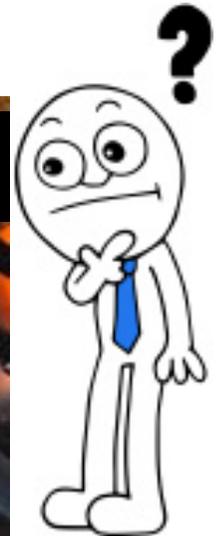


# Calculation and communication of meat consumption in Sweden

Meat Market Observatory in Brussels, 3 October 2017

*Åsa Lannhard Öberg*

*Agricultural Policy Analyst at the Swedish Board of Agriculture*

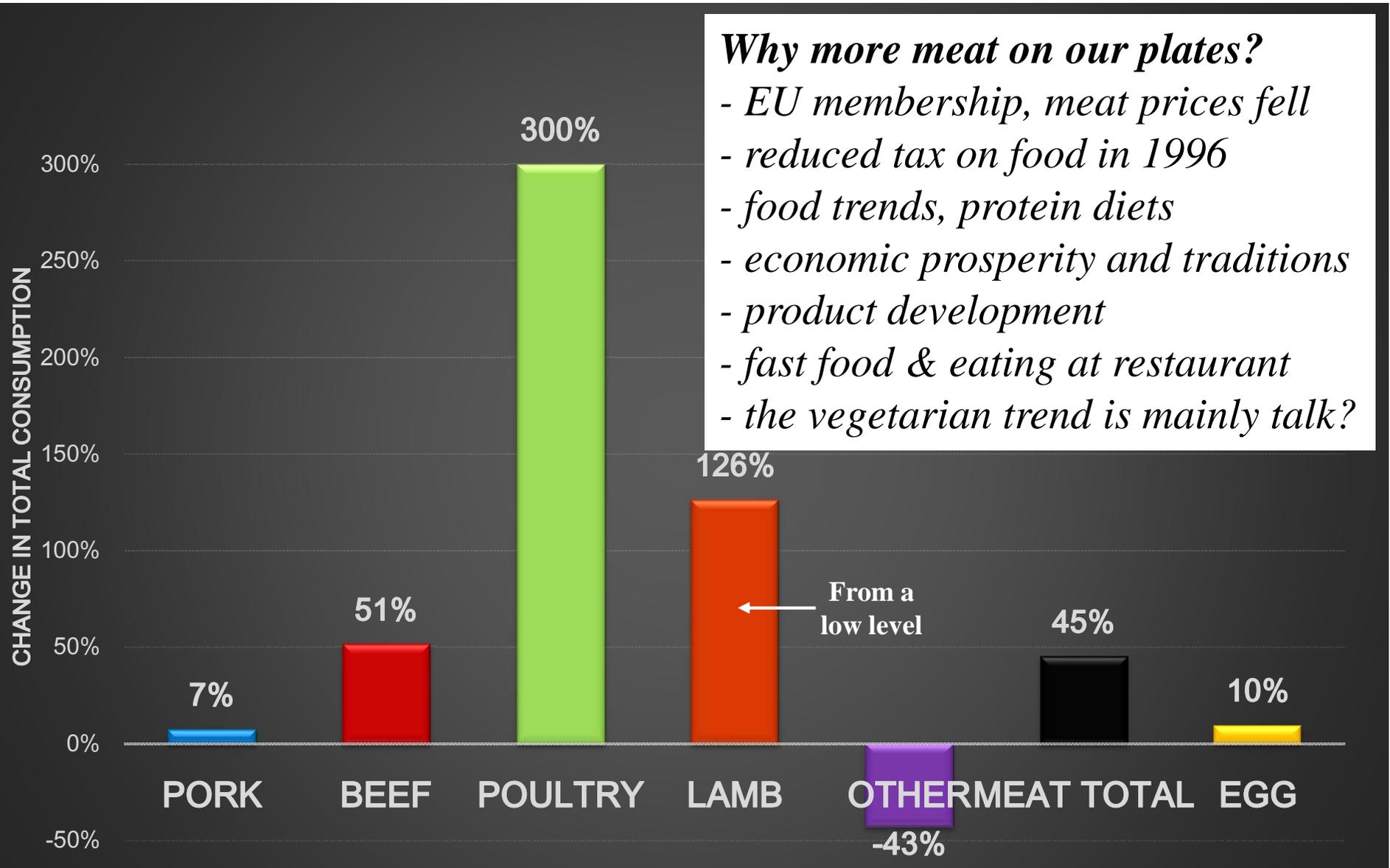


*Before we go into the details of meat consumption, some basic facts about the Swedish meat market...*



*...which also answers the question why it is so important to have good information about our meat consumption!*

