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LIVESTOCK AND MEAT
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U.S. EXPORTS OF LIVESTOCK AND MEAT PRODUCTS

TO MAJOR MARKETS AND THE WORLD, 1967

World

The export value of all U.S. shipments of livestock, meat, and meat products during 1967 totaled \$446 million, a decline of 7.6 percent from the 1966 total of \$482 million. However, the value of live animal exports--mainly breeding cattle and calves--increased almost 50 percent. Live animal exports were valued at \$21 million in 1967, \$7 million more than the 1966 figure. Red meat exports in 1967 were valued at \$47.7 million, the same as in 1966, while all other categories registered declines. The decline in the value of U.S. exports of livestock and meat products in 1967 reflected the increased domestic supplies in the major importing countries, particularly those in Western Europe.

The most important single category of U.S. exports of livestock and meat products in 1967 was tallow and greases, which accounted for 35.3 percent of total exports and were valued at \$157 million. Hides and skins, valued at \$127 million in 1967, were the second most important export and accounted for 28.5 percent of the total. Variety meats--third in importance and valued at \$57.1 million--represented 12.8 percent of the total. The remaining items in order of export value were red meats (10.7 percent), livestock (5.4 percent), lard (4.2 percent), mohair (1.6 percent), and casings (1.5 percent). With only minor differences, the commodity composition of U.S. exports of livestock and meat products remained unchanged from 1966.

Europe

Europe remained the largest market area for U.S. livestock and meat products in 1967, purchasing 34.7 percent of total U.S. exports. U.S. exports to Europe were valued at \$155 million, 22 percent below the previous year. Europe's share of the total was off sharply from the 41.1 percent in 1966.

Europe has traditionally been the major market for U.S. variety meats, mohair, and lard. In 1967 Europe purchased 87 percent of U.S. exports of variety meats and mohair and 71 percent of U.S. lard exports. Of the U.S. major export commodity--tallow and greases--Europe purchased 28 percent in 1967. However, Europe is not a major market for U.S. exports of red meats or livestock.

European Common Market (EEC). The goal of greater self-sufficiency in livestock and meat products in the EEC has affected U.S. exports to that market. In 1966 U.S. exports of livestock and meat products to the EEC totaled \$106 million or 21.9 percent of the total, and the EEC was the most important market. However, U.S. exports to the EEC in 1967 were \$83.7 million, 21 percent below 1966 and 27.3 percent below the 1964 high of \$115.2 million. Consequently, the EEC was the second largest market for U.S. exports of livestock products in 1967 since exports to Japan were \$83.8 million.

The EEC is the major market for U.S. animal byproducts. In 1967 the EEC purchased \$34.5 million of U.S. variety meat exports--livers, hearts, tongues, etc.--or 60 percent of the total. Exports of variety meats were down from \$35.1 million in 1966.

Tallow and greases are the second most important export to the EEC. Exports in 1967 were valued at \$26.8 million, down from \$35.6 million in 1966. This represents a continuation of the downward trend in exports of tallow and greases to the EEC that began in the early 1960's. Although the demand for tallow in livestock and poultry feeds has increased, it has been more than offset by the use of synthetic detergents. The demand for greases has also declined as most of the EEC countries are nearly self-sufficient in hog production.

Exports of hides and skins to the EEC were down substantially in 1967--\$17.8 million as compared to \$28.4 million in 1966. This was due to above-normal livestock slaughter in the EEC, accompanied by an increase in the use of synthetics.

The EEC accounts for 21 percent of U.S. exports of mohair, but U.S. exports of mohair to the EEC in 1967 were valued at \$1.5 million, only \$21,000 above 1966. The EEC accounted for only 3 percent of U.S. exports of red meats and lard and just over 1 percent of U.S. livestock exports in 1967.

Of the six members of the EEC, the Netherlands was the largest purchaser of U.S. exports of livestock and meat products in 1967, accounting for 30.7 percent of total U.S. exports to the EEC. However, the Netherlands' share has declined from a high of 42 percent in 1960. France, with 28.4 percent of the total, was the second largest market for U.S. exports to the EEC in 1967. France is rapidly becoming the major market in the EEC, for its share was only 4.9 percent in 1960. Germany's share has declined from a high of 31.2 percent in 1961 to 20.9 percent in 1967. Italy's share has also declined; its share was only 14.7 percent in 1967 compared to 21.7 in 1960. From 1960-65 Belgium and Luxembourg's combined share has remained at about 5 percent.

