## FEDERATION OF DISTRIBUTORS NEWSLETTER



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## IT'S CHINA ...and JARVIS

What country has the fastest growing economy in the world (8% each year), and who's economy has grown

ten times since 1979?; Is first in world production of red meat (including beef, veal, mutton, lamb, and pork)?; And who's output of meat products has increased eight (8) times in four decades?

It's China, and Jarvis is now in that country serving an ever expanding meat processing industry. Mr. Vincent R.

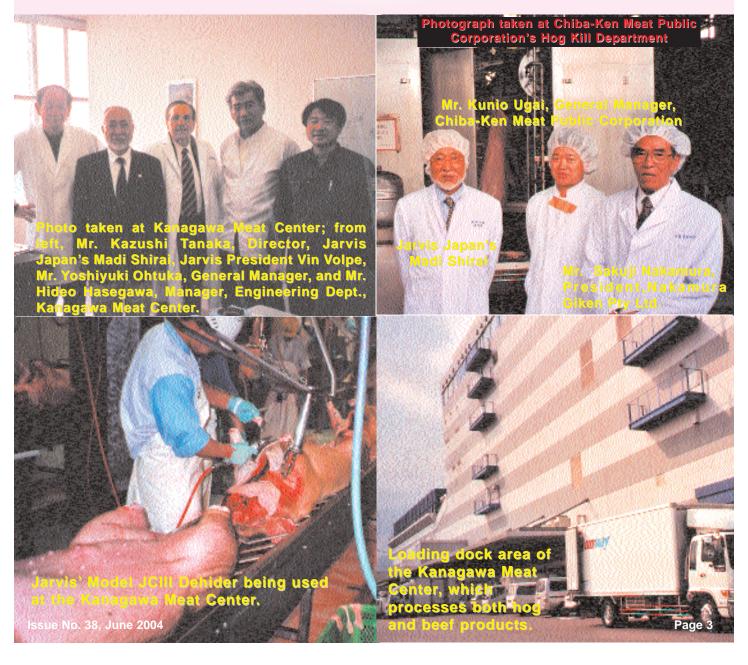
Volpe, President of Jarvis Products, during a recent April visit, went to see first hand one of the world's fastest growing meat processing industries. He met key people, prominent in the Chinese meat packing industry, and toured several meat processing facilities. Accompanying Mr. Volpe on his China trip was his wife Madeline and John Emmett, Assistant to the President.





The type of meat most consumed by the Chinese is pork (74%), the majority marketed as fresh meat. China is the world's largest producer of pork, with a heard of approximately 463 million hogs. Roughly 85% of hogs are raised on small farms that produce only several dozen pigs per year. With an increasing standard of living, Chinese consumers have demanded a leaner pork product, and more beef in their diet. During 2003, the Chinese government announced new programs to (1) produce better quality pork, and (2) greatly bolster beef production. Due to recent trade disagreements with the European Union (EU), China has now focused on exporting pork products to neighboring countries, especially Russia, which has now become China's biggest export market. The volume of pork being sent to Hong Kong is also increasing, with a dramatic 25.4% increase in 2003 alone. (Facts obtained online from the Chinese Pork Industry Overview, Commodity Pork Industry Profile, and the National Hog Farmer).

...And a Visit to Japan After visiting China, Mr. Volpe went to Japan to see Madi Shirai, C.E.O of Jarvis Japan Co., Ltd,. our Japanese subsidiary, and other old friends directly involved in Japan's meat processing industry. The visit provided an excellent opportunity to directly discuss the most important issues now affecting Japan's production of beef and pork products.





## And We Had Visitors...



We're always happy to receive visitors. Recently, the Jarvis headquarters had visitors from The Netherlands, the United Kingdom (U.K.), Australia and New Zealand. Jeroen Klügt of Infood B.V., a Jarvis European distributor, visited headquarters and toured the production facility. From down under, Jarvis Australia's Raymond and Janette Cronin recently paid a visit, as did Jarvis New Zealand's General Manager Sean Dougherty. From the U.K., Brian Nott of Brighter Ltd. and his wife Caroline, old friends of Mr. Volpe, dropped in to say hello, and also got a tour.