# Swedish meat consumption took off in the beginning of the 1990's (*change 1990-2016*)



## *Why more meat on our plates?*

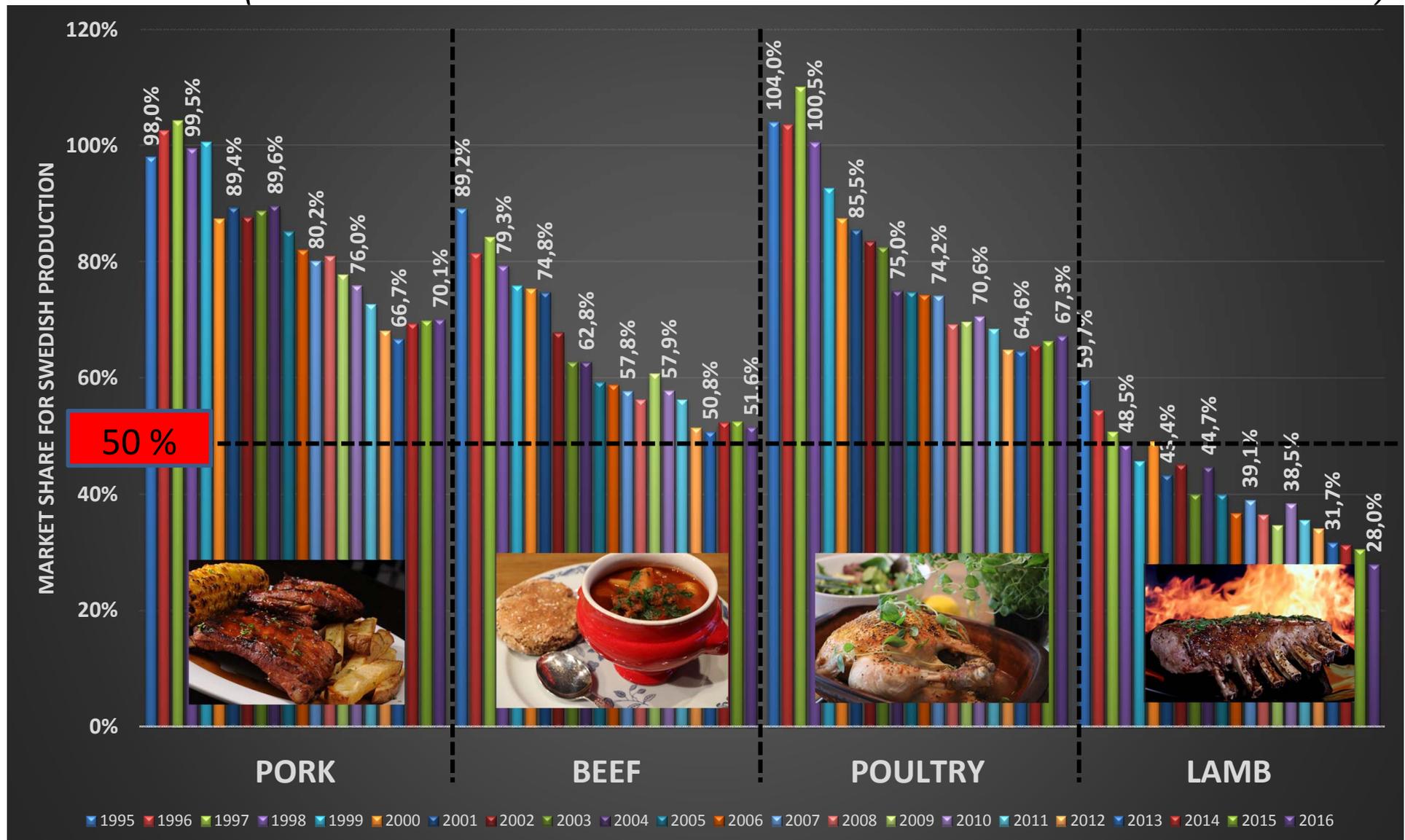
- EU membership, meat prices fell
- reduced tax on food in 1996
- food trends, protein diets
- economic prosperity and traditions
- product development
- fast food & eating at restaurant
- the vegetarian trend is mainly talk?



Jordbruks  
verket

# Market share for Swedish meat

- started to fall after EU-membership, upward trend from 2014  
(Swedish values as low use of antibiotics and animal welfare rules)

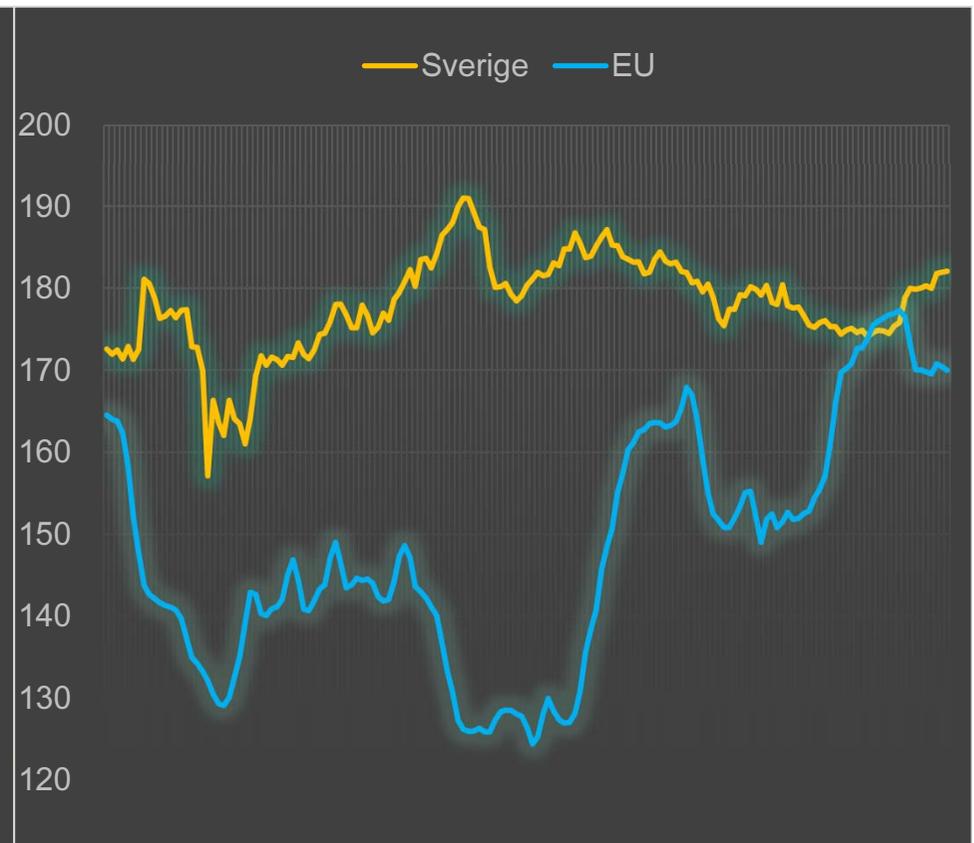
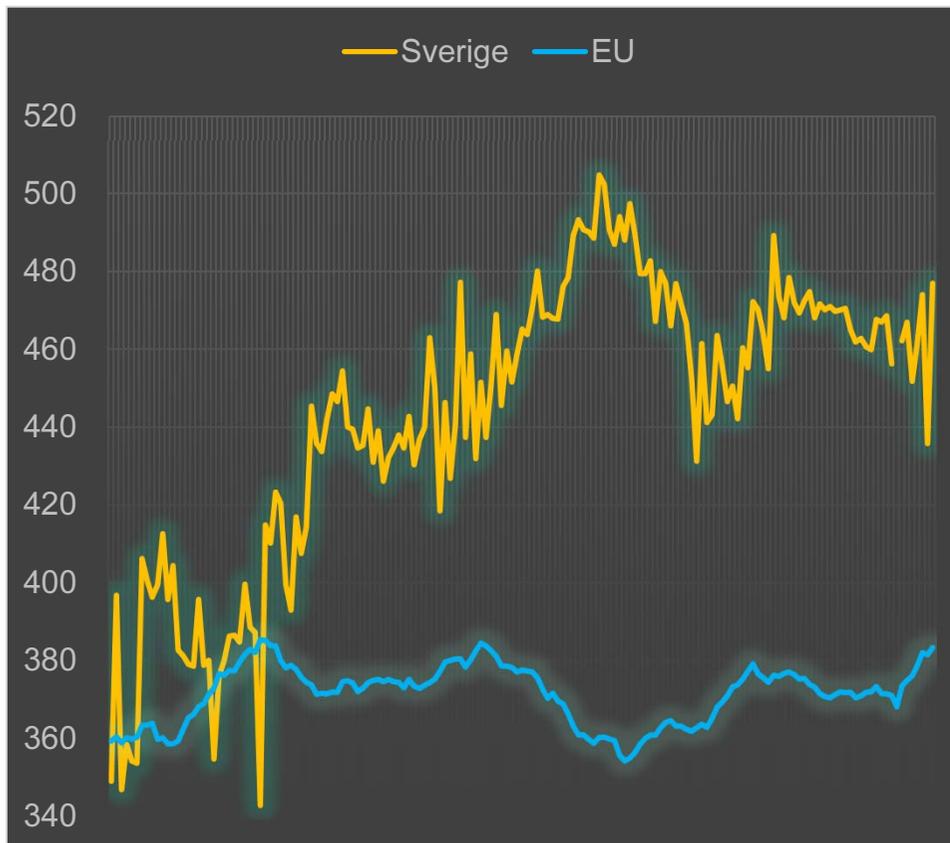