United Kingdom. U.S. exports of livestock and meat products to the United Kingdom in 1967 were valued at \$36.7 million, down from \$44.6 million in 1966. Consequently, the U.K. share of total U.S. exports declined from 9.2 to 8.4 percent.

The United Kingdom is the major market for U.S. lard exports, accounting for 67 percent of the total in 1967. Lard exports in 1967 were valued at \$12.5 million, up from \$11.6 million in 1966. As a result, the U.K. share was up from 59.4 percent in 1966. However, the increase in 1967 represented a deviation from the long-run trend. Because of increasing competition from other suppliers, the U.S. share of U.K. lard imports has declined from an average of 77 percent from 1961-65 to only 39 percent in 1967.

Variety meats were the second most important export to the United Kingdom in 1967. However, exports of \$12.1 million in 1967 were down from \$14.6 million in 1966. Whereas the U.K. share of total U.S. exports of variety meats was 24.9 percent in 1966, it fell to 21.2 percent in 1967. The United Kingdom is also the largest market for U.S. exports of mohair, accounting for 60.1 percent of the total in 1967. However, exports of \$4.3 million in 1967 were 20.8 percent below 1966 exports.

Hides and skins are the only other commercially important export of U.S. livestock and meat products to the United Kingdom. In 1967 the United Kingdom purchased \$3.3 million or 2.6 percent of U.S. exports of hides and skins, down from \$4.8 million in 1966. The United Kingdom also purchased 15.5 percent of U.S. casing exports in 1967. However, sales of casings to the United Kingdom were valued at only \$1.1 million in 1967 as compared to almost \$2.0 million in 1966.

Asia

Asia is the second largest market area for U.S. exports of livestock and meat products, purchasing substantial quantities of the two most important categories--tallow and greases and hides and skins. Asia purchased almost 50 percent of U.S. exports of tallow and greases in 1967, up from 40 percent in 1966. Also, Asia's share of U.S. hide and skin exports increased from 36 percent in 1966 to 38 percent in 1967. Total exports of livestock and meat products to Asia in 1967 were valued at \$134.8 million, up 3 percent from 1966. As a result, Asia's share increased from 27.2 percent in 1966 to 30.2 percent in 1967.

Japan. In 1967 Japan became the largest single market for U.S. exports of livestock and meat products with purchases valued at \$83.9 million. This represented 18.8 percent of total U.S. exports. U.S. exports to Japan exceed those to the six members of the EEC by \$137,000. In 1966, however, the EEC was the major market, purchasing \$105.6 million or 21.9 percent of U.S. exports of livestock and meat products as compared to exports of \$91.6 million (19 percent of the total) to Japan. Thus, U.S. exports to both Japan and the EEC declined in 1967, but because of the greater decline in export to the EEC, Japan emerged as the largest market.

Hides and skins were the most important U.S. export to Japan in 1967. Exports were valued at \$41.4 million, 32.6 percent of total U.S. exports of hides and skins. Exports were down from the \$47.5 million in 1966, when Japan's share of total U.S. hide and skin exports amounted to 30.7 percent.

In 1967 Japan purchased \$39.6 million worth of U.S. tallow and greases, 25 percent of the total. However, 1967 exports were 4.2 percent below the 1966 level of \$41.3 million.

Of the U.S. exports of livestock and meat products to Japan, hides and skins and tallow and greases account for 96.6 percent of the total. Nevertheless, market promotion programs have helped expand the sales of red meats and livestock to Japan. From 1966 to 1967 U.S. exports of red meats increased from \$378,000 to \$530,000 and livestock exports increased from only \$336,000 to \$939,000.

North America

U.S. exports of livestock and meat products to other North American countries totaled \$100 million in 1967, up 8 percent from 1966. North America's share of total U.S. exports of livestock and meat products increased from 19.2 percent in 1966 to 22.5 percent in 1967.

