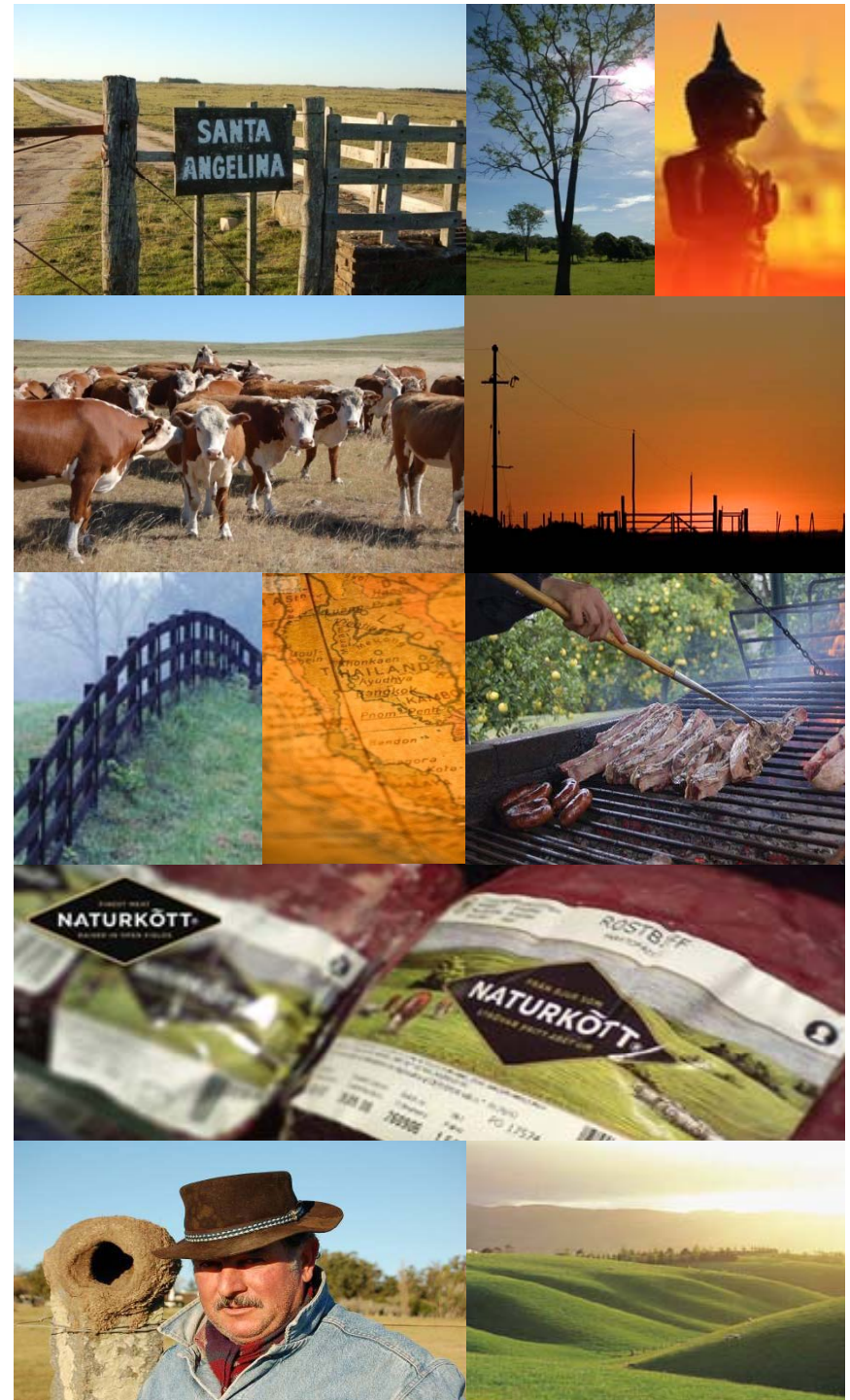


A wholesaler's view on consumer behavior

Bertebos Prize conference
Falkenberg

2012-09-11

NORTH TRADE



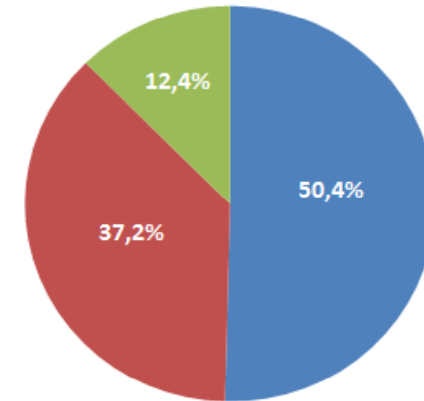
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Company Highlights...

