

Quality of Brazilian beef presented by ABIEC at Anuga

At the fair in Cologne, the entity reinforces differentials that make Brazil one of the largest exporters of the product in the world; expectation is that new markets will be opened

In order to qualify the perception of Brazilian beef abroad and to strengthen commercial relations with importing countries, the Brazilian Association of Meat Exporting Industries (ABIEC) visited Anuga, the food fair, which had the 2017 edition held in Cologne, Germany, between the days 7 and 11 of October. The action was part of the Brazilian Beef project, in partnership with the Brazilian Agency for the Promotion of Exports and Investments (Apex-Brasil).

According to the organizers, approximately 160,000 people were able to closely check the innovations presented by the 7,400 participating exhibitors - figures that make Anuga one of the world's leading major food innovation events.

In a stand that served as a showcase for the exhibition of 20 Brazilian beef producers, the entity received more than 5 thousand visitors, who were able to obtain information on production methods, inspection initiatives and other processes that make Brazil one of the largest and more prepared exporters of the product.

The Minister of Agriculture, Livestock and Food Supply (MAPA), Blairo Maggi, was present at the ABIEC stand in two days, honoring the Brazilian presence at the event and contributing to negotiations that expand the range of possibilities for food exports produced in the country.

Anuga participants were also able to experience differentiated - and tasty - experiences in special-cut barbecues served by ABIEC and partners in their booth. On day 9, there was Angus Day, and on the 10th, the Arab Halal Day.

Cheery expectation on the post-Fair.

Held in the month after Brazil achieved a significant increase in its beef exports, Anuga generated expectations that Brazilian negotiations with other countries should continue to increase.

In September, sales of US \$ 556 million were generated from sales of beef abroad, an increase of 17.46% year-on-year. As a result, the year-to-date performance reached US \$ 4.3 billion, 6.6% more than in the same period of last year, according to ABIEC, which continues with the mission of expanding Brazilian presence in importing countries and opening new markets for beef.

About ABIEC - www.abiec.com.br

Created in 1979, the Brazilian Association of Meat Exporting Industries (ABIEC) brings together 31 companies of the sector in the country, responsible for 90% of the meat traded for 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 promoting domestic products. Currently, Brazil produces around 9.1 million tons of beef, approximately 20% are traded to dozens of countries around the world, following the most stringent quality standards.

About Brazilian Beef

Begun 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 increasing the Brazilian market share world of meat. In 14 years, six projects have already been signed, with investments of over R \$ 40 million and export growth of more than 500%.

Press Information:

Pedro Orlandi - pedro.orlandi@cdn.com.br - (11) 3643-2745

Henrique Alves - henrique.alves@cdn.com.br - (11) 3643-2736