

SCHOLARSHIP UPDATE 2005

Name: Richard Tudor

Summary of your study (approximately 100-200 words)

To get a brief insight into the South American Beef Industry. I spent three weeks travelling through Argentina visiting farms, feedlots, markets and meeting industry representatives, exporters and slaughterhouses, which gave me a good understanding of the present health of the Argentine Beef industry. Following Argentina I travelled through Brazil for 4 weeks visiting similar establishments and meeting similar representatives. Due to the vast size of Brazil and changing climate, the beef industry also varies and changes as you travel north.

The most striking impression and longest lasting was the potential of Brazil to significantly increase beef production, and as the largest exporters of beef in the world. In 2003 their position is unlikely to be surpassed. Argentina's beef production is and has been stable for the past 15 years and is unlikely to increase. Both countries are inefficient beef producers but their costs of production are so low that they are able to compete on a global stage.

Impact on your studies on the Welsh Sheep and Beef Industry

The quality of the beef in Argentina was very high and with an excellent temperate climate to grow herbage they have very low costs of production. We must concentrate on our efficiency of production, e.g. calvings per cow, calves per cow per year, calving intervals, weight gain, days to slaughter etc. We can indirectly reduce our costs by concentrating on these factors. Argentine beef competes directly with our beef whereas Brazilian beef is better suited to processing. If we can convince consumers and inform consumers on the merits of our beef, e.g. the exceptional high standards of production and quality assurances; our beef will remain the UK's number one choice.

Benefit of the Scholarship Association to you

Being awarded the opportunity to travel to South America and the positive feedback I received from the association and the Welsh beef industry farmers on my return has been very rewarding personally, in that I feel I have made a valuable contribution to bring an insight of South American views to Wales. The opportunity to discuss various topics with Association members at get-togethers is valuable and interesting.