Red meats were the most important export to North America, and sales of \$37 million represented 78 percent of total U.S. red meat exports in 1967. Although hides and skins were the second most important export to North America, sales of \$23.8 million represented only 18.7 percent of the total. However, North America is the major market for U.S. livestock exports, purchasing 79 percent (\$18.9 million) of U.S. livestock exports in 1967. Also, 25.8 percent (\$4.8 million) of U.S. lard exports are shipped to other North American countries.

Canada. Purchasing 44.2 percent of the total, Canada is the major U.S. market for red meat exports. Spurred by the heavy Expo '67 tourist trade, red meat exports of \$21.1 million in 1967 were up 4.1 percent from 1966. Of total U.S. exports of livestock and meat products, Canada purchased 10.4 percent in 1967. Total exports in 1967 were valued at \$46.5 million. Thus, among individual countries, Canada is the second largest market for U.S. exports of livestock and meat products.

Hides and skins are the second most important U.S. export to Canada and were valued at \$10.3 million in 1967, down from \$15.6 million in 1966. Canada was also the largest single purchaser of U.S. exports of live animals in 1967, buying \$9 million worth, up from only \$3.5 million in 1966. As a result of this substantial increase, Canada's share of U.S. exports of live animals increased from 22.2 percent in 1966 to 37.7 percent in 1967.

Mexico. U.S. exports of livestock and meat products to Mexico in 1967 were valued at \$27 million, up 29 percent from 1966. Because of this substantial increase, Mexico's share of the total increased from only 4.3 to 6.1 percent.

Hide and skin exports of \$13.3 million were the United States' most important export to Mexico in 1967. This compares with exports of only \$8.5 million in 1966. As a result, Mexico's share of U.S. hide and skin exports increased from 5.5 percent in 1966 to 10.5 percent in 1967.

In 1967 Mexico was the second largest purchaser of U.S. exports of live animals, purchasing 33.7 percent (\$8 million) of the total. Although exports were up from \$6.4 million in 1966, Mexico's share in 1967 was down from 40.1 percent in 1966. Mexico and Canada are the major purchasers of U.S. exports of live animals. They purchased 62.3 percent of total U.S. exports of live animals in 1966 and 71.4 percent in 1967.

South America

Total U.S. exports of livestock and meat products to South America in 1967 were valued at \$15.2 million, down 14 percent from 1966. Consequently, South America's share of the total declined from 3.7 percent in 1966 to 3.4 percent in 1967.

Tallow and greases were the major U.S. export to South America in 1967. However, exports of tallow and greases were only \$8.6 million, down from \$10.3 million in 1966.

South America is one of the major markets for U.S. exports of live animals, purchasing 11.4 percent of the total in 1967. Exports of \$2.7 million in 1967 were up from \$2.6 million in 1966. However, since this increase was less than the increase in total U.S. livestock exports, South America's share was down from 16.4 percent in 1966.

OUTLOOK FOR 1968

World

The 7.6-percent decline in the value of total U.S. exports of livestock and meat products in 1967 was due to the increase in world livestock production, especially in the major importing countries. From 1966 to 1967 total world red meat production increased 3 percent; beef and veal production was up 2.2 percent and pork production was up 4.5 percent.

For 1968 these trends are expected to continue. Although world cattle numbers are up only 0.8 percent in 1968, world hog numbers are up 3 percent.

Again, however, most of the increases occurred in the importing countries. Total U.S. exports of livestock and meat products for January-August 1968 were 14 percent below the same period in 1967. This trend is expected to continue for the remainder of 1968.

Europe

Total U.S. exports of livestock and meat products to Europe in 1968 are expected to be below 1967. Although cattle numbers are only slightly above the 1967 level, hog numbers are up 4.4 percent. Improvements in exports to Europe can be expected only in a few special categories.

EEC. Exports to the EEC, especially of variety meats, will be down in 1968. From 1967 to 1968, cattle numbers increased only 0.6 percent. Although beef production is expected to be up only slightly, the trade policies of the EEC will further restrict U.S. variety meat exports to the EEC. Also, hog numbers are up 6.8 percent and the EEC demand for pork products will be reduced.

