



U.S. Food Service: Opportunities and Challenges of Fisheries Globalization

Roger Bing

Darden Restaurants, USA



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- Roger Bing is vice president of purchasing for Darden Restaurants, the world's largest full-service dining restaurant company. He formerly served as senior director of seafood purchasing for the company, where he has expressed pride in working with producers in developing countries to improve their practices and raise their standards of living.
- Before joining Darden, Bing spent a good part of his career in Australasia, Europe and Africa with Union International Pty., an integrated global primary protein production and marketing company.
- He received a bachelor of science degree from the University of Wisconsin in Madison and has held numerous leadership positions with industry organizations.

Agenda

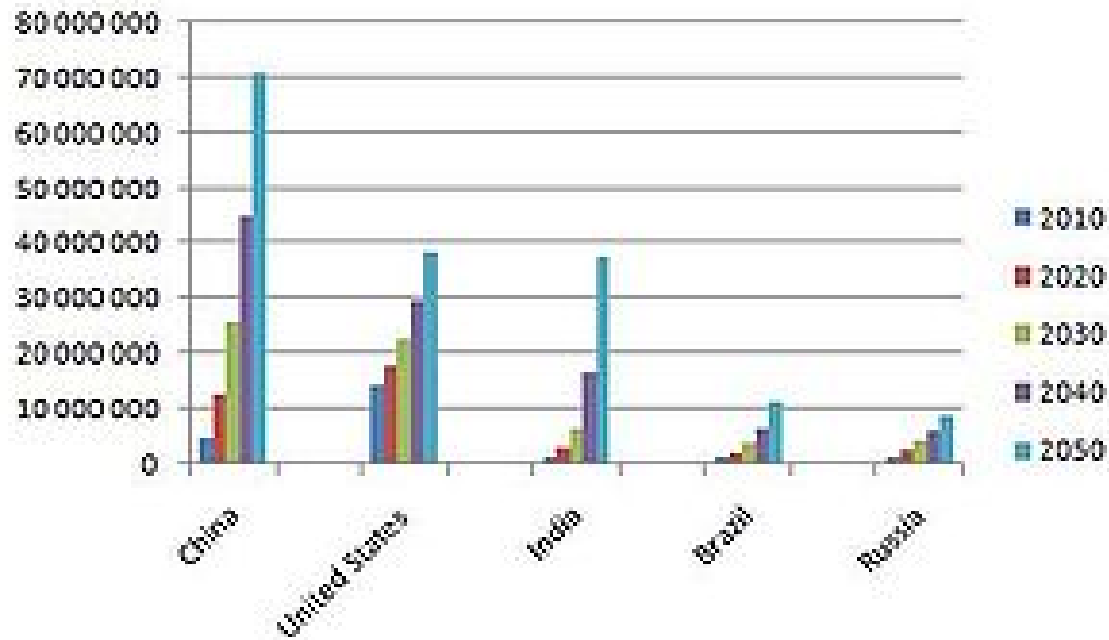
- State of the U.S. Foodservice Industry
- Drivers of Globalization
- Emerging Markets
 - US Foodservice perspective
 - Challenges / Opportunities
- Conclusion





The Five Largest Economies in 2050

Measured in GDP nominal (millions of USD)