# Strong demand on the domestic market for beef & pork produced in Sweden (2014-2017)

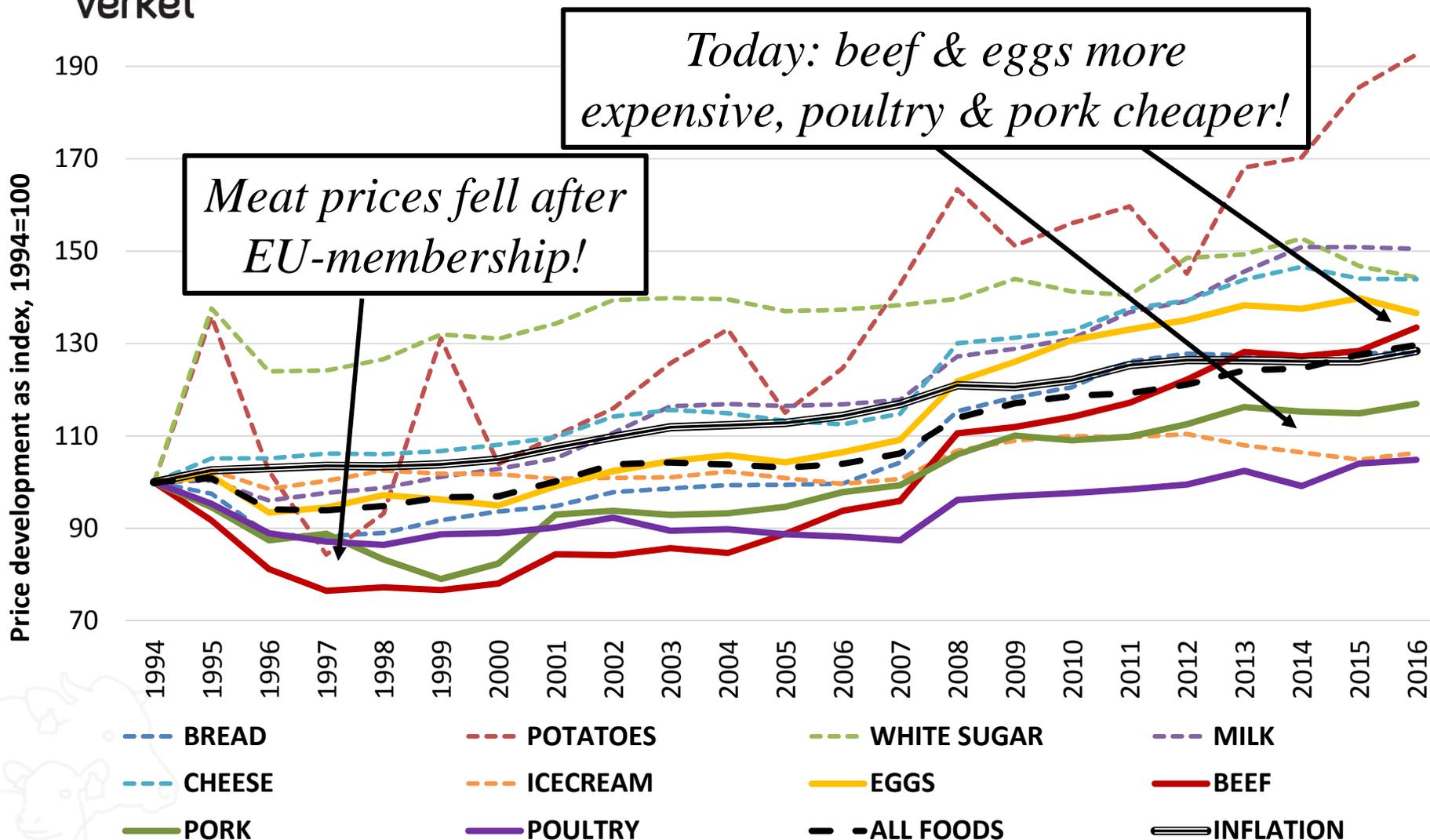
**Swedish producer price for young bulls (R3) about 20% higher than the EU average!**

