

HQP23 LATAM

Profiling the pork consumer of the future.

It's just not about the customer!



What are we going to see

The journey

01

A family story

HQP23
LATAM



el
pelirrojo
está de moda.

What
happened
with my last farm



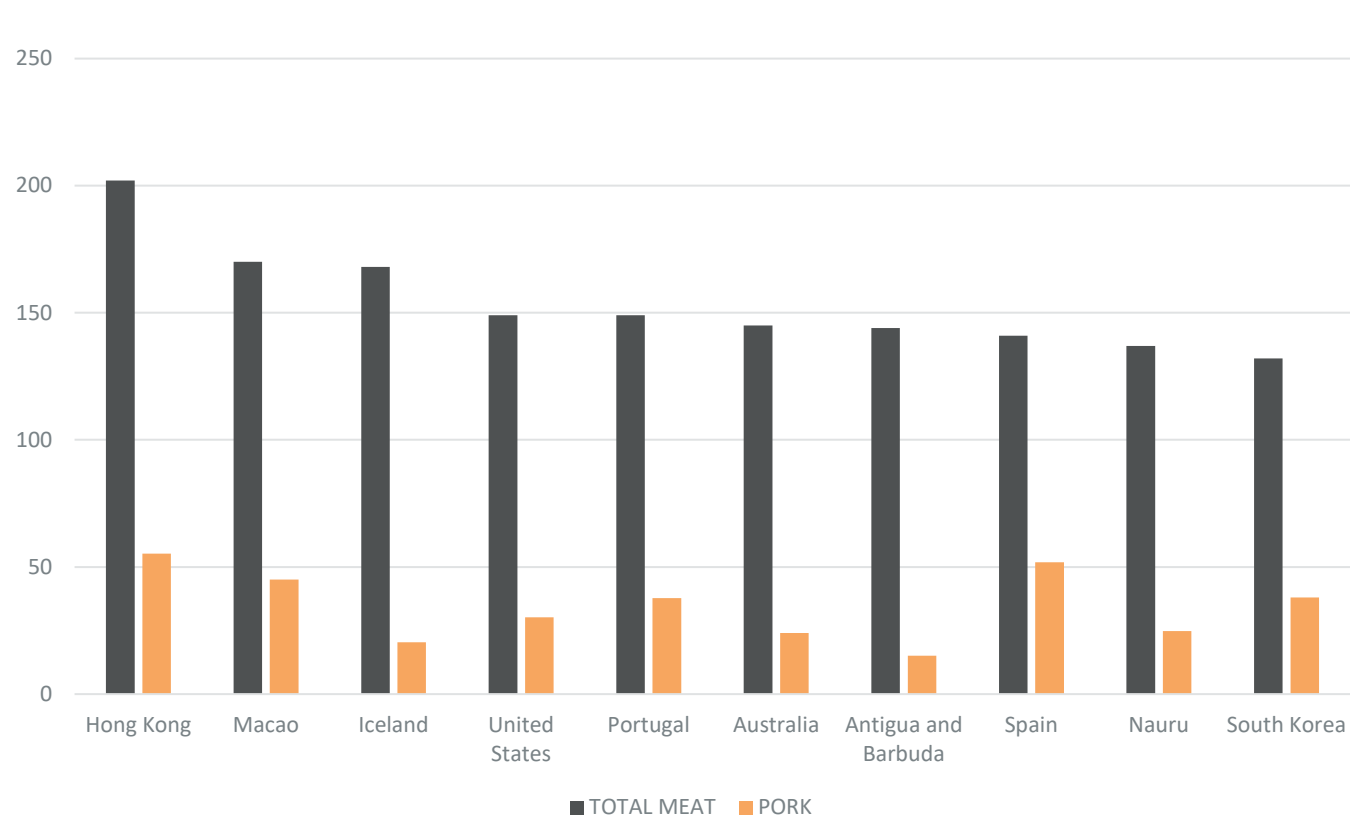


Pork Consumption

Know the data

02

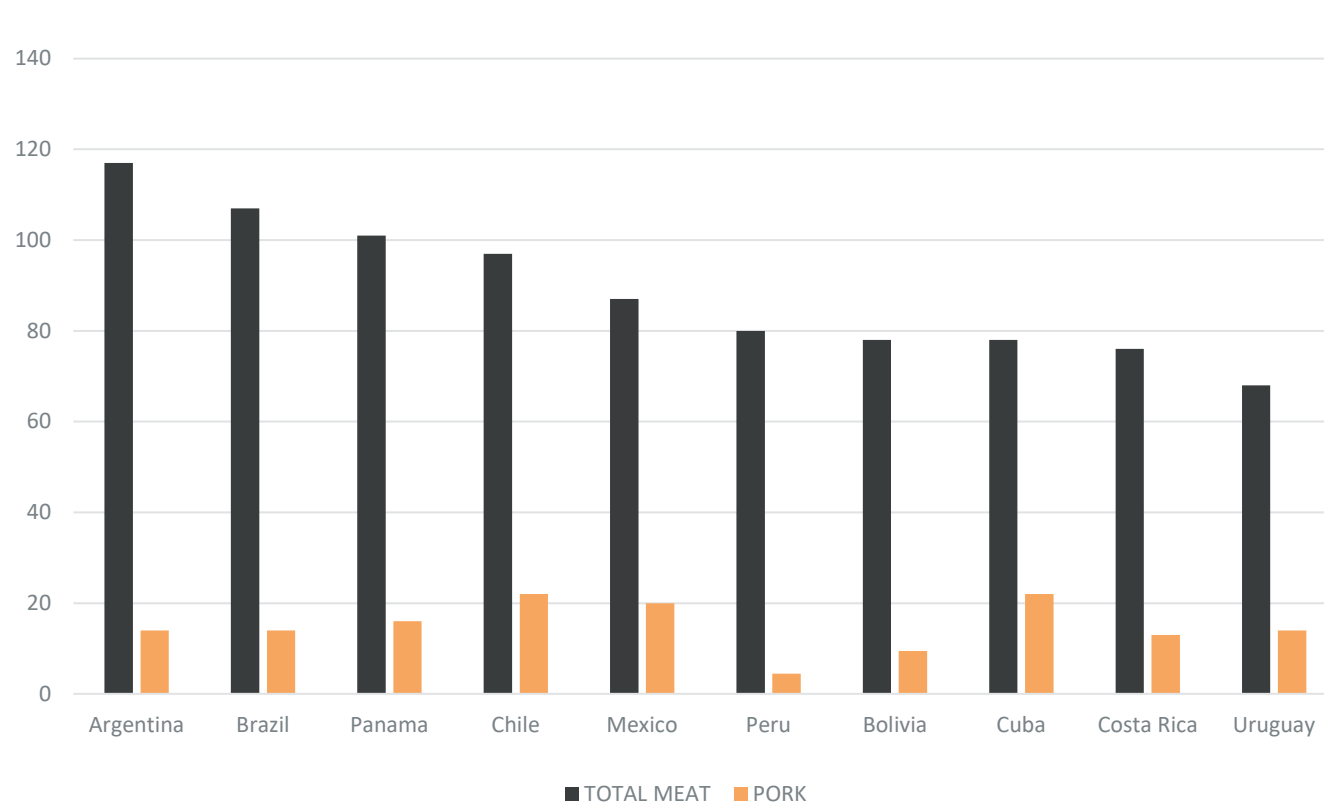
Total meat and pork consumption by country (Global data 2020)



Kg per capita / year

Country	Total meat consumption	Pork consumption
Hong Kong	202	55,21
Macao	170	45
Iceland	168	20,29
United States	149	30,19
Portugal	149	37,71
Australia	145	24
Antigua and Barbuda	144	15,12
Spain	141	51,88
Nauru	137	24,7
South Korea	132	38

Total meat and pork consumption by country (LATAM data 2020)



