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Abstract: The challenges of developing secure farm to fork supply chains

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Plenary 2 - Markets & Trade

Providing an affordable and secure supply of safe, nutritious food to a growing base of hungry consumers is a worldwide challenge.

Integrated supply chains, with their efficient production processes, have the potential to overcome it but, with market models in a state of transition, with old and new co-existing uncomfortably, progress can be both difficult and slow.

Protein production remains localized and fragmented, while access to food is hampered by wide-ranging trade and export barriers.

Drawing on BRF's 20 years' experience as a leading exporter of meat products, Jank will investigate the current state of play and how it can be improved.

1. A growing appetite – what's accelerating demand for protein and how the supply pressure is being felt.
2. A mixed picture – an examination of development drivers in key markets.
3. A drive for efficiency – why traditional farming and production models fail and how consolidation, vertical coordination and imports can raise the game.
4. No one-size-fits-all – combining local production and regional platforms to create nimble supply chains.
5. Closer to the consumer – managing the transition from B2B to B2C models.