**Swedish producer price for pigs (class E) stable on a volatile EU market!**



# Consumer price development in Sweden

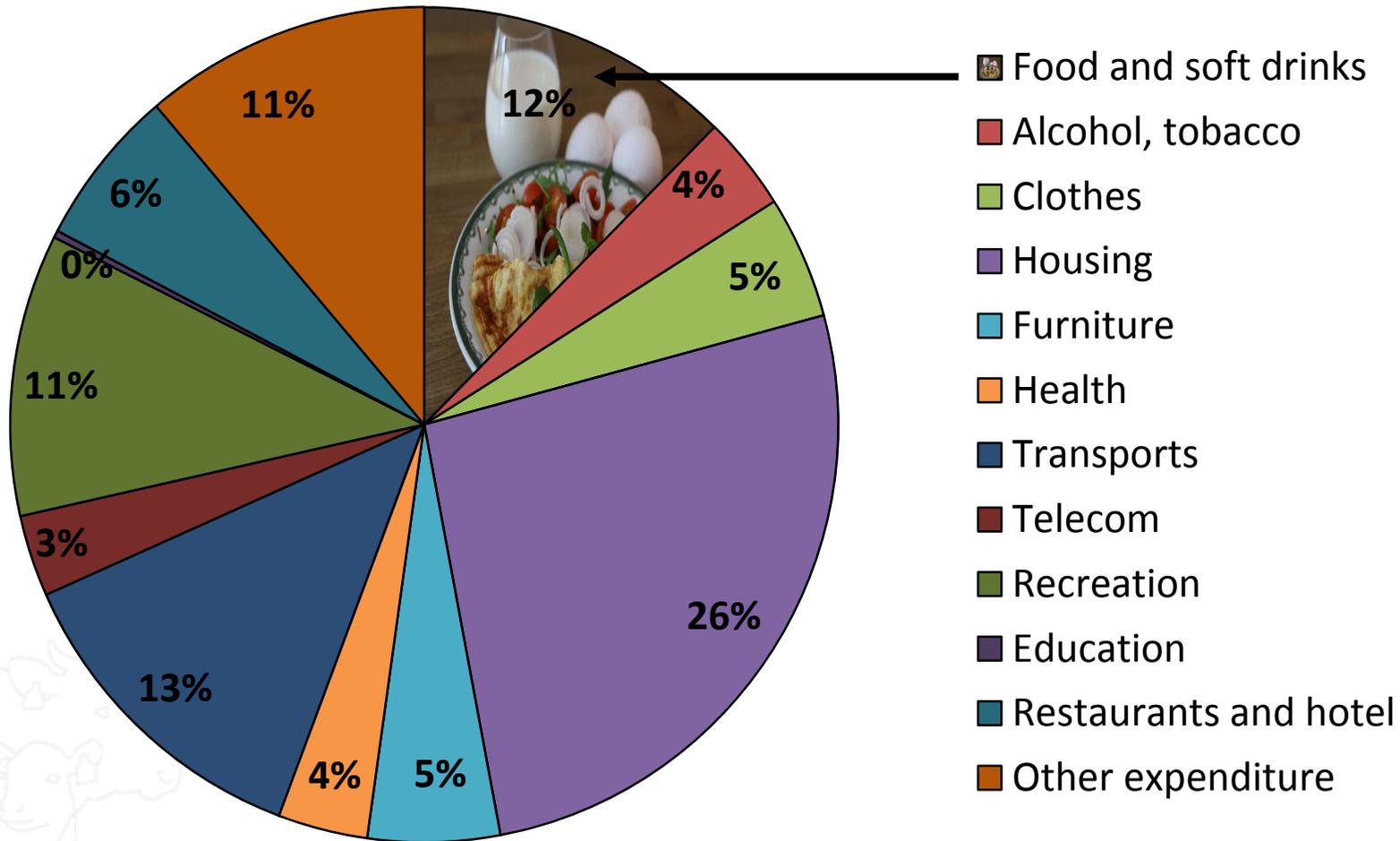
- one reason for increased meat consumption





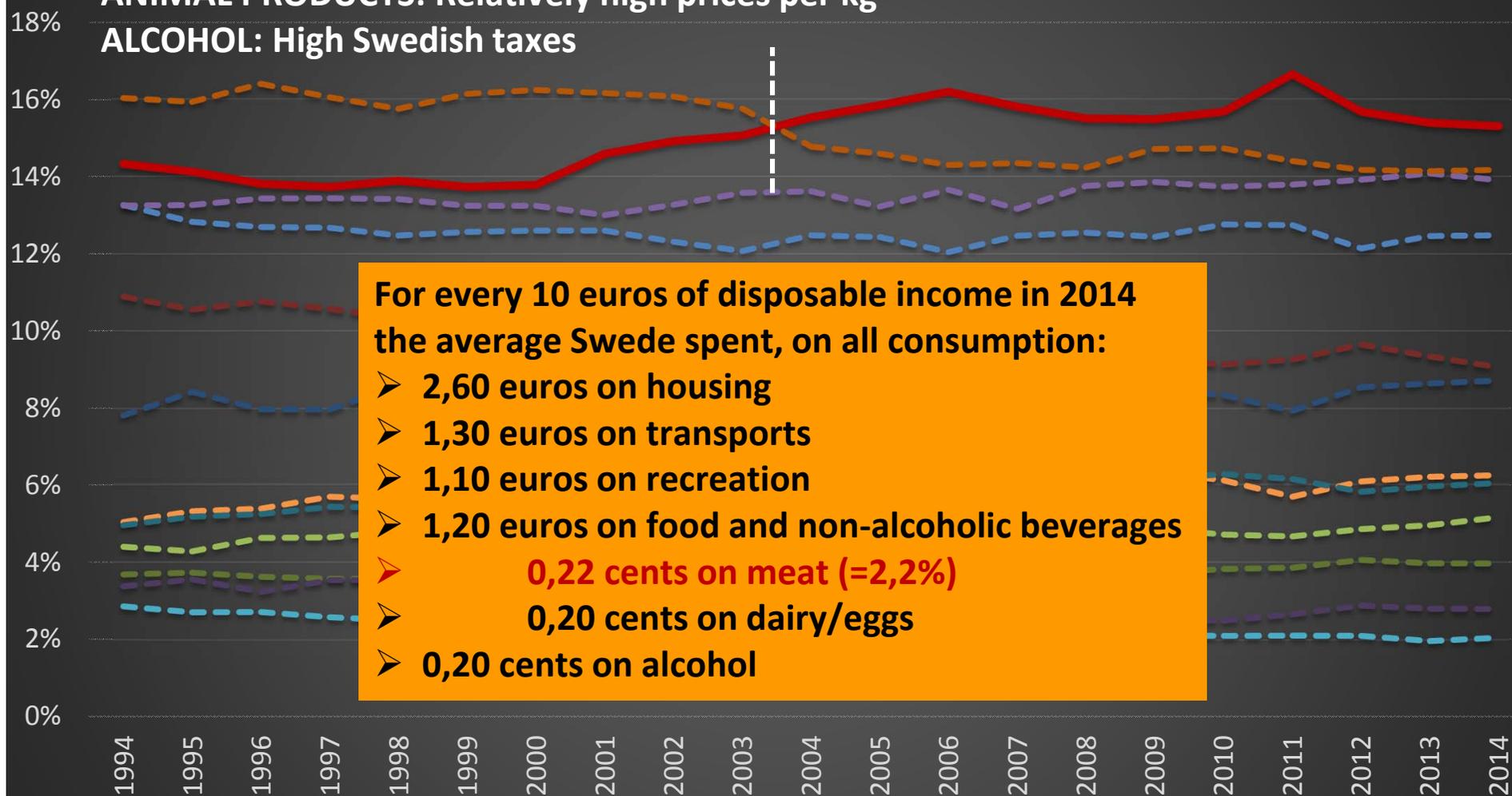
In 2014 the average Swede consumed in total for about 18 700 euros