Kg per capita / year

Country	Total meat consumption	Pork consumption
Argentina	117	14
Brazil	107	14
Panama	101	16
Chile	97	22
Mexico	87	20
Peru	80	4,48
Bolivia	78	9,5
Cuba	78	22
Costa Rica	76	13
Uruguay	68	14



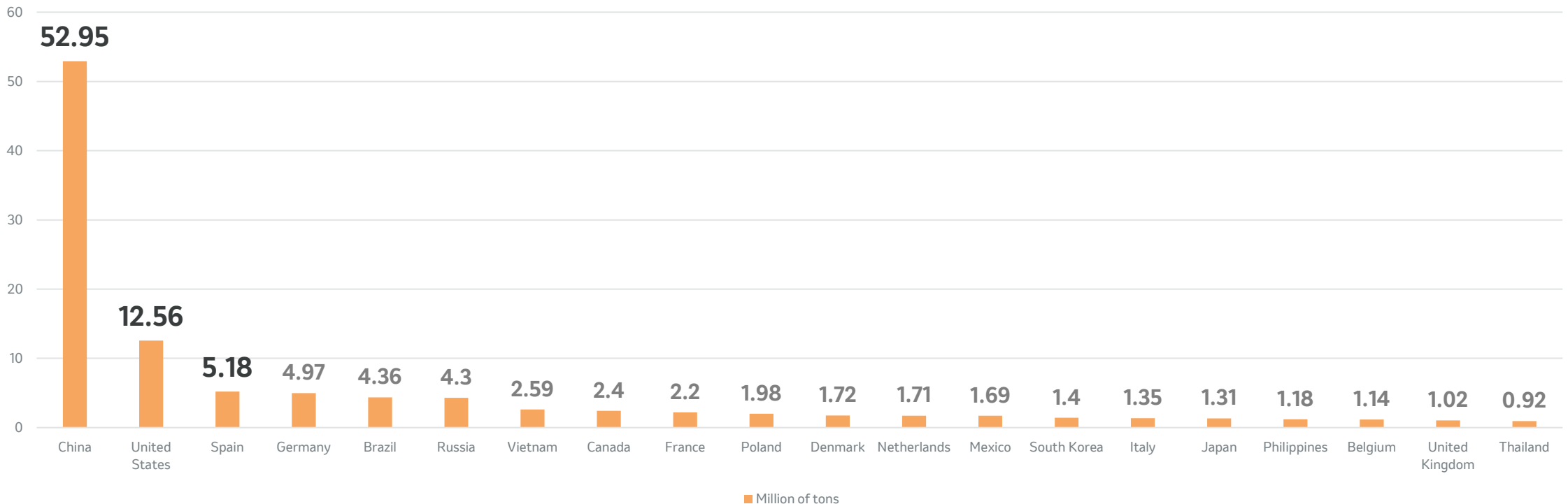
Pork Production

Know the data

02.1

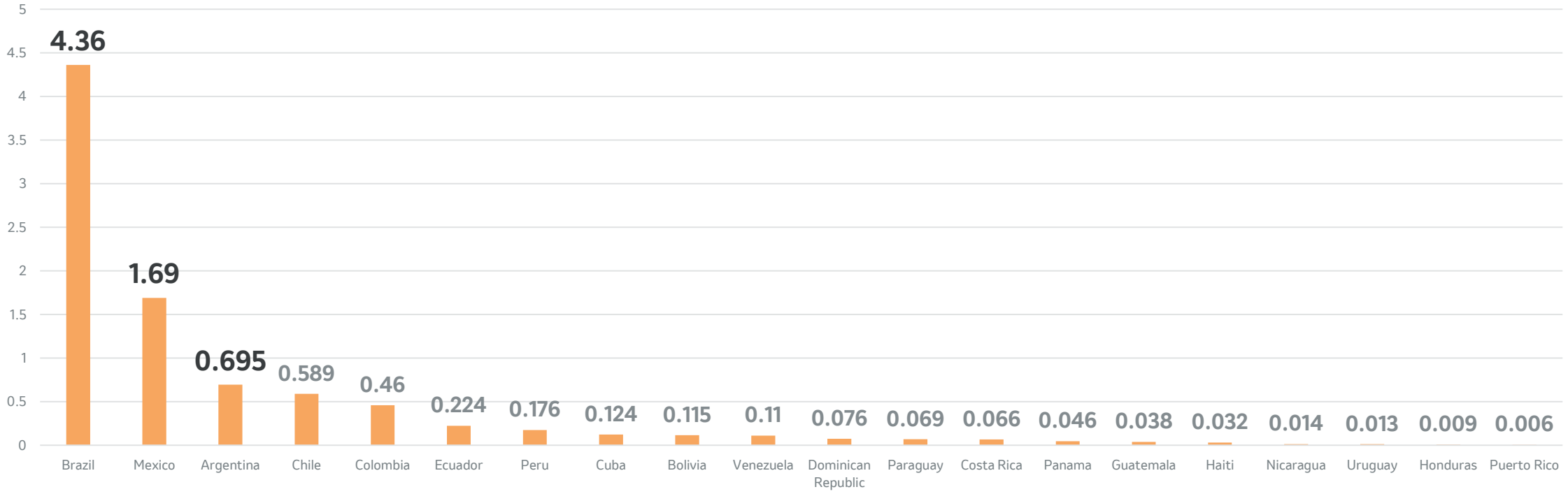
Total PORK PRODUCTION by country (GLOBAL data 2021)

Million of tons



Total PORK PRODUCTION by country (LATAM data 2021)

