## Silver Fern retains beet lead

edging just over 30% market share New Zealand beef exporter, quota after a couple of years just in this year's United States beef comfortable margin as the biggest below that milestone. SILVER Fern Farms has retained a

company held its beef processing it had in sheep meat in recent position more effectively than biggest in that sector. years, though it remained second The country's biggest meat

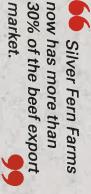
year's beef quota. Silver Fern had 30.18% of this

of Affco on 19%. and Riverlands, still slightly ahead Canterbury Meat Packers (CMP) total through its subsidiaries with Anzco Foods at a 19.32% for second place on the list, A tussle was developing

two years, whereas Affco had the marginally in each of the last fastest growing share of the major players, with quota volume up Anzco's share slipped

by just over 10% in the last four

share of 8.95% was up only growing over that period, with a marginally on last year. 17% volume lift, though its market Greenlea was the fastest



beef exporter, ahead of Alliance at It was again the fourth biggest

couple of years. Its market-share slipped slightly over the last as the sheep flock contracted also experiencing lower volumes lead in sheep meat exports was Alliance's market share

> and it probably needed to increase its beef business to offset

taking up a half-share in Silver have substantial overseas beef processing sector would Fern, the biggest part of the

owned by NZ-based Chinese Te Kuiti-based UBP, which was 19.32% and the 4.94% held by market share, it involved Anzco's

taking over a small southern beef its quota volumes by 43% since China-owned Binxi Foods, which remained a very minor player. It plant early last year though it could lead to more aggressive was under takeover offer from Blue Sky Meats had increased

would be about 56%. overseas share of the beef sector If the takeover proceeded, the

With China's Shanghai Maling

As well as Silver Fern's 30%

**Beef stakes** 

United States Beef Quota 2017 (tonnes)

Wilson Hellaby	UBP	Taylor Preston	Silver Fern	Riverlands	Prime Range	Lean Meats	Greenlea	Farmers Meat	Crusader	CMP/Five Star	CMP	Binxi Foods	Blue Sky	Alliance	Affco	
13,447	10,662	4191	63,776	20,394	865	573	19,106	313	152		20,863	160	628	18,326	40,550	2017
14,906	10,856	4633	63,612	20,597	941	795	18,964	320	73	3535	17,243		437	18,440	39,970	2016
16,243	10,560	.2860	64,765	21,751	756	1023	16,339*	303		4562	15,584		343	18,596	36,709	2013

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