- 12 percent on food & nonalcoholic beverages (=2 244 euros)



## Expenditure on food & all beverages 1994-2014 (share per group in current prices)

**ANIMAL PRODUCTS: Relatively high prices per kg**  
**ALCOHOL: High Swedish taxes**



**For every 10 euros of disposable income in 2014 the average Swede spent, on all consumption:**

- 2,60 euros on housing
- 1,30 euros on transports
- 1,10 euros on recreation
- 1,20 euros on food and non-alcoholic beverages
- 0,22 cents on meat (=2,2%)
- 0,20 cents on dairy/eggs
- 0,20 cents on alcohol

- Bread, grain
- Meat
- Fish
- Dairy, eggs
- Oils, fats
- Fruit
- Vegetables
- Sweets
- Spices, babyfood
- Coffe, tea
- Soft drinks
- Alcohol



# The interest in meat consumption is growing and almost everybody has an opinion – but why?

Horse meat scandal

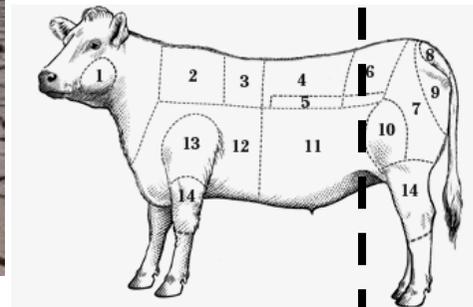
*- who can we trust? - how much meat, kind of meat and origin of meat matters!*



Climatic stress



We eat only 25% of live cattle (pig a little more, lamb a little less)



Agenda 2030



Health focus

*- 10% of Swedes state they are vegetarians!*



MRSA, antibiotics, animal welfare

*- Swedish values are hot!*



Dietary advice by the Swedish Food Agency

*- does it have an impact?*

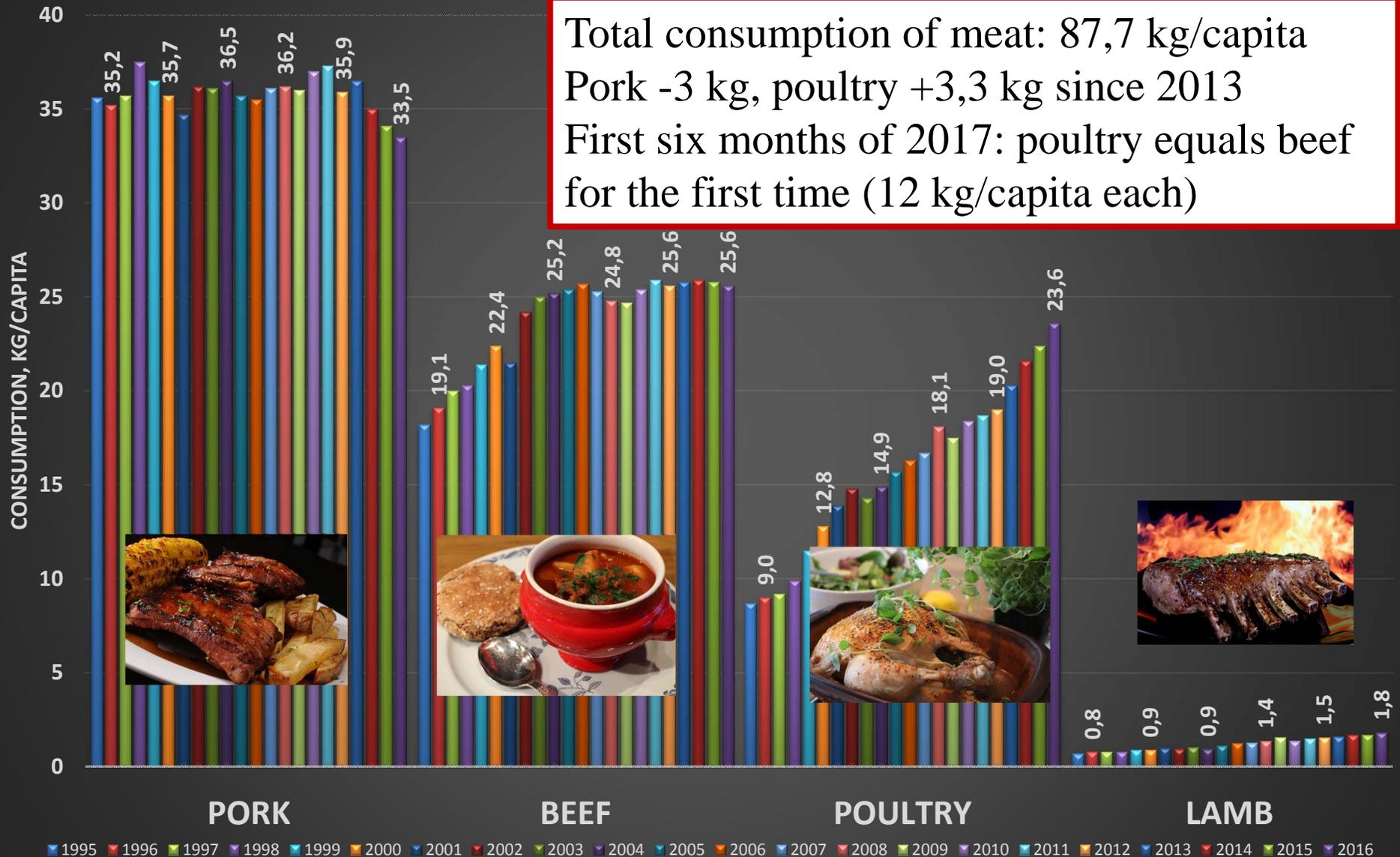


***All these factors should logically lead to a decreased meat consumption...***

... but what happened last year?