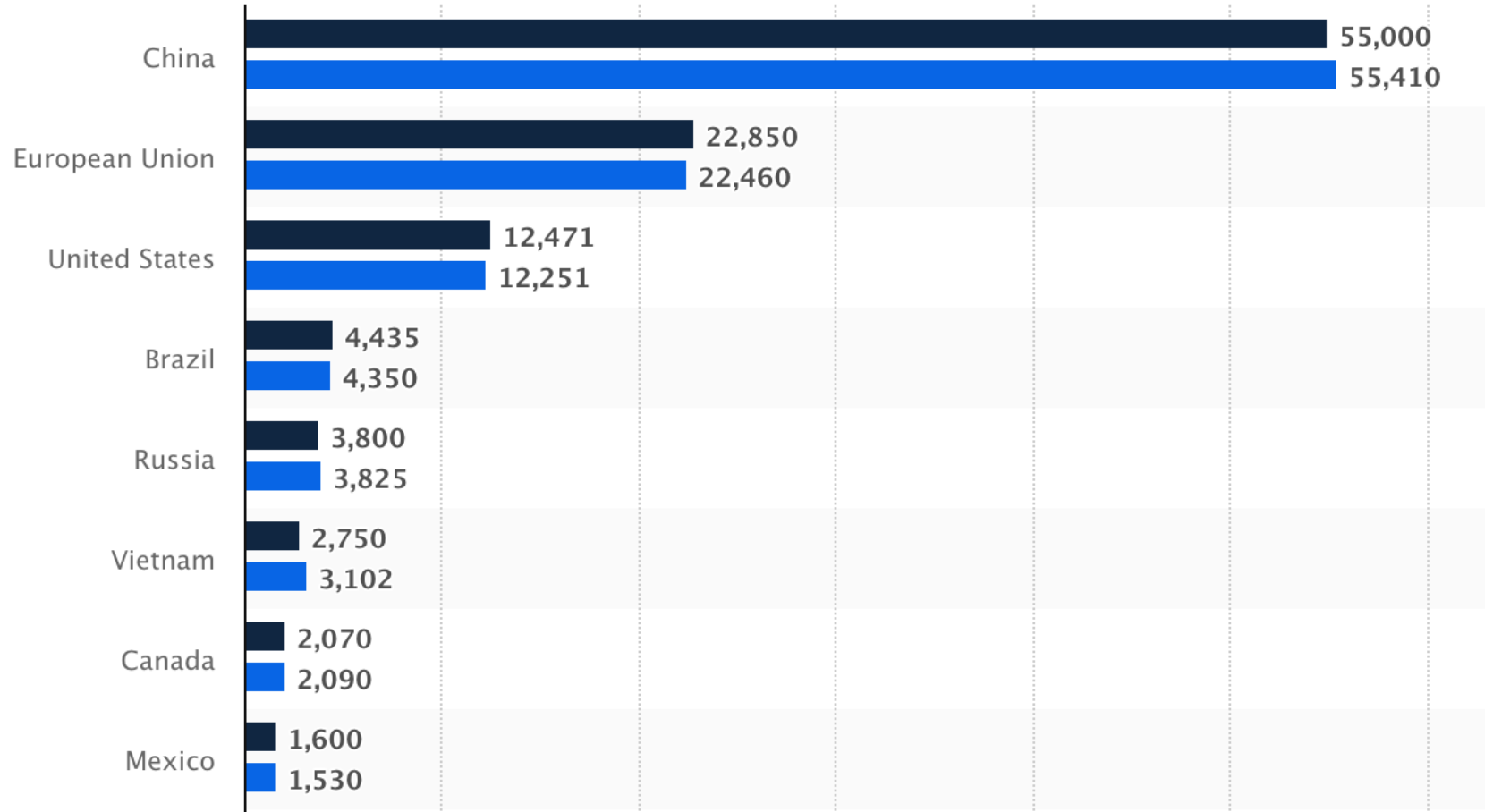
Million of tons



Source: [FAQ OUR WORLD IN DATA](#)



Producción de carne de cerdo 2022-2023





Exports / Imports

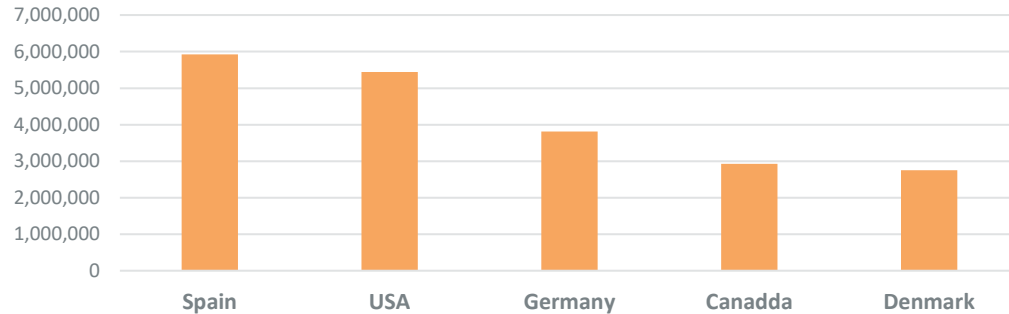
Know the data

02.2

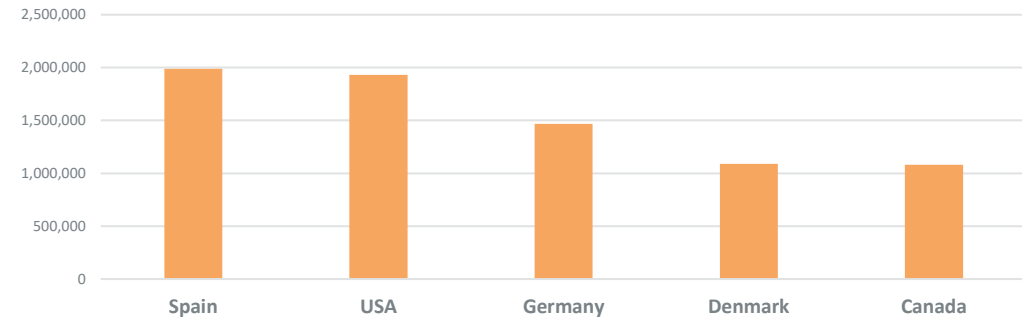
Top 5 countries in pork EXPORTS (GLOBAL data 2022)

Meat of swine, fresh, chilled or frozen

USD Thousand



TONS



	COUNTRY	USD VALUE	Tons	Price / Ton
Top 5 by USD value	Spain	5.922.708	1.988.373	2,979
	USA	5.440.242	1.930.703	2,818
	Germany	3.811.606	1.466.401	2,599
	Canada	2.925.714	1.079.420	2,710
	Denmark	2.754.818	1.090.524	2,526

	COUNTRY	USD VALUE	Tons	Price / Ton	Price / Kgs
Top 5 By Tons	Spain	1.988.373	5.922.708	2,979	0,0030
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	Denmark	1.090.524	2.754.818	2,526	0,0025
	Canada	1.079.420	2.925.714	2,710	0,0027

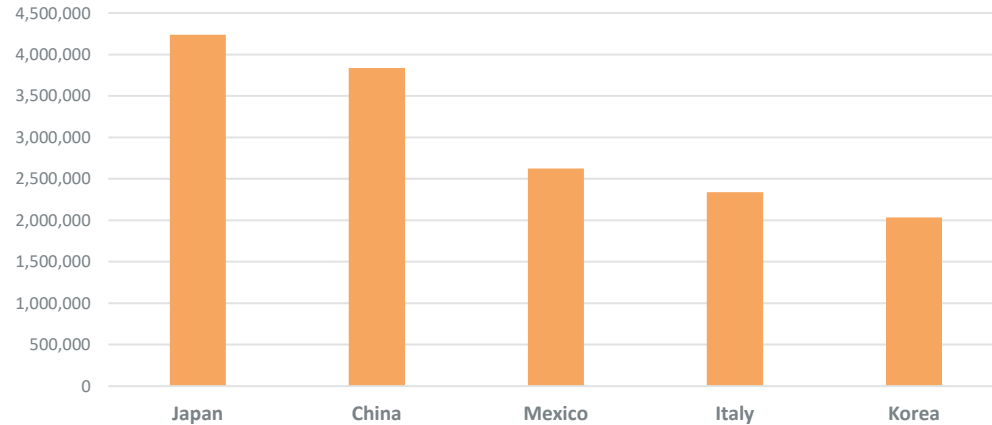
LATAM			
COUNTRY	USD VALUE	Tons	Price / Ton
BRAZIL	2,407,030 USD	1,013,739 Tons	2,374

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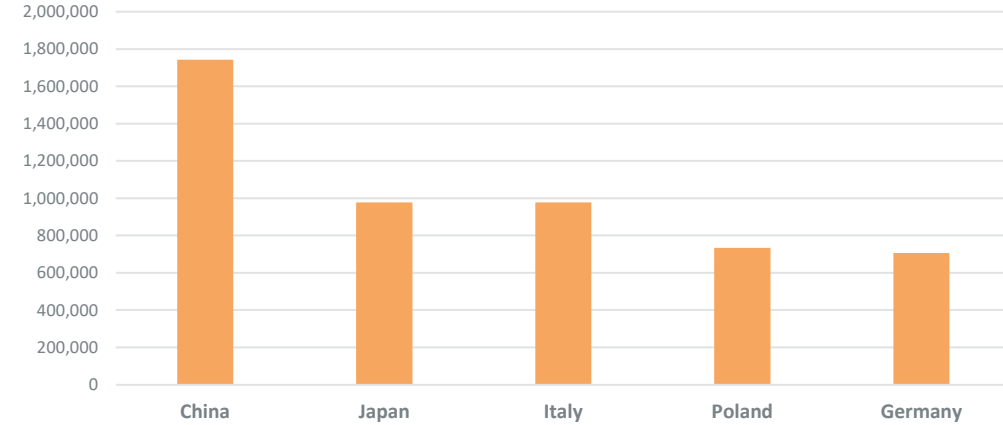
Top 5 countries in pork IMPORTS (GLOBAL data 2022)