Source: Goldman Sachs



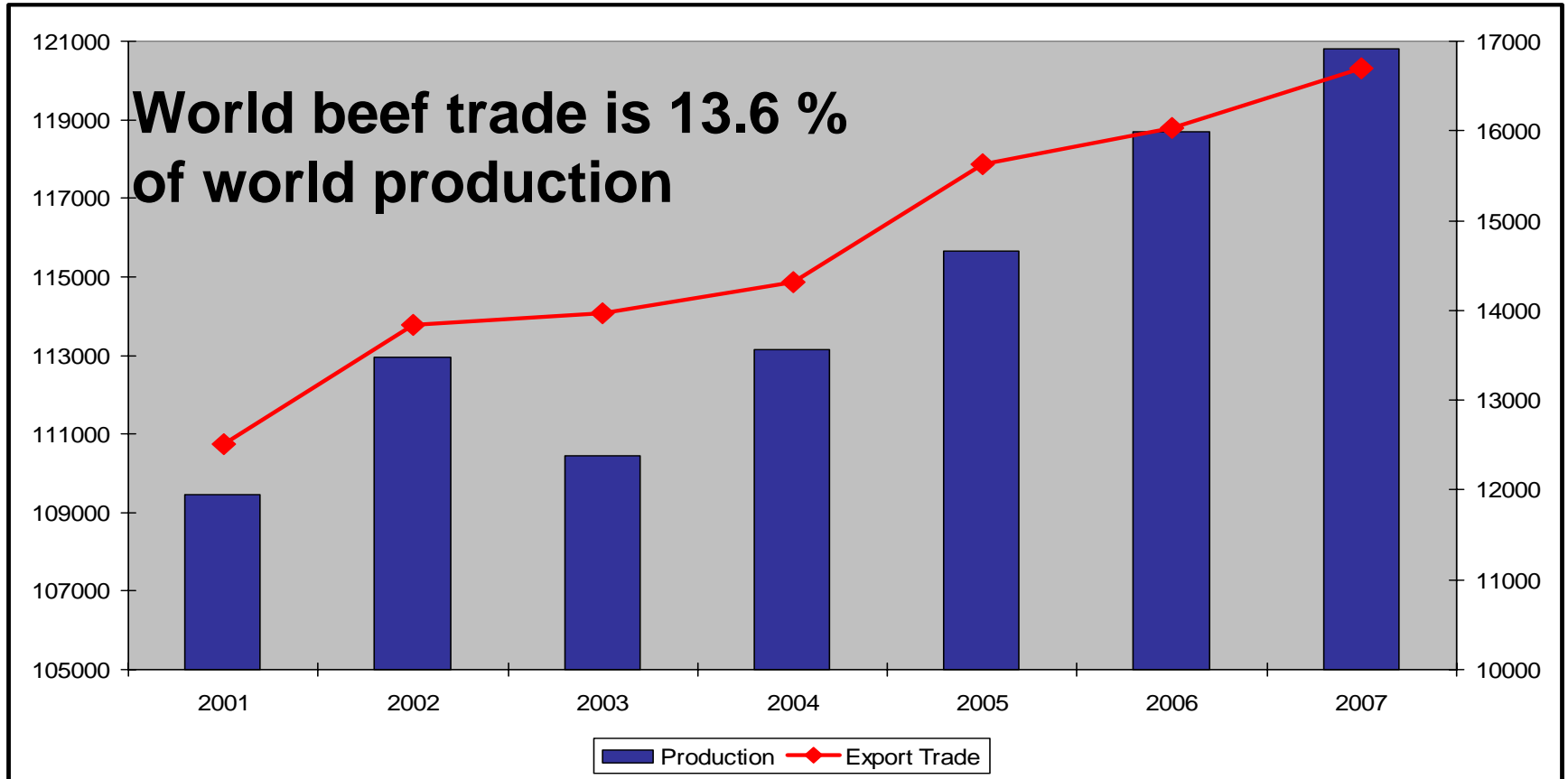




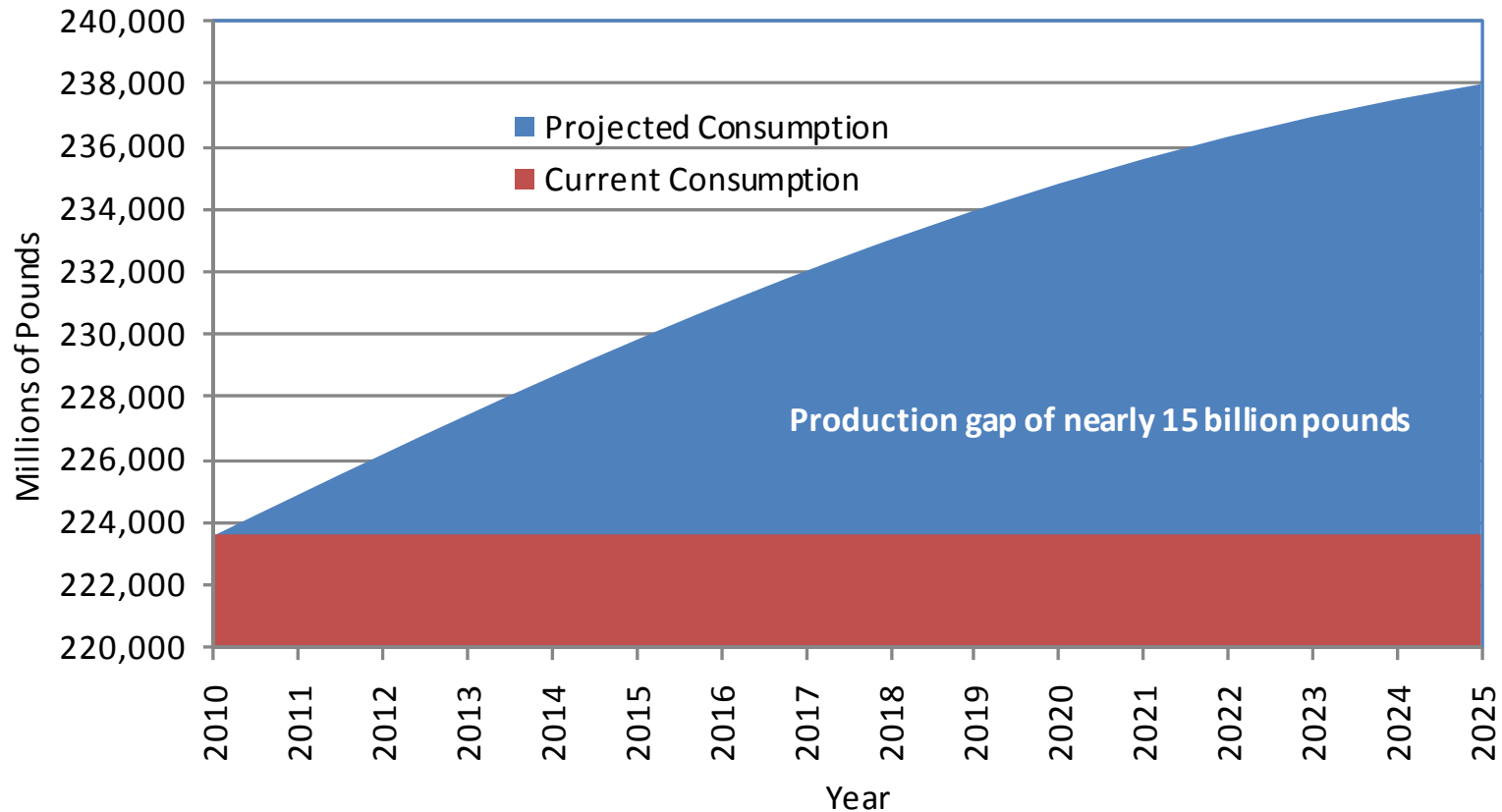
World Beef Production and Trade (Growing as Standards of Living Improve)

Production
Million Pounds

Export Trade
Million Pounds



Future BRIC Meat Consumption



Source: FAO consumption data and Bureau of Labor Statistics population projections
Starting consumption at 70.9 lbs/person/year and population growth of 0.7%/year.