”Swedish total consumption of meat at new record level in 2016”

Total consumption of meat: 87,7 kg/capita  
Pork -3 kg, poultry +3,3 kg since 2013  
First six months of 2017: poultry equals beef for the first time (12 kg/capita each)



# Time to talk about Swedish meat consumption in detail...



*Meat has to take its responsibility like all kinds of food production, when it comes to sustainability, human health and ethical issues. However, the image of meat has suffered some damage mainly due to poor information about consumption & resource management!*

# Meat "consumption" in five steps



# From pasture & barn to fork

- based on total consumption (cwe) 87,7 kg/capita 2016  
- two groups that match survey on food habits & dietary advice

KG/CAPITA

120  
100  
80  
60  
40  
20  
0

107,5

64,1

49,0

42,0

32,5

26,0

29,9

23,6

19,7

10,5

7,8

## RED MEAT

- LIVE WEIGHT
- SLAUGHTERED WEIGHT
- RETAIL WEIGHT
- RAW "READY TO COOK" WEIGHT
- CONSUMED " ON THE FORK" WEIGHT
- DIETARY ADVICE, RECOMMENDATION TO EAT NO MORE THAN 500 GRAMS/WEEK

Dietary advice  
*versus* real  
consumption:  
difference=25%

## RED MEET TOTAL

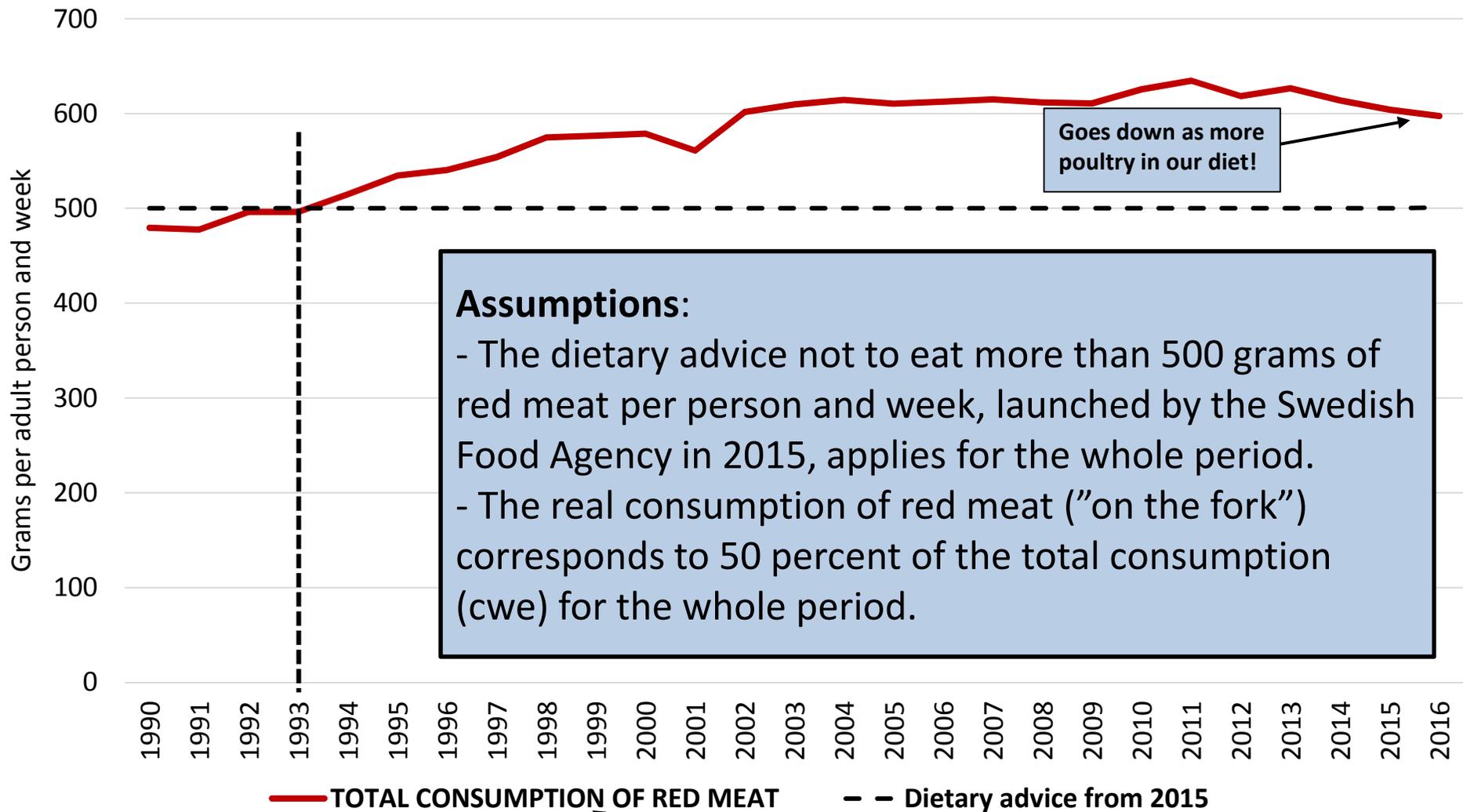
- Minus 69% pasture/barn to fork
- Minus 49% cwe to fork
- Minus 40% pasture/barn to cwe
- Minus 23% raw weight to fork
- *We eat 32,5 kg/capita (=625 g/w)*

## POULTRY

- Minus 74% barn to fork
- *We eat 7,8 kg/capita (=150 g/w)*

# Consumption "on the fork" *versus* dietary advice

- *the average Swede ate red meat at or under recommended level up until 1993*



# From pasture & barn to fork based on 1 kg/species

*Main conclusion: 4 kg live weight = 1,127 kg on the fork = 28% is eaten*

CONVERSION LIVE TO SLAUGHTER (SE):