Meat of swine, fresh, chilled or frozen

USD Thousand



TONS



Top 5 by USD value	COUNTRY	USD VALUE	Tons	Price / Ton
	Japan	4,240,072	977,160	4,339
	China	3,838,977	1,742,855	2,202
	Mexico	2,625,986	No data	
	Italy	2,339,092	976,982	2,394
	Korea	2,034,320	543,058	3,746

Top 5 by tons	COUNTRY	USD VALUE	Tons	Price / Ton
	China	1,742,855	3,838,977	2,202
	Japan	977,160	4,240,072	4,339
	Italy	976,982	2,339,092	2,394
	Poland	732,937	1,676,761	2,287
	Germany	706,881	1,542,076	2,181

LATAM

COUNTRY	USD VALUE	Tons	Price / Ton
COLOMBIA	315,649 USD	128,830 Tons	2,45

Source: ITC

FAO says
Consumption & production will
increase **for 2030**

Global meat
consumption

+14%

2030

So, here we have a
big opportunity

Big opportunity

01

Choose your
market wisely

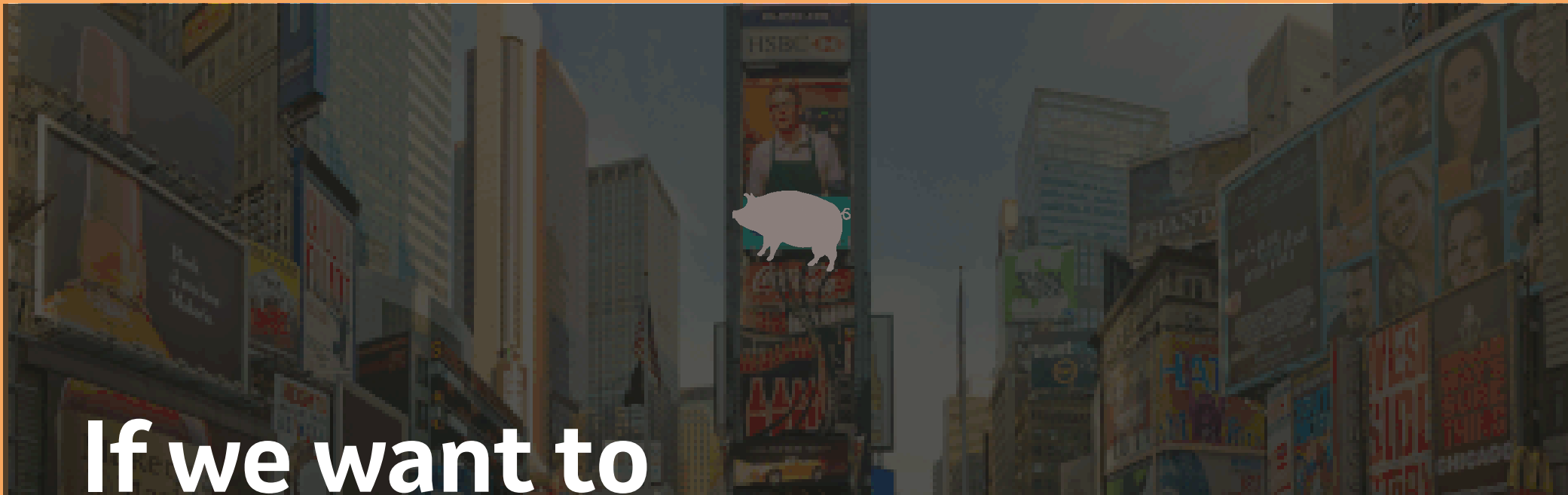
- Internal market
- Export

02

Value or
Quantity

03

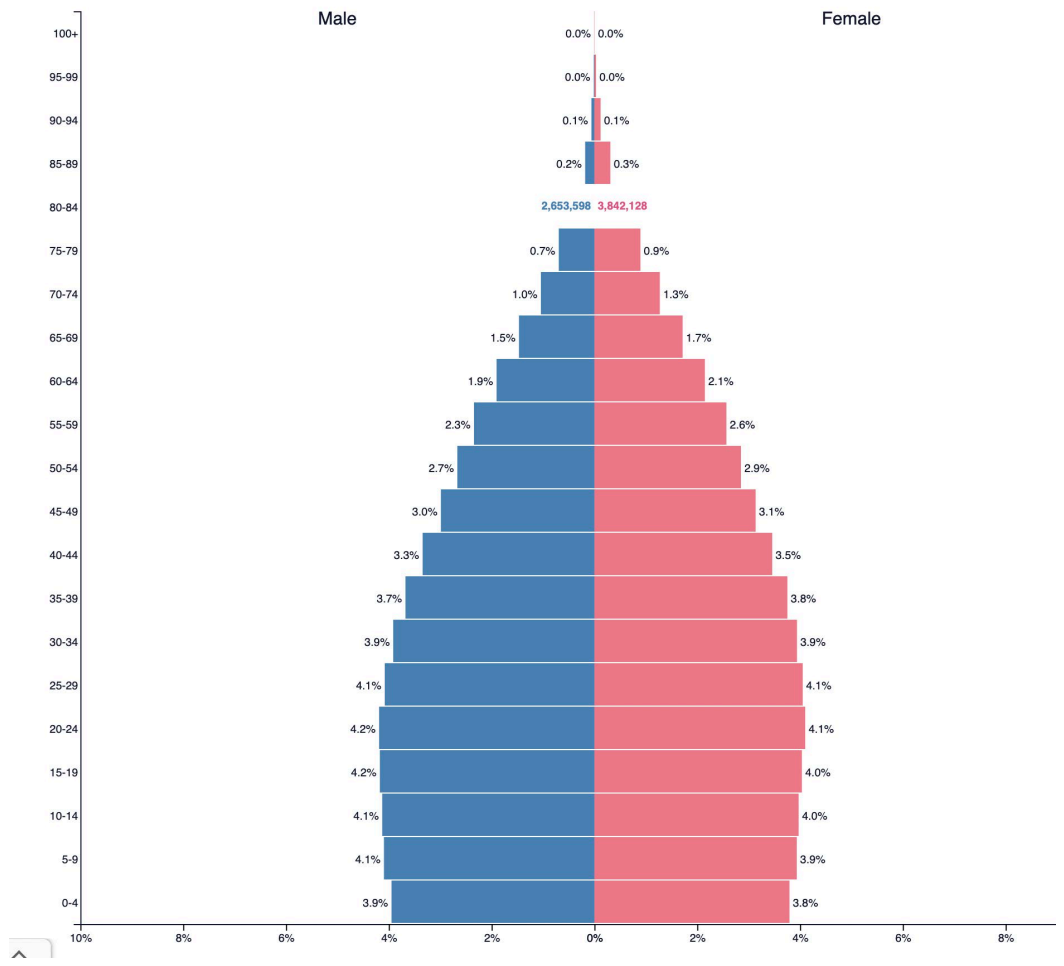
Produce
accordingly



**If we want to
really impact:
know deeper**

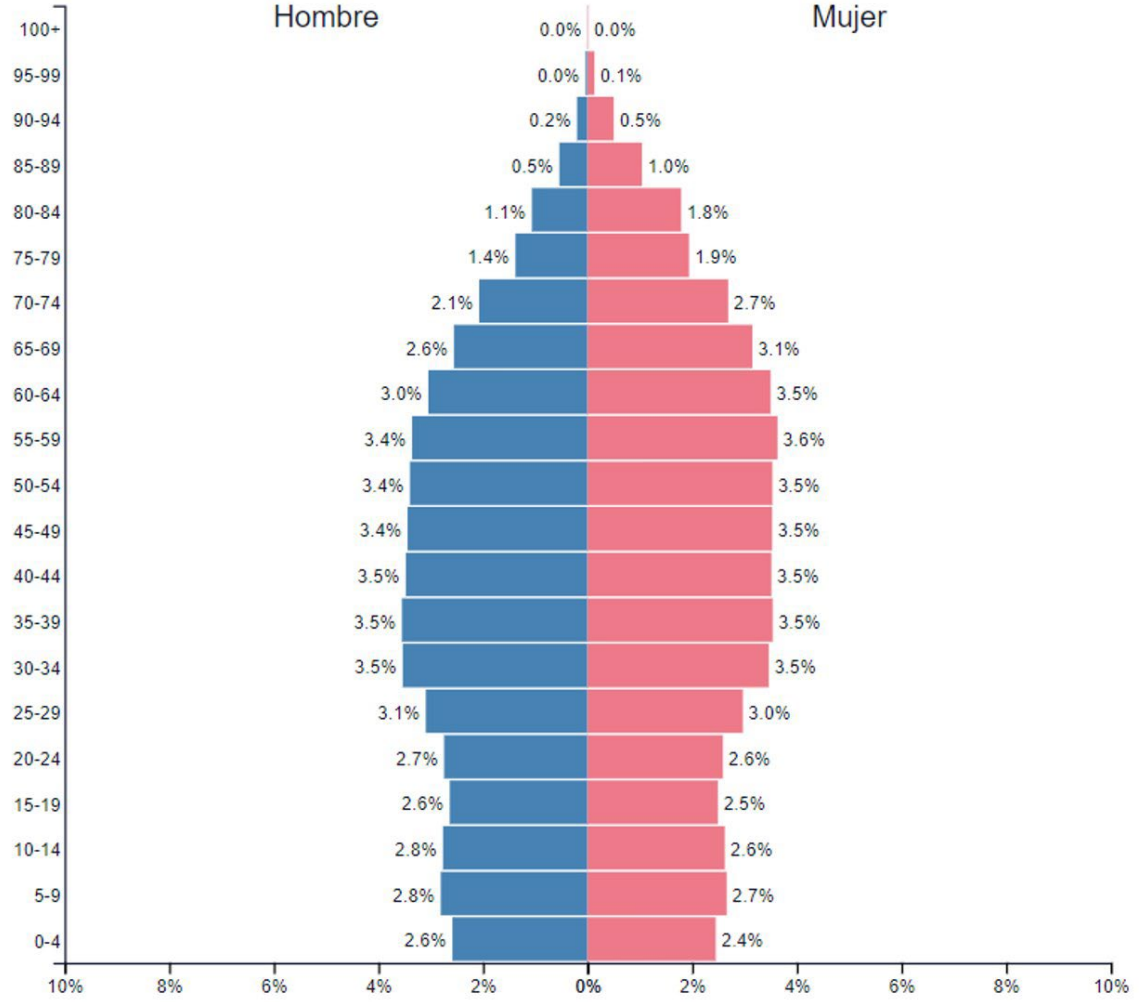
03

Latin America & the Caribbean 2020

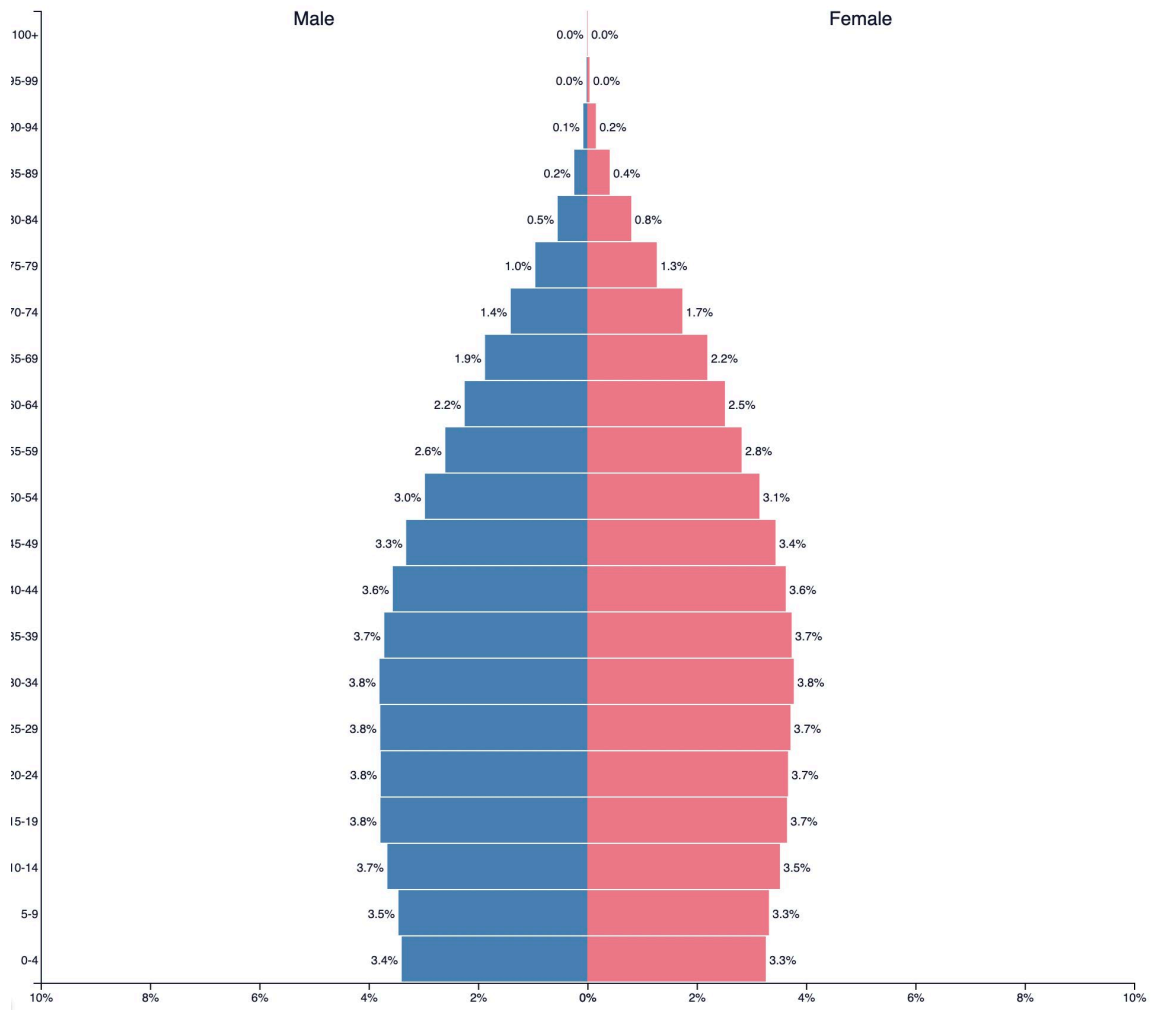


651,836,121

Europe



2030



Demographic profile LATAM - 2020

These data show us that not only does **Latin America have a much younger population** than other regions, but it according to forecasts for 2030.



Demographic profile LATAM - 2020

Generational range.



Total
population:
640 mill.

