

Business Opportunities Pig Supply Chain China (合作機會)

December 16, 2013
Bennie van der Fels, Jan ten Napel, Xiaoyong Zhang




Business Opportunities Pig Supply Chain China

- Objectives SMO Project Bright Food Group Shanghai
- Results: Needs and Strategy Breeding Program Pig Supply Chain
- SWOT Chinese Pig Supply Chain
- Business Opportunities, Follow-up






Objectives SMO Project Bright Food Group (BFG)

Bright Food Group Shanghai

- Founded August 2006
- After COFCO second-largest Food manufacturing company in China
- Revenue: US\$ 7 billion (2011)
- Companies develops large scale Dairy and Pig Farms
- Special interest in Dutch expertise Genetics & Genomics




Objectives SMO Project Bright Food Group (BFG)

Mission Shanghai, June 2013

- Needs and Preferences BFG to improve Pig Production with sustainable genetic solutions
- Explore where a Dutch consortium can add value to BFG






Needs and Strategy Breeding Program Pigs Bright Food Group

Jan ten Napel





Contents

- Introduction
- An effective pig genetic programme
- Objectives of the breeding programmes for Bright Food
- Appropriate design
 - Design of Shanghai Farm and Aisen breeding programmes
 - Alternative designs and recommendations
- Well-monitored implementation
- Moving forward




Introduction

- More finisher pigs sold per sow per year reduces the cost of production
- Common Asian approach
 - Breed better animals through regular one-off buying of great-grandparent (GGP) stock from various sources (breeding pool)
 - The breeding programmes of Shanghai Farm and Aisen show characteristics of this approach
- Objective
 - Present genetic selection in a population as an alternative for genetic improvement





Genetic selection can be a powerful tool

- Effective genetic selection reduces the cost of production and increases the revenue per pig
- Improvement per generation is
 - Small
 - Permanent
 - Cumulative

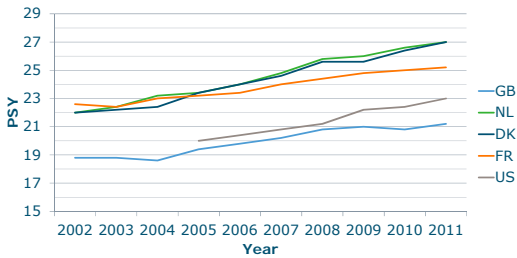


The potential: Trend in average litter size in Dutch pig production


- 1982-1997: +0.06 per year in pigs born per litter
- 1997-2011: +0.20 per year in pigs born per litter

The reality: Pigs sold per sow per year in Europe from 2002 to 2011




R. Hoste, 2013. LEI-report 2013-030



Effective pig genetic programme

- Needs
 - Clear & meaningful objectives
 - Appropriate design
 - Well-managed implementation
- Wageningen UR can help you establish a genetic programme by
 - Articulating your objectives
 - Evaluating alternative designs for decision-making
 - Getting a grip on the implementation of the chosen design



SWOT and Business Opportunities

Bennie van der Fels