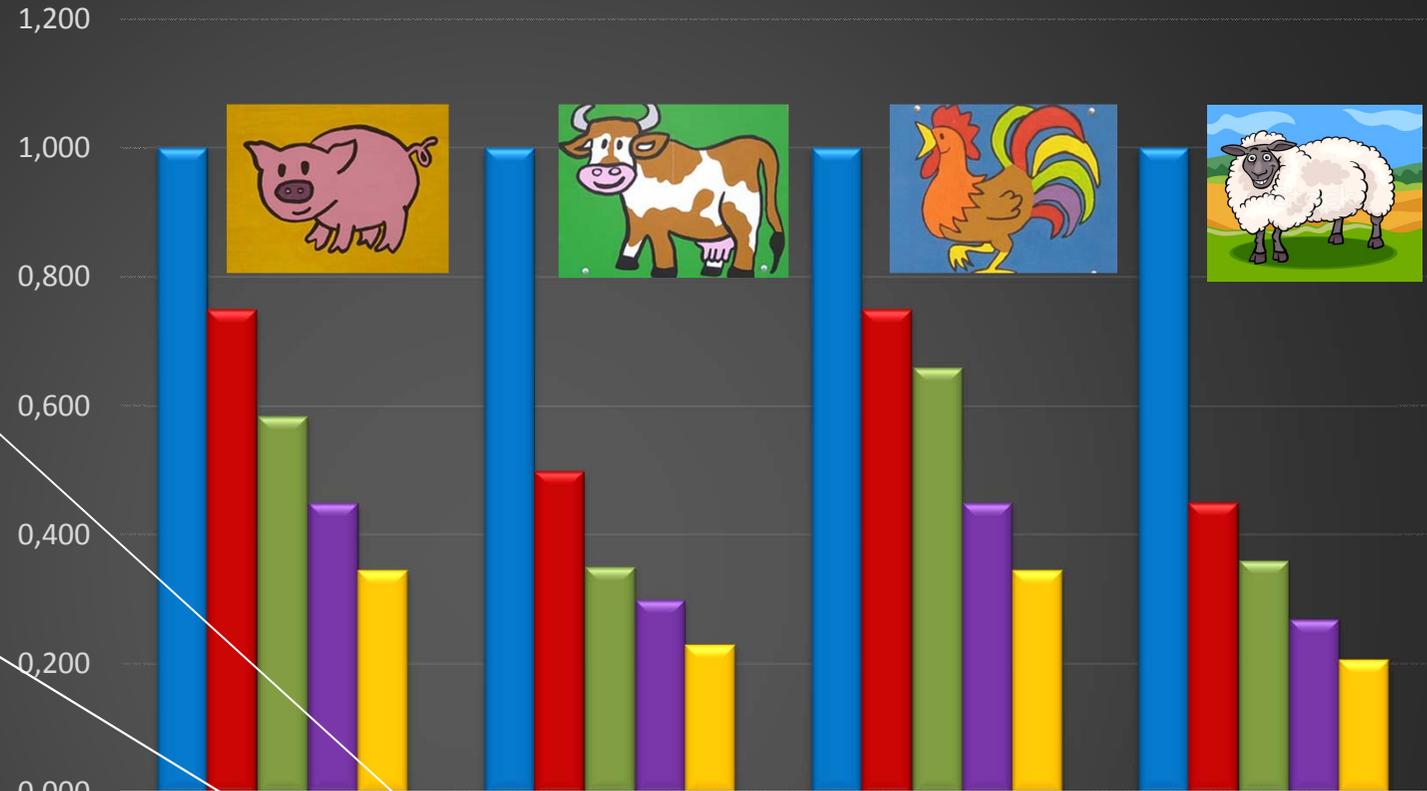
- PORK – 0,75
- BEEF – 0,50
- POULTRY – 0,75
- LAMB – 0,45

CONVERSION SLAUGHTER TO RETAIL (EU-COM):