Silent generation
3%

Baby boomers
14%

Generation X
17%

Millennials
23%

Generation Z
26%

Generation T
17%

SILENT
GENERATION
1928-45

3%

Traditional
consumer

BABY
BOOMERS
(1945-1964)

14%

57-75 Y.O

Quality
before price
consumers

GENERATION X
(1965-1980)

17%

41-56 Y.O

Traditional
consumer
Brand Matters
Enviroment starts
to matter

MILLENIALS
(1981-1996)

DIGITAL
NATIVES

23%

26-40 Y.O

Social&environmental
awareness
Origin, animal welfare
sustainability
Online

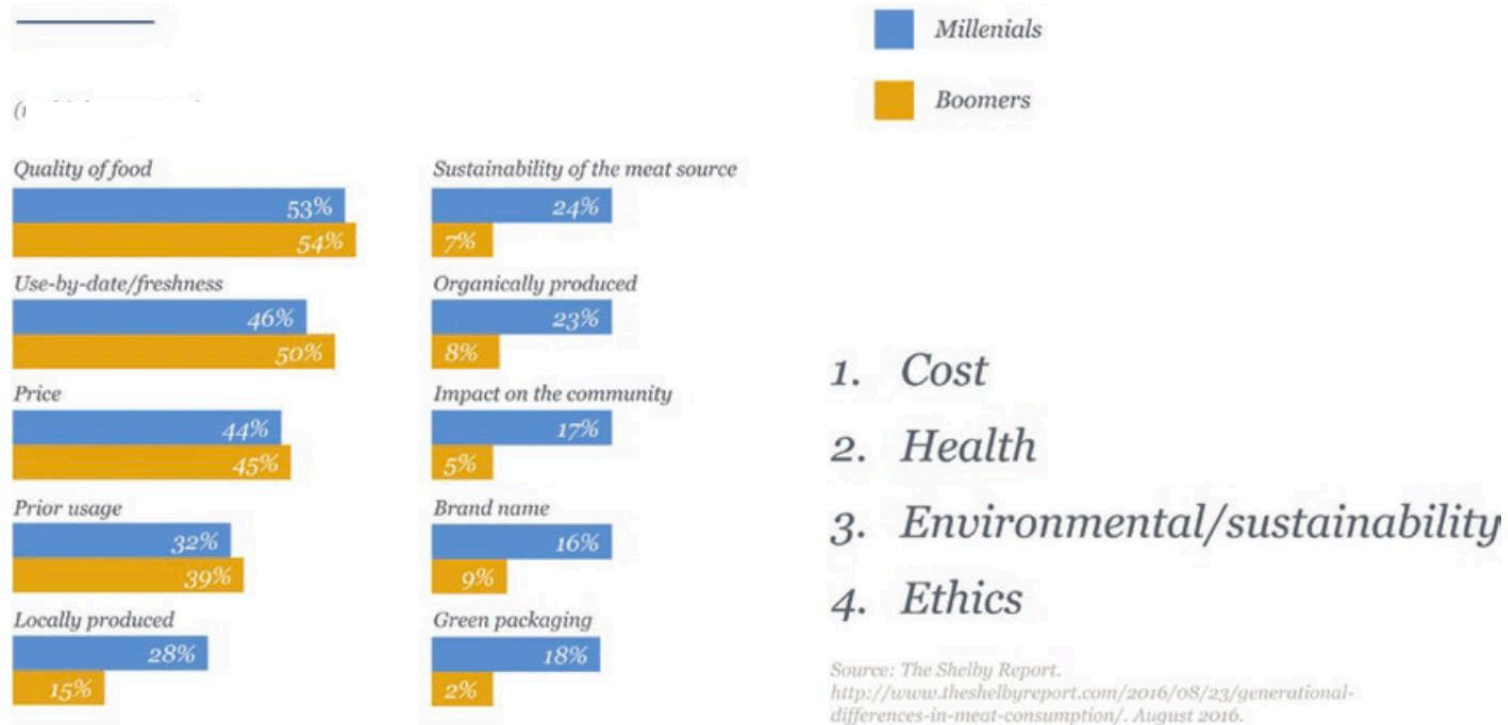
GENERATION Z
(1997-2012)

AI

26%

12-25 Y.O

Local Brands
More conscious
Online



Meat purchase decision drivers graphic.

Meat purchase decision drivers

GENERATION Z (1997-2012)

AI
26%

12-25 Y.O

Conscious
consumers

Figure 3 Latin America population outlook by age group

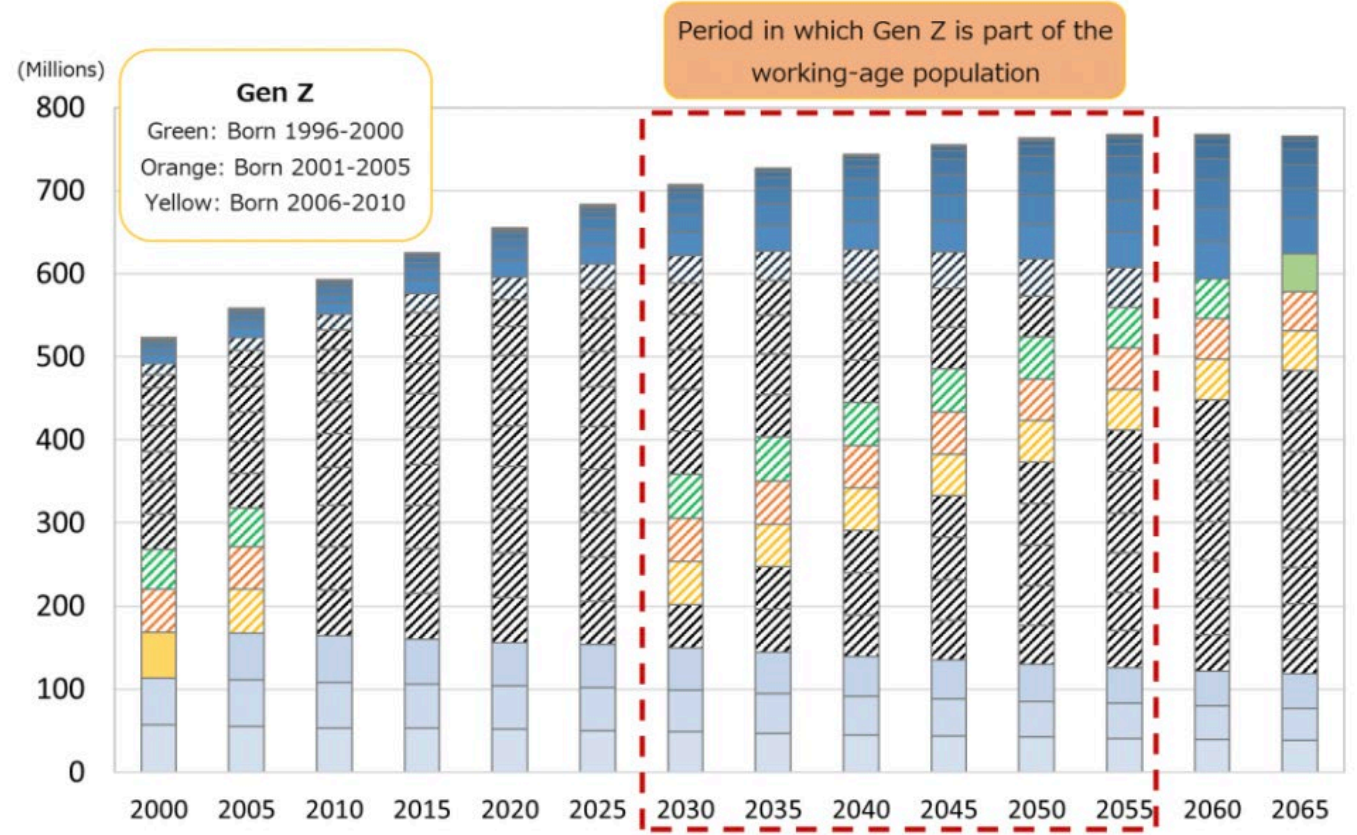


Figure 6 Grupo Bimbo's new sustainability strategy (announced May 22, 2022)

Food diversity (by 2030)
Provide products with nutritional value at their heart using simple and natural recipes
Provide healthy products using whole grains and other fully plant-based ingredients
Realize transparency and traceability in terms of both nutrition and sustainability
Care for the environment
Achieve net zero carbon by 2050 in accordance with the Science Based Targets initiative (SBTi) framework.
Obtain principal raw materials from practices that encourage soil regeneration (regenerative agriculture) by 2050
By 2030, ensure that all packaging supports a circular economy, achieve a 20% reduction in water use and a 50% reduction in food waste in the production process
Contributing to communities
Strengthen projects that contribute to communities neighbouring plants, factories, and workplaces
Strengthen value chains focused on small farmers and customers