Growing Problem

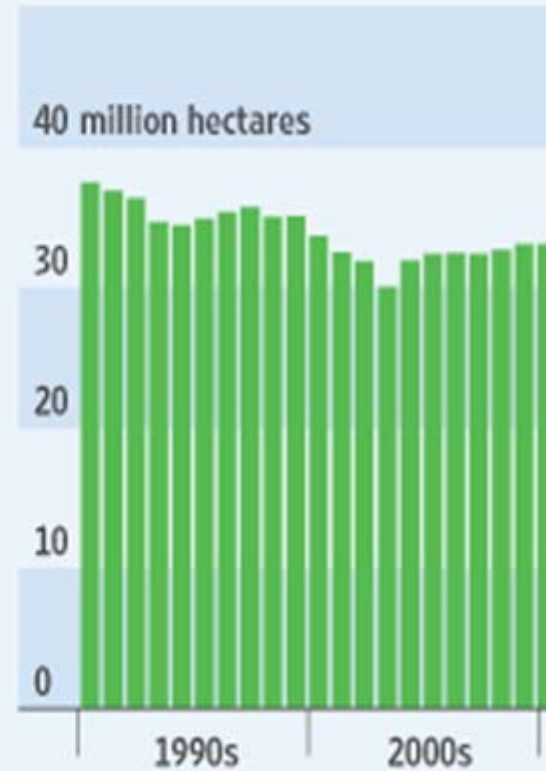
Food prices are rising again...

FAO food-price index



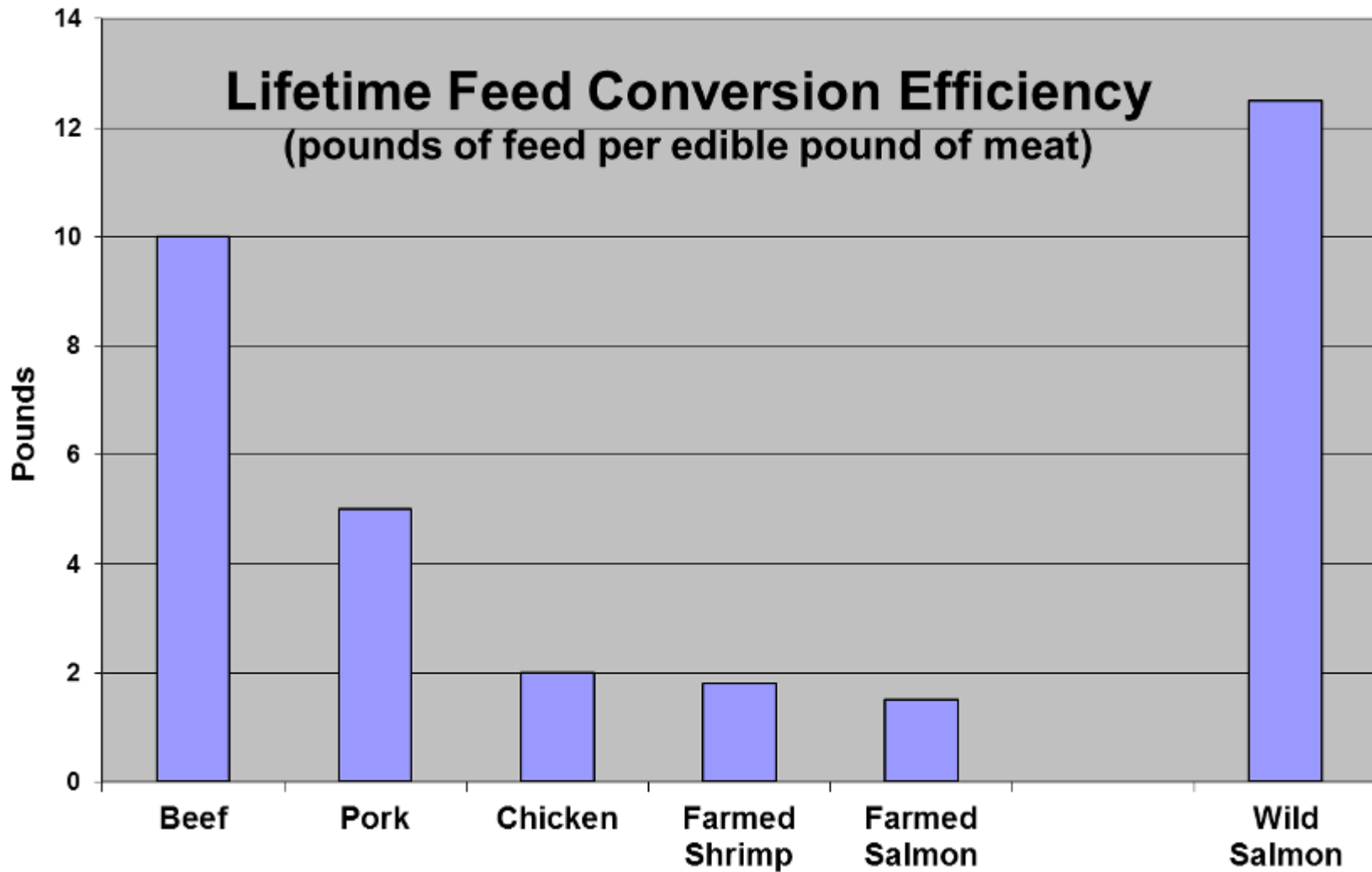
...while land for key crops in some areas has decreased.