- PORK – 0,78
- BEEF – 0,70
- POULTRY – 0,88
- LAMB – 0,88

LAST TWO STEPS ORIGINATE FROM A SURVEY BY THE SWEDISH FOOD AGENCY

KILO

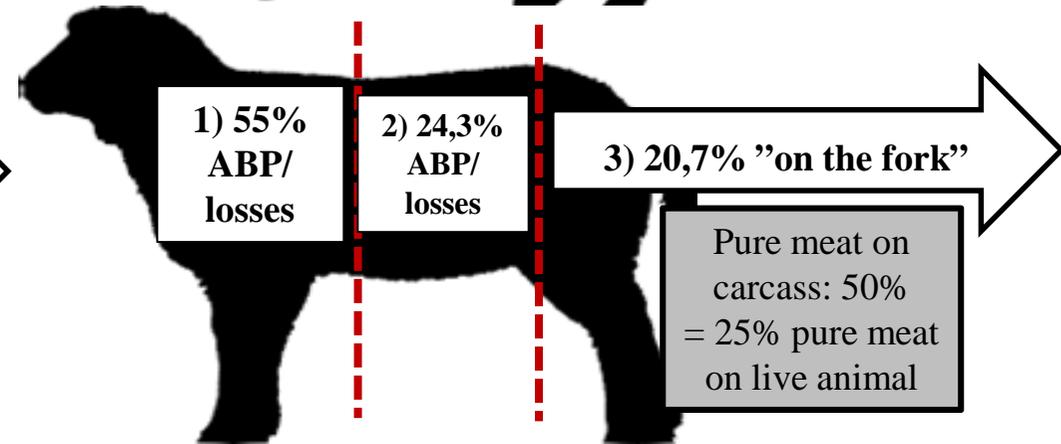
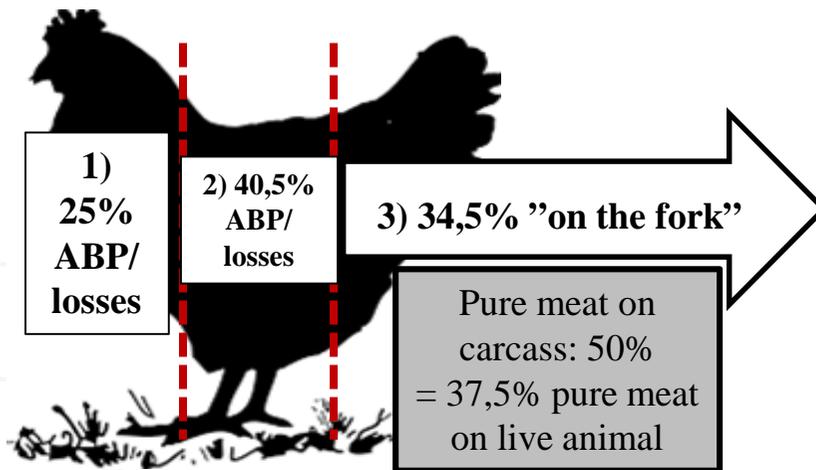
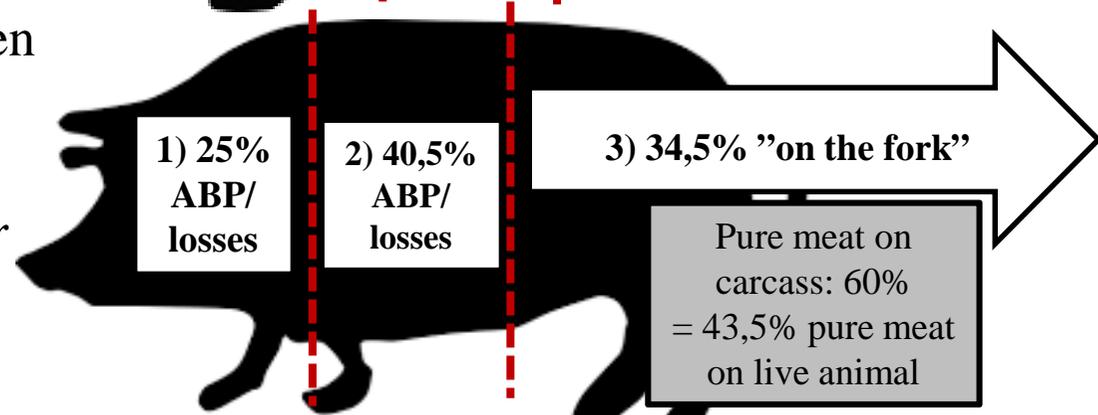
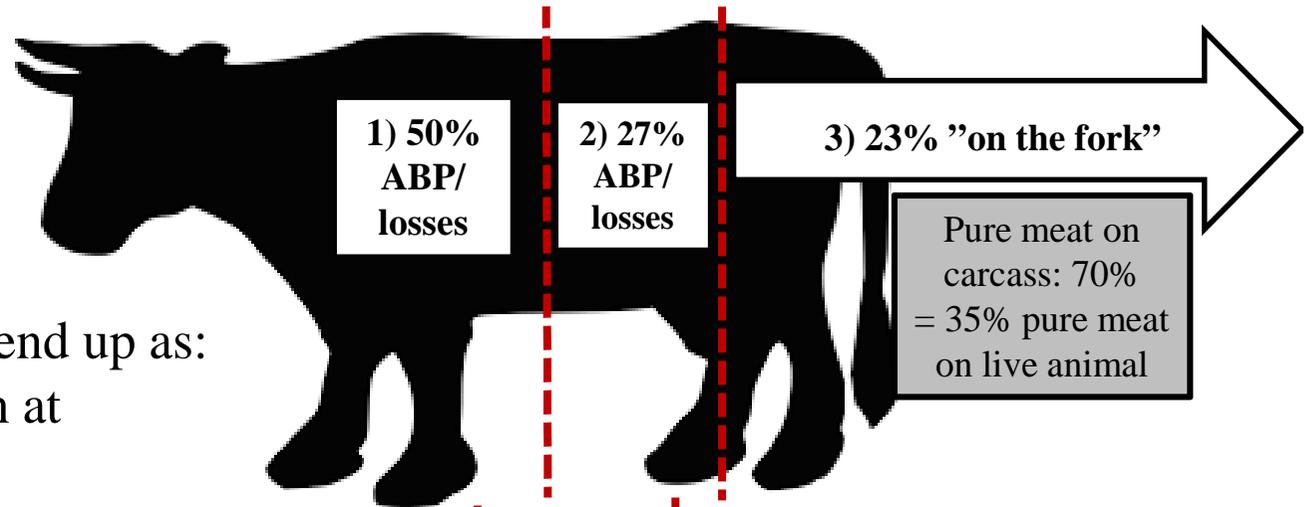


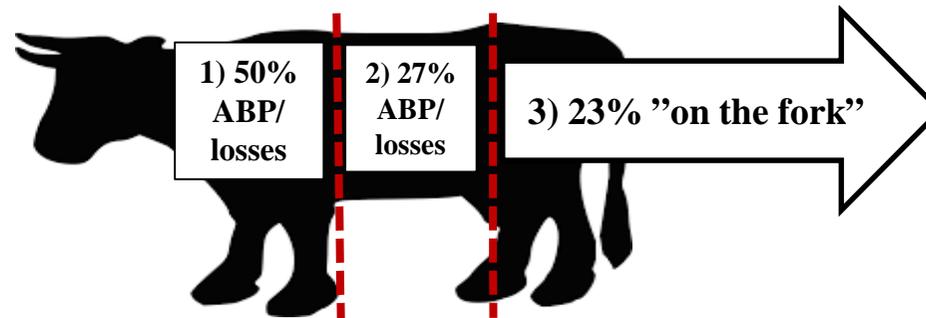
	PORK (KG)	BEEF (KG)	POULTRY (KG)	LAMB (KG)
■ live weight - lwe	1,000	1,000	1,000	1,000
■ slaughtered weight - cwe	0,750	0,500	0,750	0,450
■ retail weight - rwe	0,585	0,350	0,660	0,360
■ raw "ready to cook" weight	0,449	0,299	0,449	0,269
■ consumed "on the fork" weight	0,345	0,230	0,345	0,207

Shares of live animals that end up as:

- 1) ABP/losses in food chain at slaughter level,
- 2) ABP/losses in food chain between slaughter and "fork",
- 3) "on the fork"

*(still at a concept stage, looking for more figures and information...)*





## ABP/losses in food chain: slaughter level

- Hides and skins
- Intestines
- Bones, horns and hooves
- Blood
- Fat
- Feathers (poultry)

### Areas of use

- Feed
- Organic fertilisers
- Energy through incineration
- Biogas (=energy&organic fertilisers)
- Biodiesel
- Fat for technical use
- Leather and skins

## ABP/losses in food chain: cutting plants, food industry, wholesale/retail level, households

- Remaining bones from carcasses
- Tendons
- Fat on carcasses
- Pure meat

### Areas of use

- Feed
- Organic fertilisers
- Energy through incineration
- Biogas (= energy & organic fertilisers)
- Biodiesel
- Fat for technical use

- Not much is completely wasted but more can be done
- There are no detailed figures - big variation
- Challenge for smaller slaughterhouses/enterprises

# Is our information good enough?

*-we still get many questions about...*

1. Regional differences in meat consumption?
2. Differences in origin of meat consumed in public kitchens, private restaurants & households?
3. How can I avoid meat from animals that have not been anesthetized before slaughter?
4. Sustainable meat - how should I argue (origin, kind of meat, amount of meat)?
5. How do I handle conflicting objectives (ecosystem services *versus* climate impact)?



# Thank you for listening!

If you want more information about Swedish meat consumption, don't hesitate to contact me!

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*The Swedish Board  
of Agriculture in  
Jönköping*