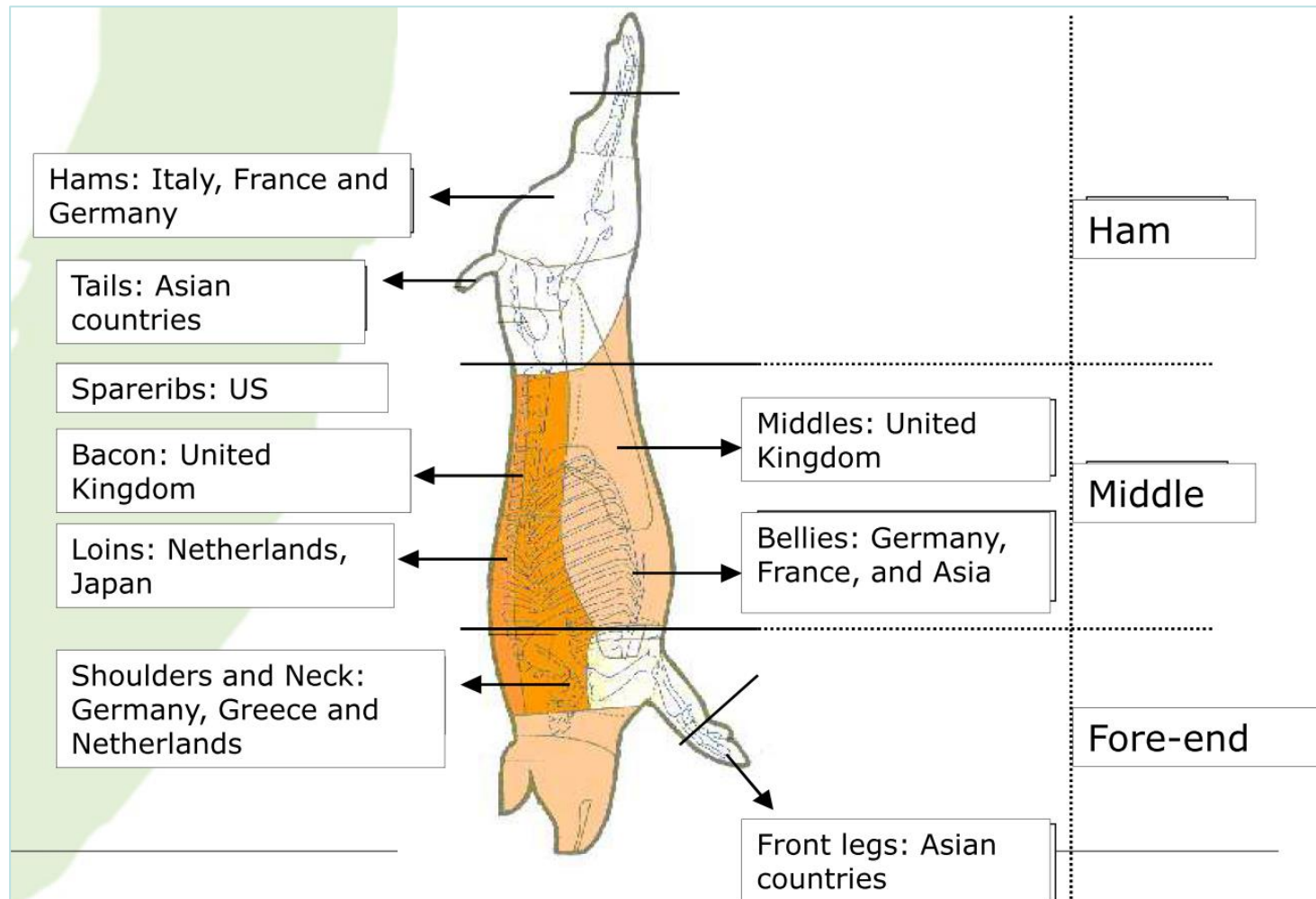
Castration of pigs	61.8
Immunocastration of pigs	15.0
Immunovaccination of pigs	29.3
Boar taint	28.5
None of these	28.9

Source: CAMPIG, 2014

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# Export destination of carcass cuts





## **Company opinions on (dis)advantages of boars**

- 20% of the boars is too skinny. The belly is more difficult to sell.
- We would prefer slightly more fatty boars.  
For sales of bacon boars are very suitable
- For marketing bellies the opposite is true, but this also varies with the selection of genetic lines. Previously you just did not get such carcasses.
- Marketing boars to Italy is fine when it comes to cooked hams. Dry hams is difficult
- Odor deviating carcasses are costly





# Stakeholders in the pork supply chain

## ***The slaughterhouse perspective***

Market segment, carcass cuts, and cutting efficiency , % tainted carcasses

## ***Perspective meat processor***

Composition consumer products, for some products boars are fine, and for other products boars not

## ***Perspective retailer***

Meat sales, reputation of corporate social responsibility

## ***Perspectieve local butcher***

Prefer meat from gilts, over meat from boars and from barrows



# Why facts and figures

People overestimate and underestimate risks

- difficult to understand probabilities
- biased by media
- influenced by personal experiences

Strong existing views

- are resistant to change
- influences interpretation of information

New evidence

- reliable if consistent with initial view
  - unreliable if contrary to existing view
  - will not immediately evaporate view on risk
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## How to monitor and support progress

*Supply chains – especially in Germany - will shift soon*

- Analysing national statistics
- Developing formats with retailers for store pilots
  - price, promotion, temperature, trend



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**Thank you for your attention!**