Source: Compiled by MGSSI based on announcements by Grupo Bimbo



Bimbo
leads

**A MORE CONSCIOUS
CONSUMER IS
ON THE WAY**

Let's impact
FURTHER

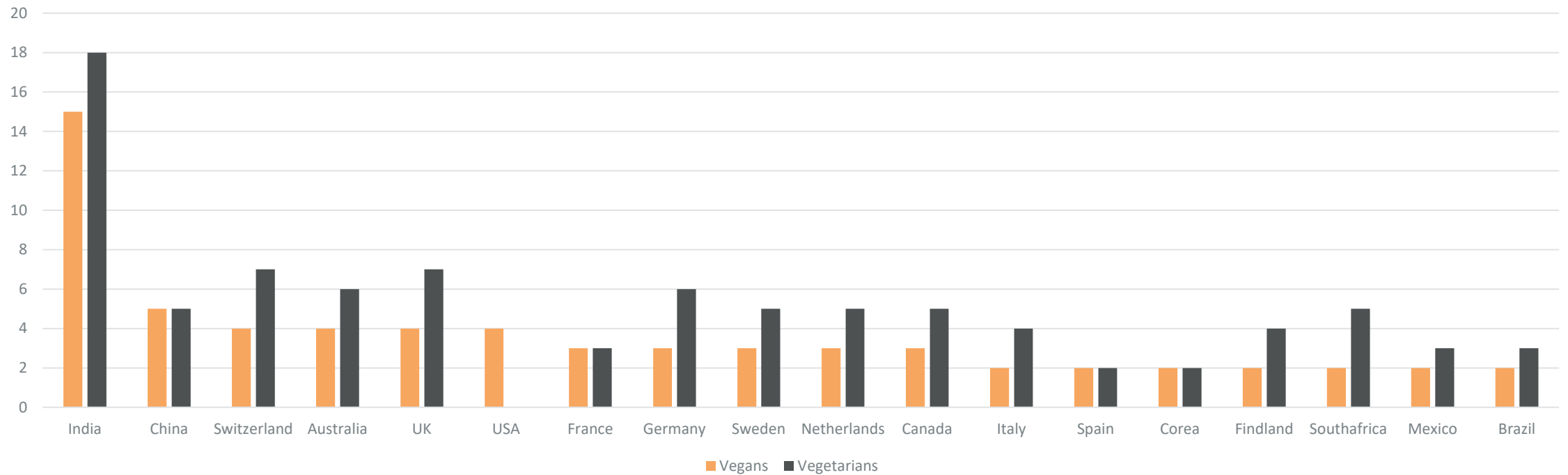


**Not just your
customer
matters**

04

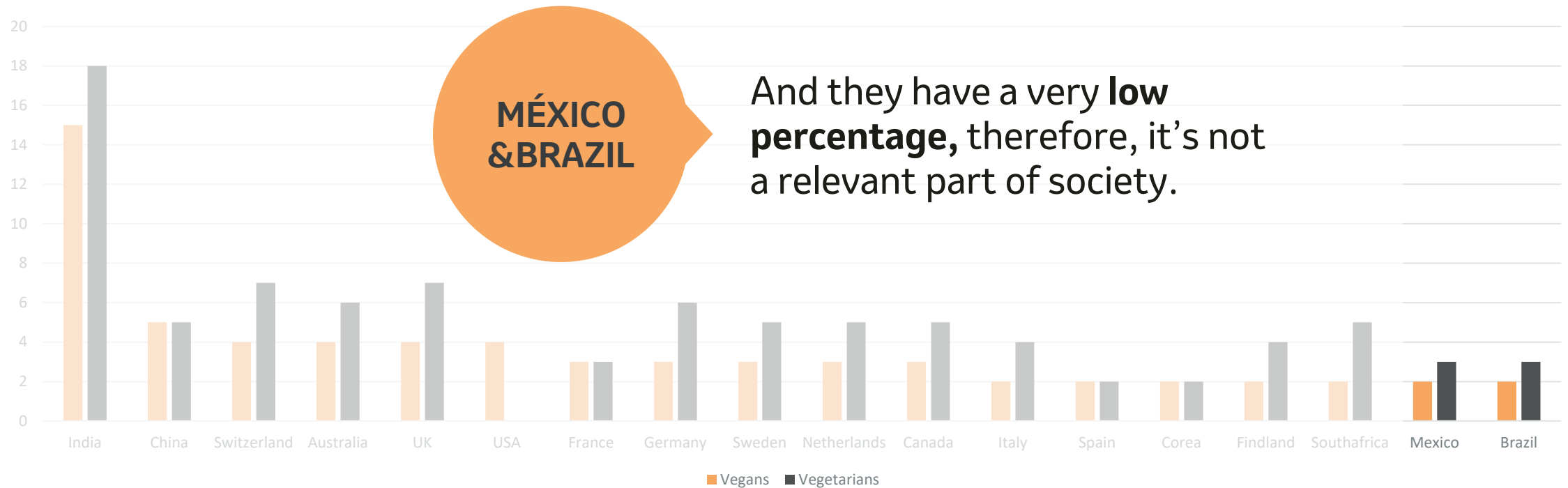
Communications Impact your Business

Vegetarian / Vegans by country (Global Data)



Communications Impact your Business

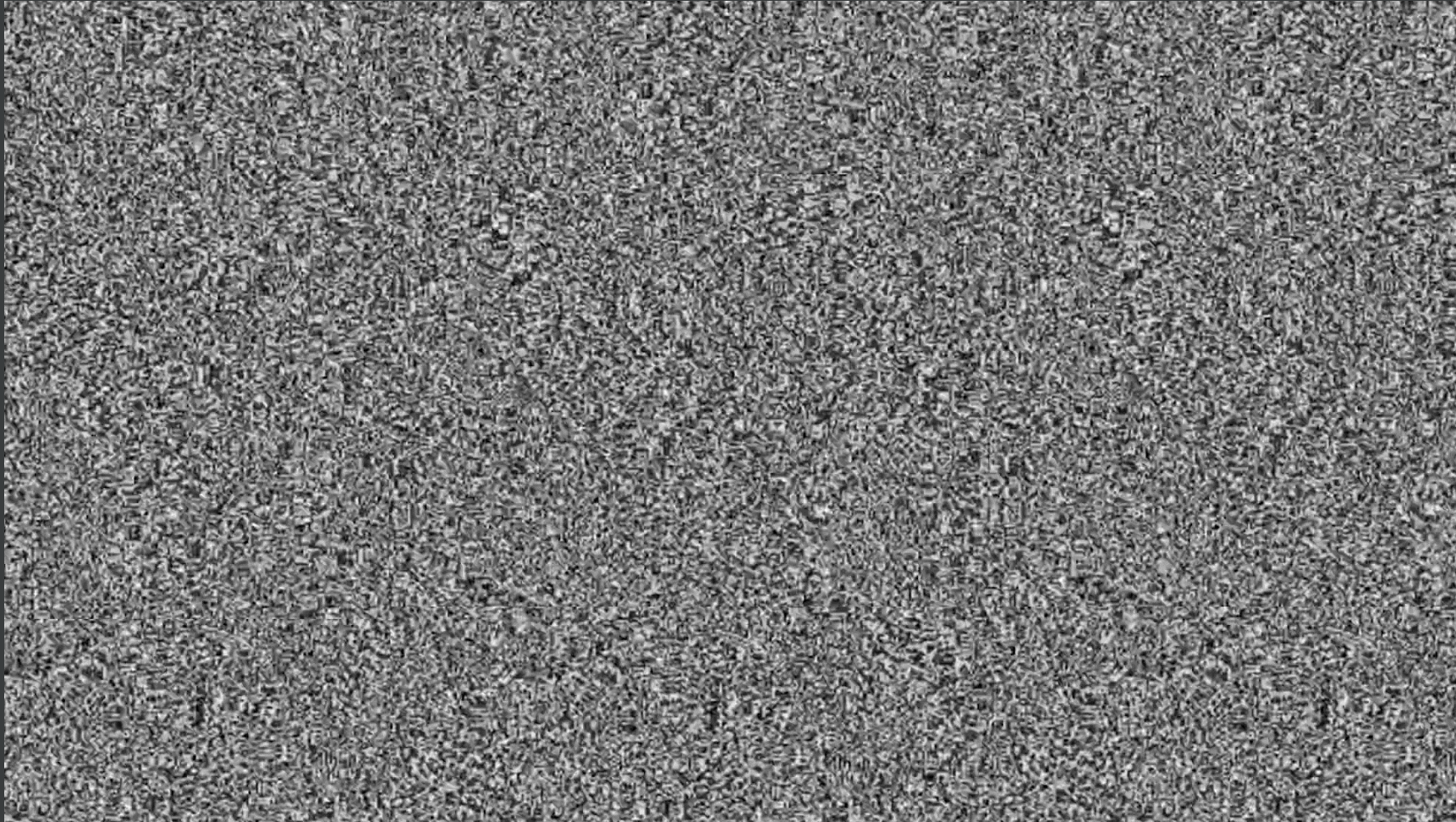
Vegetarian / Vegans by country (Global Data)