United Kingdom. U.S. exports to the United Kingdom will be adversely affected by the devaluation of the pound. However, the outbreak of foot-and-mouth disease in the United Kingdom restricted the growth in cattle numbers. Therefore, exports of variety meats should show some improvement. On the other hand, U.S. lard exports will be down because of increasing price competition, primarily with the EEC, and a declining demand for lard in the United Kingdom for use in margarines, shortenings, etc.

Asia

U.S. exports to Asia are also expected to be down in 1968. Cattle numbers are up by less than 1 percent in the Asian countries, but hog numbers are up 7 percent.

Japan. Exports to Japan in 1968 are expected to remain about the same as in 1967. Consequently, Japan will continue to be the largest single market for U.S. livestock and livestock product exports. A 7.8 percent increase in cattle numbers from 1967 to 1968 and the increased use of synthetic detergents will decrease the demand for U.S. tallow and greases. On the other hand, U.S. exports of pork products should increase since Japanese hog numbers are down 10 percent.

North America

Prospects for U.S. exports to other North American countries in 1968 are not favorable. In fact, high prices for cattle in the United States--above year-earlier levels--favor increased U.S. imports from other North American countries.

Canada. Although cattle numbers did not change appreciably from 1967 to 1968, beef and veal consumption in Canada is down in 1968 due to the termination of Expo '67. Also, hog numbers are up 4.7 percent in 1968.

Mexico. U.S. exports to Mexico are expected to decline in 1968. Cattle numbers are up 1.6 percent, and hog numbers are up 2.2 percent.

South America

U.S. exports of livestock and meat products to South America are also expected to decline in 1968. Cattle numbers are up only 1.5 percent, but most of these countries are trying to expand their own exports of livestock. However, as they expand live animal exports, domestic slaughter declines and the supply of hides, skins, and tallow is reduced. Therefore, U.S. exports of these products should improve.

However, hog numbers are up 1.8 percent, and most pork is consumed domestically. Therefore, demand for U.S. pork products is expected to be down sufficiently in 1968 to offset the increases in U.S. exports of hides, skins, and tallow.

Table 1.--Livestock, meat, and meat products: Value of U.S. exports to major markets and the world, with percentage share, 1967

Commodity	Europe		Asia		North America		South America		Other countries		World total
	EEC	United Kingdom	Japan	Total	Canada	Mexico	Total	South America	Total	Other countries	
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Variety meats.....	34,520	12,109	280	1,653	1,998	2,399	5,410	78	102	57,096	
Red meats.....	1,455	568	530	3,716	21,093	737	37,272	2,705	1,017	47,668	
Lard.....	622	12,466	116	236	1,464	1,850	4,806	369	3	18,631	
Tallow and greases.....	26,789	3,844	39,568	78,170	1,996	369	9,061	8,564	17,345	157,255	
Mohair.....	1,464	4,257	451	451	90	274	364	24	70	7,087	
Casings.....	778	1,061	530	541	512	2	522	238	2,540	6,858	
Hides and skins.....	17,778	3,332	41,436	48,825	10,345	13,324	23,782	489	19,661	127,222	
Livestock.....	307	18	939	1,255	9,001	8,026	18,851	2,727	89	23,848	
Total.....	83,713	37,655	83,850	134,847	46,499	26,981	100,068	15,194	40,827	445,665	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
Variety meats.....	60.5	21.2	0.5	2.9	3.5	4.2	9.5	0.1	0.2	100.0	
Red meats.....	3.1	1.2	1.1	7.8	44.2	1.5	78.2	5.7	2.1	100.0	
Lard.....	3.3	66.9	.6	1.3	7.9	9.9	25.8	2.0	1/	100.0	
Tallow and greases.....	17.0	2.4	25.2	49.7	1.3	.2	5.8	5.4	11.0	100.0	
Mohair.....	20.7	60.1	6.4	6.4	1.3	3.9	5.1	.3	1.0	100.0	
Casings.....	11.3	15.5	7.7	7.9	7.5	1/	7.6	3.5	37.0	100.0	
Hides and skins.....	14.0	2.6	32.6	38.4	8.1	10.5	18.7	.4	15.4	100.0	
Livestock.....	1.3	.1	3.9	5.3	37.7	33.7	79.0	11.4	.4	100.0	
Total.....	18.8	8.4	18.8	30.2	10.4	6.1	22.5	3.4	9.2	100.0	

1/ Less than 0.05 percent.

