

Safe Food Transformation

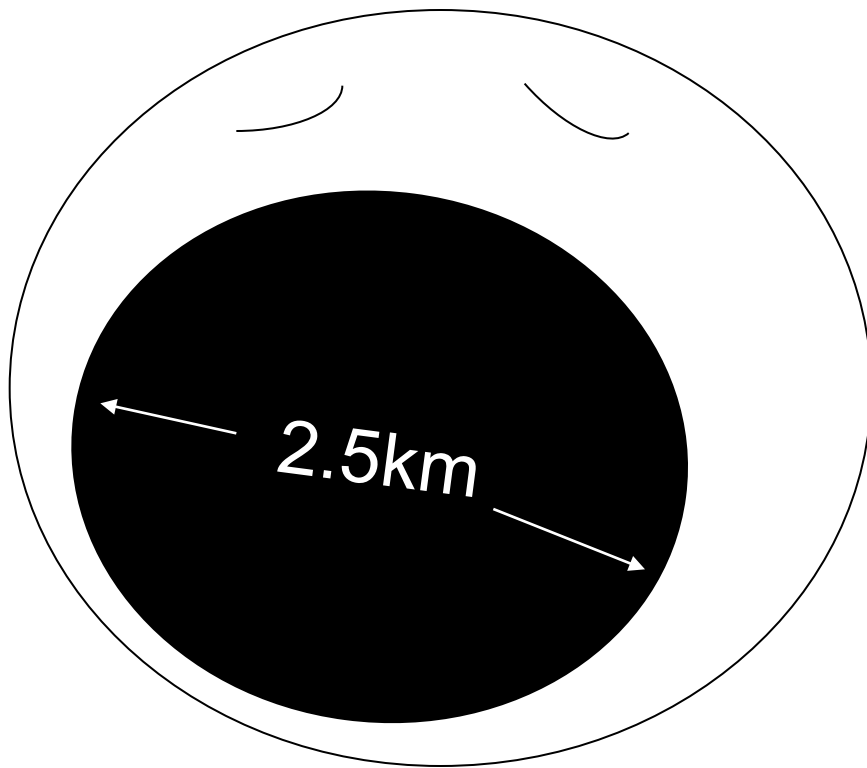
China's New Opportunity

Mark Han

J.P. Morgan China Conference 2012

■ China's 1.4 billion mouths

– The big black hole of 2.5 km diameter!!



5,000 mm tons



2,600 mm tons



1,500 mm tons



700 mm tons



5,000 mm tons



3,500 mm tons

■ Comparisons of Animal Protein Consumption Per Capita

	Mainland China	Taiwan
<u>GDP per capita (USD)</u>	<u>\$5,500</u>	<u>\$20,100</u>
Pork (kg)	42.0	43.0
Poultry	12.9	30.4
Beef	4.3	5.6
Milk	10.2	15.5
Eggs	20.9	21.6

■ **China Food Safety Issues**

- **Consumers become concerned and conscious**
- **Major food companies are at risk**
- **China government is much concerned about social stability and national image**

■ Market Demand for Safe Chickens

(Thousand Tons)	<u>2012</u>	<u>2017</u>	<u>2022</u>
Export Market	200	200	200
Major QSRs	400	500	700
Major Food Companies	400	800	1500
National Super/Hyper Market Chains	20	300	600
Institutions	—	100	500
Others	—	100	500
Total	1,000	2,000	4,000

■ Market Supply for Safe Chickens

(Billion Birds equivalent) 2012 2017 2022

Total Chicken Supply 5.0 5.8 7.0

(Average Annual Growth 2-3%)