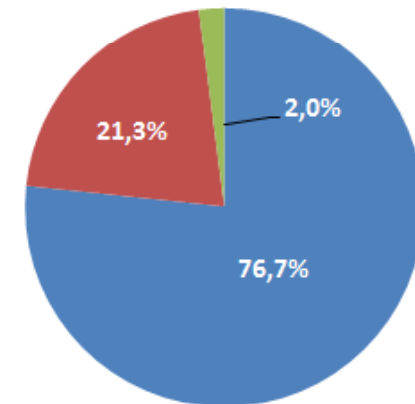


- North Trade is the leading meat import company in Nordic area
 - Beef from South America and Europe
 - Pork from Europe
 - Lamb from New Zealand , Chile and Ireland
 - Chicken from Thailand and Brazil
- Sourcing goods from 5 out of 6 continents
- Total import of more than 12,000 tonnes
- 11/12 sales of app. 700 MSEK
- Operations in Sweden, Finland, Norway and Brazil
- 26 employees

■ Food Services ■ Retail ■ Industry



■ Sweden ■ Finland ■ Norway



THE SIMPLE STORY – EVOLUTION

..The Development of North Trade



TRADING



1990

IMPORT



2000

BUILDING BRANDS



2010



Family owned (1990 – 2006)

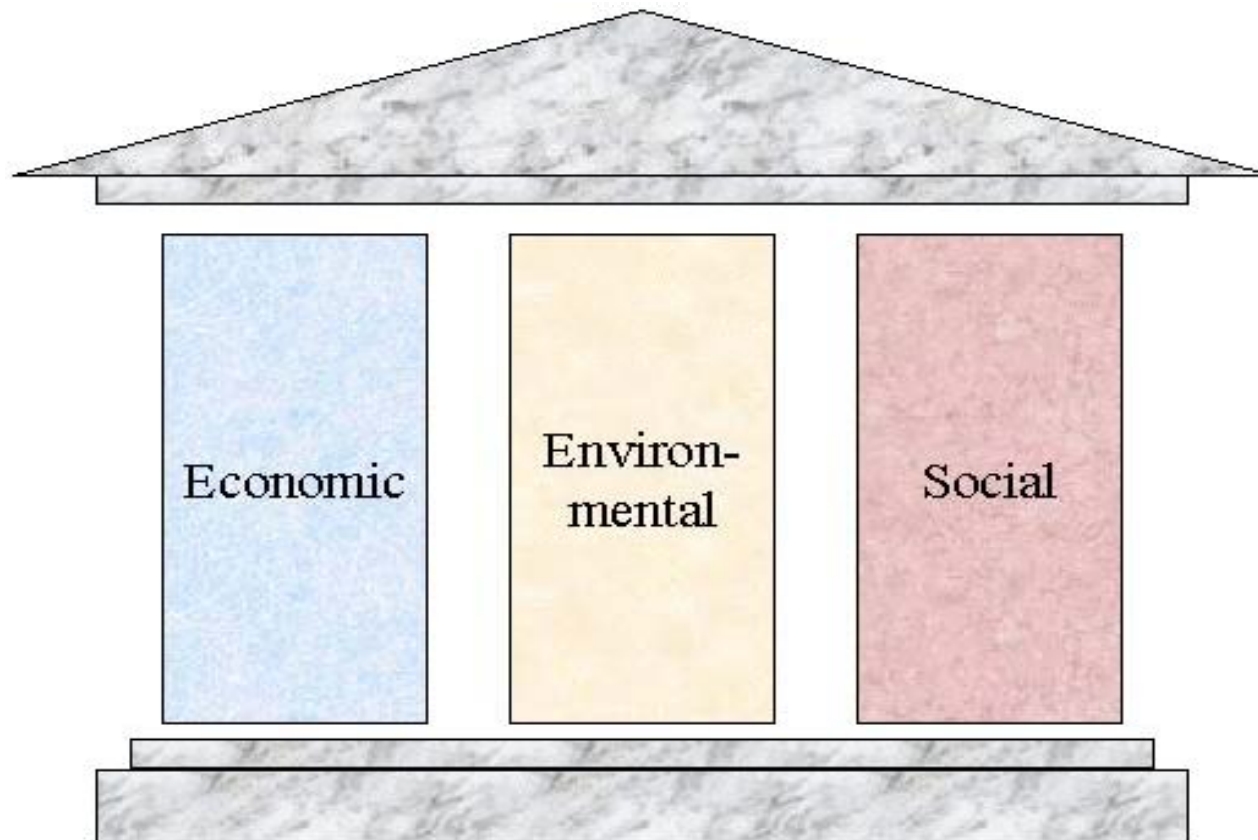


Private Equity Company (2006 -)



