

Silver Fern retains beef lead

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

The country's biggest meat company held its beef processing position more effectively than it had in sheep meat in recent years, though it remained second biggest in that sector. Silver Fern had 30.18% of this year's beef quota.

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

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

by just over 10% in the last four years.

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

“ Silver Fern Farms now has more than 30% of the beef export market. ”

It was again the fourth biggest beef exporter, ahead of Alliance at 8.04%.

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

and it probably needed to increase its beef business to offset that.

With China's Shanghai Maling taking up a half-share in Silver Fern, the biggest part of the beef processing sector would have substantial overseas ownership.

As well as Silver Fern's 30% market share, it involved Anzco's 19.32% and the 4.94% held by Te Kuiti-based UBP, which was owned by NZ-based Chinese interests.

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

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

Beef stakes

United States Beef Quota 2017 (tonnes)

	2017	2016	2013
Affco	40,550	39,970	36,709
Alliance	18,326	18,440	18,596
Blue Sky	628	437	343
Binxi Foods	160	-	-
CMP	20,863	17,243	15,584
CMP/Five Star	-	3535	4562
Crusader	152	73	-
Farmers Meat	313	320	303
Greenlea	19,106	18,964	16,339*
Lean Meats	573	795	1023
Prime Range	865	941	756
Riverlands	20,394	20,597	21,751
Silver Fern	63,776	63,612	64,765
Taylor Preston	4191	4633	5860
UBP	10,662	10,856	10,560
Wilson Hellaby	13,447	14,906	16,243

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