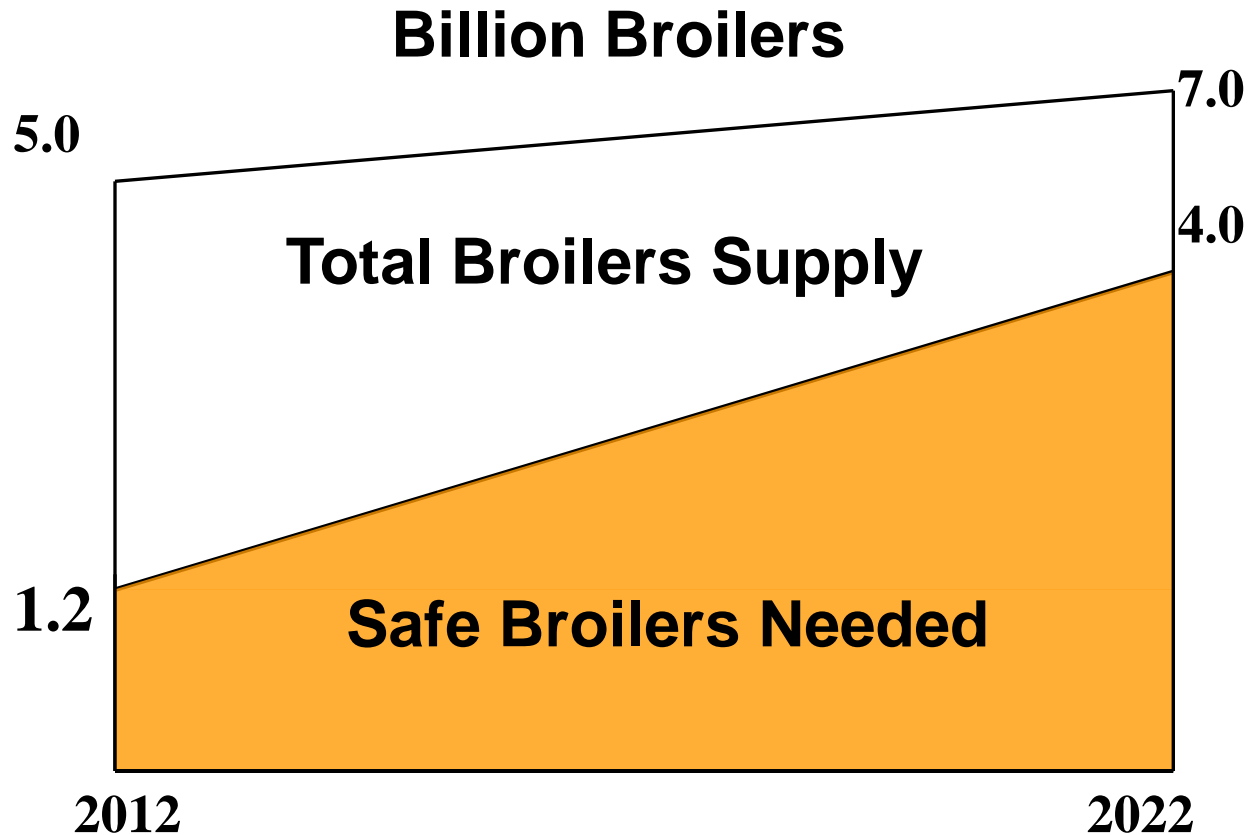
Safe Chicken Demand 1.2 2.2 4.0

(Average Annual Growth 16-18%)

Safe Chicken Supply 1.0 2.0(!) 3.2(!)

(Undersupply the strong demand)

■ New Opportunities For Safe Chicken!



Safe Chickens

- Premium value: +3%
- More traceable integrations
- Heavy capex into modern chicken houses
- Branding is the key



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享受安心的味道!

净含量:称重



你的产品

你的产品

1

2

3

鲜翅根 5177144888



想知道您的产品100%透明的来源，
现在就来查一查

1 农场	农场主:孙前华	查询
	入雏时间:2009年03月29日	
	出鸡时间:2009年05月11日	
农场地点:河北省霸州市张岗村		
2 饲料	饲料来源:大成天津饲料厂	查询
	出料记录:从2009年03月27日至2009年05月06日共出5批料	
3 鲜肉	鲜肉来源:大成天津肉品厂	查询
	生产日期:2009年05月11日	
双权威机构认证	瑞士SGS国际验证认证机构	查询
	农业部饲料效价与安全监督检验测试中心(北京)	查询

下一页





农场透明



饲料透明



鸡肉透明



食品透明



Traceable Farm

1

Traceable Feed

2

Traceable Meat

3

Traceable Food

4

Farmer: Pan, Li-li

Background: Family business

Family situation: One son, and her husband helped with the rearing of chicken

Farm size: 14000 birds

Time of chicks delivered to farmer: 2009/08/29

Time of chicken out of farm: 2009/07/17

Farm location: Anhui Province Guzhen County Liancheng Town Yehu Village

Feed Source: DaChan Bengfu Feed mill

Batch 1 feed 2009/05/11, 2009/06/20, 2009/06/23, 2009/06/25, 2009/06/29, 2009/07/10, 2009/07/14, 2009/07/15, 2009/07/25, 2009/08/01, 2009/08/17

Batch 2 feed 2009/05/11, 2009/06/29, 2009/08/17

Batch 3 feed 2009/05/11, 2009/06/29, 2009/07/10, 2009/07/14, 2009/07/15, 2009/08/17

Batch 4 feed 2009/07/10, 2009/07/14, 2009/07/15

■ Dachan Food Asia Ltd.

Turnover(2011):

RMB 10 billion(USD1.6 billion)

Production(2012):

- Feed: 2million Tons
- Broilers: 2 billion birds
- Meat: 400,000Tons
- Cooked food: 80,000-100,000 Tons (2012)
250,000 Tons(2015)

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- Feed mill
 - Food processing plant
 - Slaughter factory
 - Breeding Hatching farm
 - R+D center
 - Sales Hub



Thank you!

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