CSR-POLICY

...A key stone



ENVIRONMENTAL RESPONSIBILITY

Challenges & Our Position with Brazilian Production

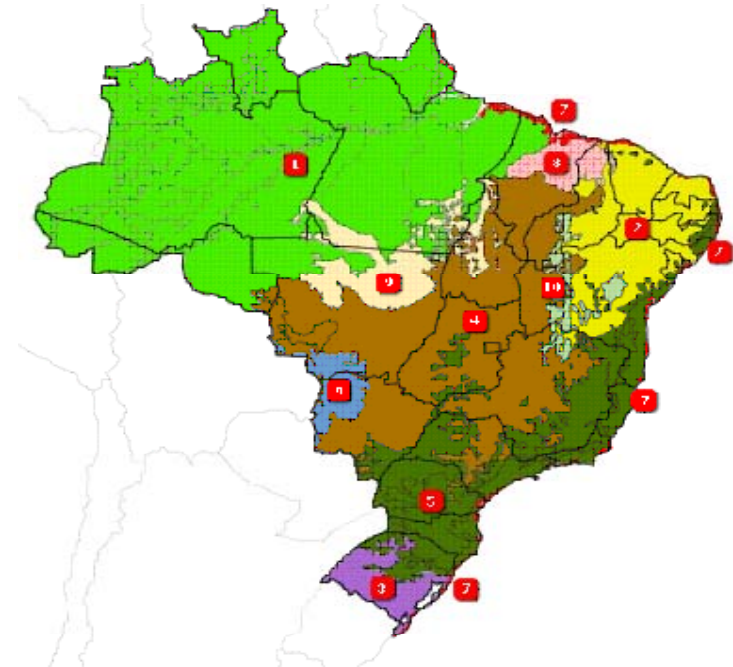


Challenges

- Beef production causes more emissions of green house gases than many other proteins
- Competition about land to produce food, feed and energy
- A growing demand for food in the world
- Animal welfare vs. climate effects
- Deforestation and degraded land

Our Position

- No need to produce cattle in Amazonas biome. Can be for local consumption and employment if sustainable procedures and ensuring 80% forest.
- No production of Naturkött in Mato Grosso since 2009
- Continue participate in “Sustainable cattle production in Brazil Working Group” to contribute to defining best practices in all production areas meanwhile defining the future sustainable criteria's for producing Naturkött® in selected regions.



Legal reserves of forest:
Amazonas biome: 80%
Mato Grosso cerrado: 35%
Rest of Brazil: 20%

Cattle production in dry season

Fed by the cow



Grazing on pasture



Finishing



7-9 months

19 -21 months

22-25 months



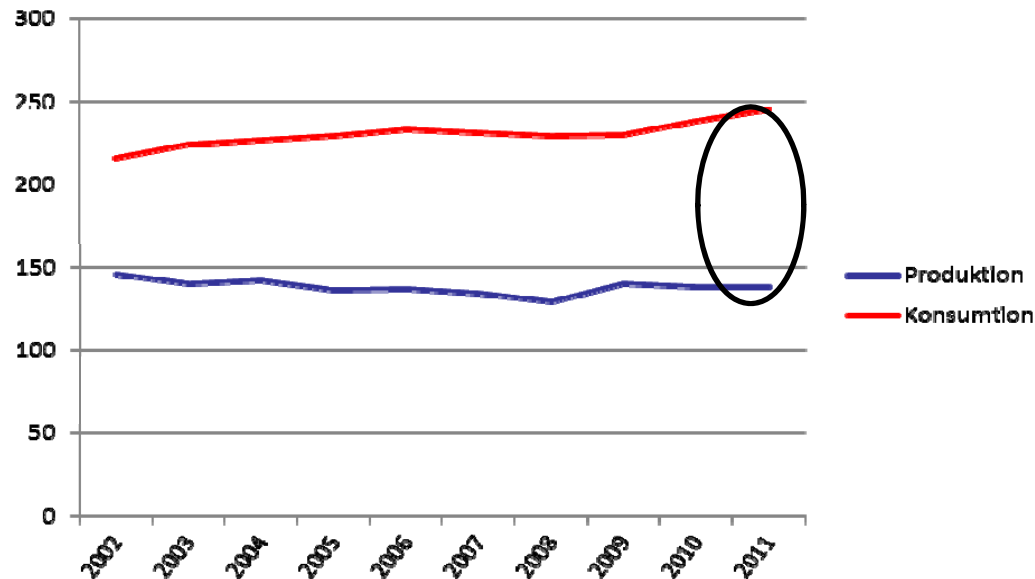
Implications of changed policy regarding finishing



- More consistent quality during the year
- More stable supply during the year
- Reduced emissions of green house gases
- Risk of starving cattle reduced



The Swedish beef market



- Strong growth in consumption
- Weak growth in production
- 55% of the beef consumed in Sweden is imported

We believe:

- the consumption will stop growing based on higher prices
- production will continue to drop

Drivers behind trade



- Increased specialisation
- Increased focus on quality
- Different preferences in different parts of the world
- Increased competition in use of land
- Increased wealth – increased consumption of animal food

Kineser vill ha svenska grisöron

STOCKHOLM. Kineser gillar grisöron och grissvansar. Och nu är ett avtal om svensk export av griskött till Kina nära enligt landsbygdsdepartementet, skriver Riksdag & Departement.

– Kineserna använder de här delarna som exklusiva detaljer, säger Sofia Jöngren, politisk sakkunnig på departementet till tidningen.



SCANPIX KARIN OLANDEI

“My family like eating chicken meat with bones, such as legs, wings and paws,” she says.
“But we do not like chicken breast meat at all because it tastes like wood.”

In which way can trade give a positive contribution to a sustainable cattle production



- Reducing waste by allocating products to markets where there is a demand
- Allocating the productions to areas where the conditions are best suited for each type of production
- Most of the time it is an advantage to transport processed and value added product such as meat as it reduce the volume transported



— EXPLORE QUALITY —

NORTH TRADE