Area harvested for rice in East Asia



Sources: Food and Agriculture Organization; U.S. Department of Agriculture





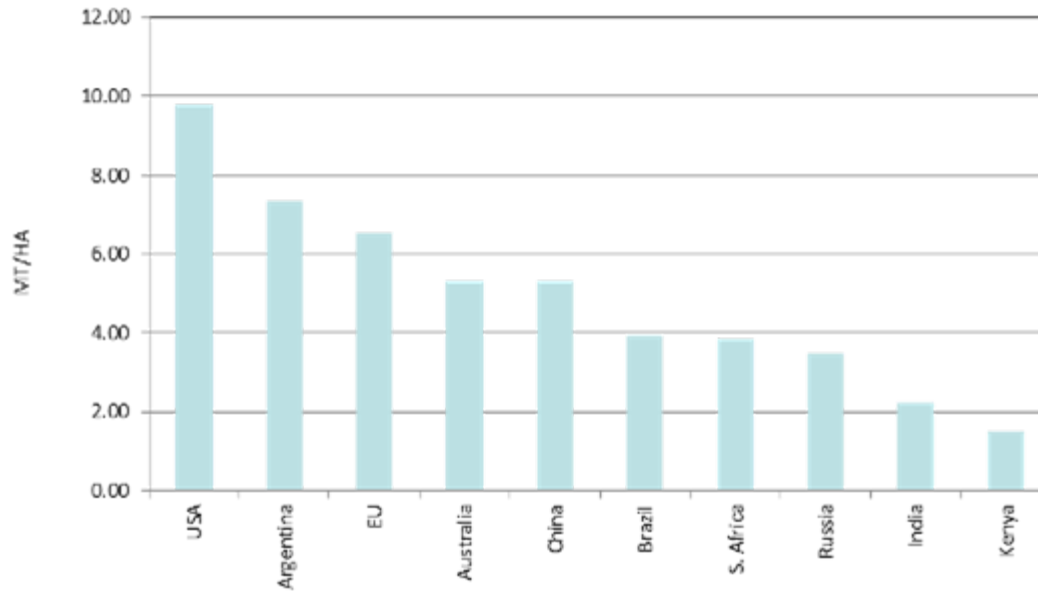
<http://www.salmonfacts.org/feedc.html>



Country Maize Yields

2006-2010

Corn (maize) Yields, 2006-2010



Future of Seafood?

- FANTASTIC Because:
 - Demand will increase
 - Infrastructure will advance
 - Aquaculture Standards will address environmental and sustainable issues
 - Aquaculture Supply will expand to meet demand

Growing worldwide seafood demand makes responsible aquaculture essential to providing supply and protecting the sustainability of the oceans.



Future of Foodservice?

- TREMENDOUS Because:
 - Demand will increase
 - New markets will evolve
 - Consolidation will provide healthy business environment for survivors
 - Technology will advance to meet new operational demands

Growing worldwide affluent lifestyle changes provides foodservice growth



Globalization...

“It has been said that arguing against globalization is like arguing against the laws of gravity”



Kofi Annan (Ghanaian diplomat, seventh secretary general of the UN, 2001 Nobel Peace Prize recipient)

