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

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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)

World beef trade is 13.6 % of world production

Production Million Pounds
Export Trade Million Pounds

Global Outlook for Aquaculture Leadership
KUALA LUMPUR 2010
Future BRIC Meat Consumption

Production gap of nearly 15 billion pounds

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

180
170
160
150
140
2009 '10

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

Area harvested for rice in East Asia

40 million hectares

Sources: Food and Agriculture Organization; U.S. Department of Agriculture
Country Maize Yields
2006-2010

Dr. Sanders, University of Southern IL
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)