Source: FAO

Meat detractors

**MUCH
LESS**



**MUCH
MORE
NOISY**

Who is behind this communication?

IMPOSSIBLE MEATS

Li Ka-shing · Dustin Moskovitz · Open Philanthropy Project · Google Ventures · UBS

BEYOND MEAT

Obvious corporation · Bill Gates · Leonardo Di Caprio

HUMANE SOCIETY INTERNATIONAL

319M \$

Unilever · Leonardo Di Caprio · ExxonMobil

OPEN PHILANTHROPY PROJECT

80M \$

WORLD ANIMAL PROTECTION

60M \$

Disney · Facebook · Microsoft · Amazon

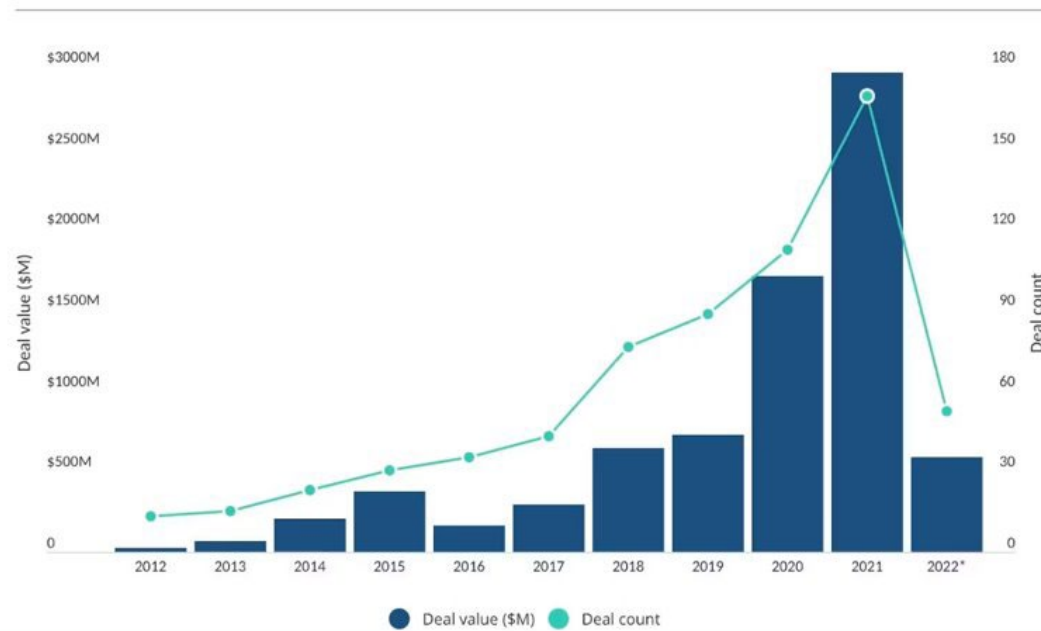
PETA

56M \$

Paul McCartney · Natalie Portman · Miley Cyrus

Impossible foods

VC deal activity in plant-based protein



Venture capital appetite for plant-based protein startups has slowed this year amid a tougher environment for startup fundraising.

Venture capital appetite for plant-based protein startups has **slowed this year** amid a tougher environment for startup fundraising.



Communication effects

05

Communication is vital for
business performance, a lever for
financial benefits.



Communication not as cost,
as an investment



Communication as an investment.

As any investment,
you must carefully
choose where to
invest.

You must have
knowledge and vision,
it implicates gathering
context insights.

Clients are **citizens**

From nutritional behavior
to lifestyle

Know & categorize your stakeholders

01

Identify your stakeholders

02

Establish a hierarchy based on the power of influence and interest they have in your business (use stakeholder Matrix)

03

Analyze the motivation of each stakeholder in relation to your business and establish the type of strategic relationship for each of them and the communication that derives from it.

Stakeholder matrix:

POTENTIAL

PROMOTER

Establishes a hierarchy based on the power of influence and interest in your business.

AGAINST

NEUTRAL

Stakeholder matrix:

POTENTIAL

WHO :

Companies and associations that have a consideration for what you do. Shared values and final customers. Suffer same social pressure.

Potential clients, Distribution companies (Walmart, Chedraui), political parties,...

PROMOTER

WHO :

Companies and associations that share an interest with your business and have great influence power.

Providers, Clients, Food processors, Restaurants, universities, KOL's, sectorial associations,...

WHO :

Companies, associations, NGO's, political parties that have an interest conflicting with your business.

beyond meat, Impossible Foods, Gardein, PETA, Greenpeace, ...

AGAINST

WHO :

Most of the companies, administrations and organizations that have social and environmental concerns and have great communication power.

i.e.:Telecoms, cars, banks, ...

NEUTRAL

Stakeholder matrix:



Context matters

Understanding the context will lead to good decisions on
who to communicate with and what to communicate

to generate **benefits** for
your business

Communication principles

SOCIALLY CONSCIOUS:

meaning doing good,
Being truthful.

PRAGMATIC:

Get it done, take
action, don't let
anyone steal your
discourse /narrative,
Master your fate.

INNOVATIVE:

Challenge reality, Do
new things (formats,
creativity, content,...)

EVIDENCE BASED:

Prove it!

TRUE

We are people
**taking care of
animals to feed
the world**

Communication strategy

Building trust in our companies and the environment in which we operate is fundamental.

And always have a crisis communication plan, in case of unforeseen events.

Position ourselves before we are positioned in a place we don't want to be.

Be on the watchtower with solid positions to see the enemy coming and face it with more peace of mind. pro-action not reaction.

**ALWAYS
COMMUNICATE TRUTH**

The decalogue

- 01.** Be responsible for your work and aware of the impact it has on your environment.
- 02.** Communicate good, truthfully.
- 03.** Be generous, share your experiences. Enrich the community.
- 04.** Feed the world with your best production.
- 05.** Take care of your animals to feed the world.
- 06.** You are responsible for the relation/balance of your biz, the stakeholders and the environment.
- 07.** Your people is your mayor asset , manage them with care/love
- 08.** Work together with authorities to do good and be better.
- 09.** Search for improvement of every single process.
- 10.** You are part of an ecosystem. Join, Get Together, associate. Together you are stronger

HQP23 LATAM

Thank you!

Miguel Chico