



Beef Outlook

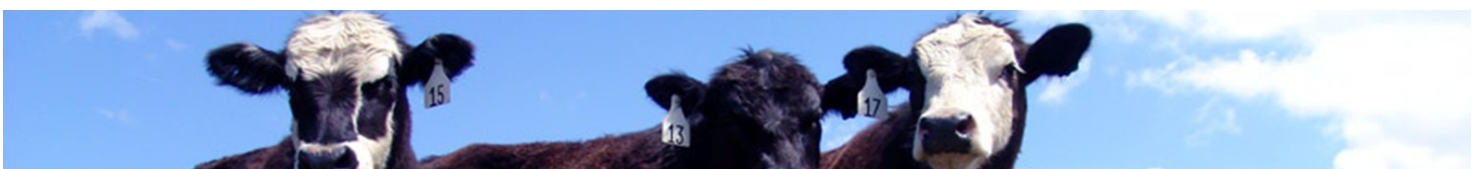
Beef is the world's second most valuable animal protein production sector and global consumption is growing as a result of changing dietary preferences, increasing household income and population growth.

The beef cattle healthcare market is the second largest species sector and is critical to most animal health companies. Beef Outlook examines the impact of growing beef consumption on beef production, trade and the beef cattle healthcare market and presents 10-year forecasts by key country, region and world.

Beef Outlook is the first global study to deliver:

- Beef consumption, production and trade forecasts
- Beef cattle healthcare market forecasts
- Profiles of the beef sector and beef cattle healthcare market in nine key countries: Argentina, Australia, Brazil, Canada, China, France, Russia, Spain and USA
- Profiles of 10 leading animal health companies' beef cattle healthcare businesses

Beef Outlook delivers unique insight, which has important implications for the global beef cattle healthcare market and the companies that compete in the sector.



Methodology

Vetnosis combined its proprietary market simulation tool (STORM) with extensive secondary research to generate unique insights and intelligence on the beef sector and beef cattle healthcare market.

We forecast beef consumption by country and simulated beef production, productivity and trade, which is a growing factor in balancing regional asymmetry between beef supply and demand.

Our beef cattle healthcare market model simulated two critical drivers: 1) the number of beef cattle with access to healthcare in each country and; 2) healthcare investment per animal.

Deliverable

Beef Outlook is a 220-slide Report delivered as a written report in electronic PDF format and was published in December 2010.

Section Headings

- Executive Summary
- Beef Sector Benchmarking
- Beef Products Supply & Demand
- Beef Cattle Disease Issues & Trends
- Beef Cattle Healthcare Market Forecasts
- Key Beef Cattle Healthcare Markets
- Beef Sector Opportunities, Challenges & Risks
- Competitor Analysis

Who Will Benefit from Beef Outlook

Any company competing in the beef cattle healthcare market will benefit from Beef Outlook. If you are involved in beef cattle healthcare globally, regionally or within one of the nine countries we profile, you will find Beef Outlook and invaluable source of beef sector and beef cattle healthcare market data, analysis and comment.

For further information please contact:

Tim Evans

Managing Director

T: +44 (0)131 718 0772

E: tim.evans@vetnosis.com

