



Producing Beef in a Flat World

Saskatchewan Beef Symposium

February 2007

Viewtrak Technologies Inc.





\$ 62.00/100g

NZ Chilled
Organic Beef Striploin
\$ 38.00/100g

NZ Organic
Strip loin

CDN

\$25.45/lb





Canadian
Prime

Strip loin

CDN

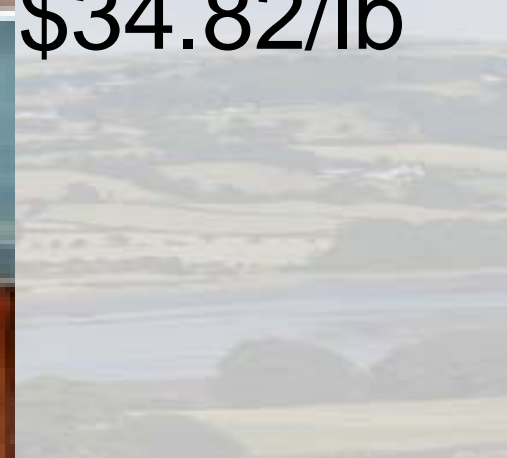
\$34.82/lb

 Canadian « Prime » Beef 
Chilled Striploin

加拿大精選頂級西冷

\$ 52.00/100g

Cutting options can be provided upon your request





US Prime
Strip loin

CDN

\$38.84/lb



US Angus
Strip loin

CDN
\$40.18/lb

U.S. Premium Black Angus Beef
Chilled Striploin

美國精選頂級安格斯西冷牛扒

\$ 60.00/100g

U.S. Department of Agriculture
National Organic Program





US Dry
Aged
Angus
Strip loin

CDN
\$53.57/lb



Australian
Wagyu

Strip loin

CDN

\$100.45/lb

Where's The Beef? (from Brazil & Argentina?)



World Flatteners

- 1 1/9 (6/4)
- 8/9/95
- Supply chaining

The Walmart logo, featuring the word "WAL*MART" in blue capital letters with a white star above the letter "A", set against a white rectangular background.The US Premium Beef logo, featuring the words "U.S. PREMIUM" in blue and "BEEF" in large, bold, gold letters, with a blue silhouette of a cow's head to the left, all on a white background.A black square containing white Arabic calligraphy, which is the Basmala (Bismillah) in a stylized script.

In a “Flat” World:

- Products
 - \$
 - People
- } all mobile

\$1,000,000,000,000

In a “Flat” World:

Commodities lose

Value products win



Happy Birthday!

Its all about the
meat, stupid!

The background of the slide is a soft-focus aerial photograph of a rural landscape. It shows rolling green fields, a winding river or stream, and some small buildings or structures scattered across the terrain. The overall tone is light and natural.

What is a flat
province's
competitive
advantage in a
“flat” world?

innovation & Information

(WP 2/1/07, Alameda)

Enablers in a “Flat” World

- Pen & Paper
- Ear tags
- Tag readers
- Wireless
- Internet
- Digital

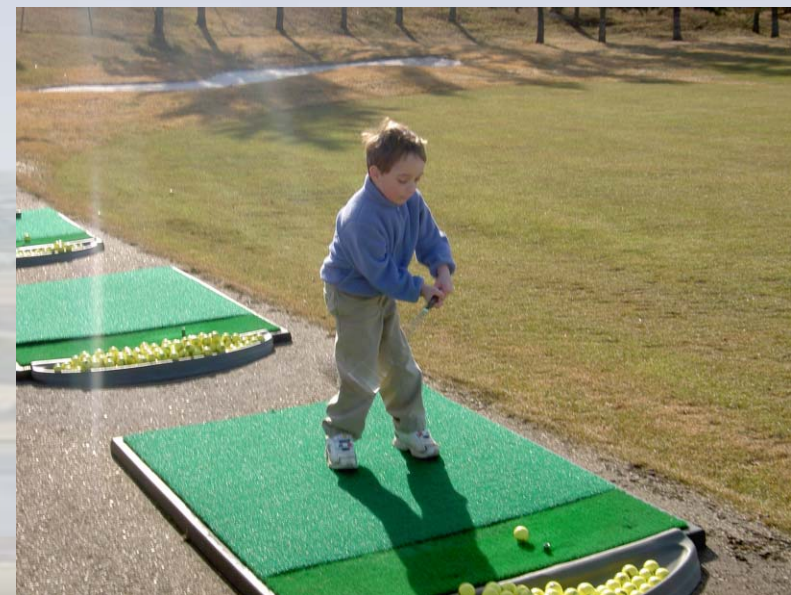
993,565

Proof in the (Yorkshire) Pudding?

February 2007*

- Commodity beef demand in retail - down
- Innovative beef product demand— up
(branded products e.g. lean, “natural”, prime)
- Beginning of trend?

*CattleFax (USA) February 2, 2007



Still Don't Believe in "Flat"?



Opportunity?

