

ABIEC and Associates Strengthen Brazilian Beef Quality at SIAL China

Based on the credibility and rigor of the health surveillance system, Brazilian entity and slaughterhouses are seeking to increase participation in the Chinese market, at a fair in Shanghai

São Paulo, May 9, 2017 - In order to strengthen the established commercial ties with Chinese and increase Brazilian meat quality with other importing countries, the Brazilian Association of Meat Exporting Industries (ABIEC) will participate, with the associated slaughterhouses, and the Brazilian Export and Investment Promotion Agency (Apex-Brasil), of SIAL China, one of the most important global food innovation events, taking place from May 17 to 19 in Shanghai.

At the 512 m² stand, visitors to the fair will be able to check products and solutions presented by the 15 ABIEC members present: Agroindustrial Iguatemi, Barra Mansa, Boi Brasil, Cooperfrigu, Estrela Alimentos, Frigol SA, Frisa, JBS, Marfrig Group, Masterboi, Mataboi Alimentos SA, Mercurio Frigorifico Fabril e Exportadora Ltda., Minerva Foods, Naturafriq Alimentos Ltda, and Plena Alimentos. There, approximately 550 kilos of Brazilian beef special cuts will be offered for tasting during the event.

"China is one of the main consumer markets for Brazilian beef, and SIAL is an opportunity to strengthen the good relationship we have and seek new opportunities for our exports, exposing and demonstrating the rigor of our food security and the quality of our products", says Antônio Jorge Camardelli, president of ABIEC.

Exports to China and Hong Kong

In 2016, 166 thousand tons of beef were exported to the Chinese market, in negotiations that generated US\$ 706 million. Hong Kong, on the other hand, led the ranking of exporters, with a total of 331 thousand tons exported and US\$ 1.145 billion in revenue generated.

If we consider only the exports of the month of March this year, Hong Kong and China are in first and second place, respectively. Hong Kong, with a total of 27 thousand tons of beef exported and US\$ 101 million of revenue generated, and China with 20 thousand tons and US\$ 82 million of revenue.

March's performance represents a 22% increase in revenue and 20% in volume exported in comparison with February, results that express the recognition of foreign consumers regarding the quality of beef in Brazil. "In identifying the increase in exports, even in a month that the credibility of our production was unnecessarily questioned, we realize that exporters continue to rely on our health surveillance system and recognize the quality of our meat," utters Camardelli.

The president of ABIEC reaffirms that the sanitary standards of the animal protein industry in Brazil are a model for the whole world and today, Brazilian companies hold the best international certifications of excellence. "Brazilian consumers, and of

importing countries can eat, with complete safety, the meat produced in our country," he states.

From lecture to barbecue

On May 16, one day before the opening of the fair, Camardelli will participate in the seminar "Brazil-China Agri-Food Cooperation Seminar". Promoted by Apex-Brasil, the event will be held at the Hyatt on Bund Hotel Shanghai.

On that occasion, the president of ABIEC will give a lecture on the country's meat sector, providing an overview of the productive capacity and the care concerning sanitary issues. Also participating are the Brazilian ambassador to China, Marcos Caramuru, and the president of the Brazilian Animal Protein Association (ABPA), Francisco Turra, among others. After the seminar, in a barbecue, the public present may experience special cuts of Brazilian meat.

SIAL China 2017 will be attended by more than 2,000 exhibitors from different regions of the world. According to the organizers, approximately 70 thousand visitors are expected to attend the event, among them, retailers, wholesalers, supermarkets, catering companies, importers of beverages, food services and others.

About ABIEC - www.abiec.com.br

Created in 1979, the Brazilian Association of Meat Exporting Industries (ABIEC) brings together 29 companies in the sector in the country, responsible for 90% of beef traded to international markets. Its creation was a response to the need for a more active performance in the beef export segment in Brazil, by defending the interests of the sector, increasing efforts to reduce trade barriers and promote domestic products. Currently, Brazil produces approximately 9.1 million tons of beef, 20% of which are traded to dozens of countries around the world, following the most stringent quality standards.

About Brazilian Beef

Started in 2001, the Brazilian Beef sector project, a partnership between Apex-Brasil and ABIEC, aims to strengthen the image of Brazilian beef, improving the perception of its quality in importing countries, and thus expanding Brazilian participation in the world meat market. In 14 years, six projects have been signed, with investments of more than R\$ 40 million and export growth of more than 500%.

About Apex-Brasil

The Brazilian Export and Investment Promotion Agency (Apex-Brasil) acts to promote Brazilian products and services abroad and attract foreign investment to strategic sectors of the Brazilian economy. The Agency carries out diversified commercial promotion actions aimed at boosting exports and valuing Brazilian products and services abroad, such as prospective and commercial missions, business roundtables, support for the participation of Brazilian companies in major international fairs, visits by foreign buyers and trainers of opinion to know the Brazilian productive structure among other business platforms that also aim to strengthen the Brazil brand. Apex-Brasil coordinates efforts to attract foreign direct investments (IED) to Brazil focusing

on strategic sectors to develop the competitiveness of Brazilian companies and the country.

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