Foreign Agricultural Service.

Table 2.--Livestock, meat, and meat products: Value of U.S. exports to major markets and the world, with percentage share, 1966

Commodity	Europe		Asia		North America		South America		Other countries		World total	
	EDC dollars	:United Kingdom dollars	Total dollars	Japan dollars	Canada dollars	Mexico dollars	Total dollars	Total dollars	Total dollars	Total dollars	Total dollars	Total dollars
Variety meats.....	35,051	14,577	52,162	246	1,743	2,004	4,784	126	12	58,529	1,000	100.0
Red meats.....	2,468	906	4,606	378	20,261	762	34,424	3,063	942	47,663	1,000	100.0
Lard.....	692	11,645	12,337	194	2,143	2,234	6,415	470	7	19,595	1,000	100.0
Tallow and greases.....	35,626	5,295	58,026	41,286	2,900	598	10,098	10,314	22,835	167,889	1,000	100.0
Mohair.....	1,443	5,373	7,117	855	167	439	611	15	23	8,625	1,000	100.0
Casings.....	1,329	1,991	5,131	794	438	6	461	186	2,793	9,395	1,000	100.0
Hides and skins.....	28,383	4,780	58,122	47,483	15,563	8,514	24,119	906	15,906	154,435	1,000	100.0
Livestock.....	571	---	739	336	3,535	6,394	11,640	2,607	161	15,938	1,000	100.0
Total.....	105,563	44,567	198,240	91,572	46,750	20,951	92,552	17,687	42,679	482,069	1,000	100.0
Variety meats.....	59.9	24.9	89.1	0.4	3.0	3.4	8.2	0.2	1/	100.0	100.0	100.0
Red meats.....	5.2	1.9	9.7	.8	42.5	1.6	72.2	6.4	2.0	100.0	100.0	100.0
Lard.....	3.5	59.4	63.0	1.0	10.9	11.4	32.7	2.4	1/	100.0	100.0	100.0
Tallow and greases.....	21.2	3.2	34.6	24.6	1.7	.4	6.0	6.1	13.6	100.0	100.0	100.0
Mohair.....	16.7	62.3	82.5	9.9	1.9	5.1	7.1	.1	.3	100.0	100.0	100.0
Casings.....	14.1	21.2	54.6	8.5	4.7	.1	4.9	2.0	29.7	100.0	100.0	100.0
Hides and skins.....	18.4	3.1	37.6	30.7	10.1	5.5	15.6	.6	10.3	100.0	100.0	100.0
Livestock.....	3.6	---	4.6	2.1	22.2	40.1	73.0	16.4	1.0	100.0	100.0	100.0
Total.....	21.9	9.2	41.1	19.0	9.7	4.3	19.2	3.7	8.8	100.0	100.0	100.0

1/ Less than 0.05 percent.

Foreign Agricultural Service.

Table 7.--Livestock, meat, and meat products: Value of U.S. exports to the European Common Market (EEC) with percentage distribution for member countries, 1960-67

Year	Value of U.S. exports to EEC	West Germany		Netherlands		France		Italy		Belgium-Luxembourg		Total
		Mll. dol.	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
1960	90.6	26.2	42.0	4.9	21.7	5.2	100.0					
1961	89.5	31.2	38.9	4.9	19.6	5.4	100.0					
1962	77.8	29.3	39.1	6.0	20.8	4.8	100.0					
1963	80.6	24.8	40.6	11.8	17.5	5.3	100.0					
1964	115.2	24.2	36.6	18.6	15.2	5.4	100.0					
1965	112.0	22.8	39.6	19.1	13.8	4.7	100.0					
1966	105.6	23.3	34.2	21.7	16.5	4.3	100.0					
1967	83.7	20.9	30.7	28.4	14.7	5.3	100.0					



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