



GEORGE MORRIS CENTRE

Economic Research

Market Analysis

and Education

for the

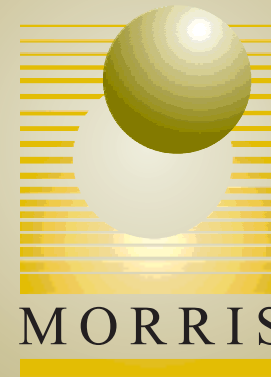
Agri-food Industry

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*Enhance Your
Decision Making Process
With Our*

Livestock and Meat Market Analysis

Our Strengths Leverage Yours



GEORGE MORRIS CENTRE

Company Profile

Team Profile

The George Morris Centre is an independent economic research organization **focused exclusively on the agri-food industry**. Clients benefit from contract research projects, market analysis, and education programs conducted by Centre staff. **George Morris Centre clients are leaders in Canadian production, manufacturing, and distribution sectors, as well as government and industry organizations**. The Centre's widely respected team of researchers provides leading decision makers with essential insight, analysis, and competitive intelligence.

Kevin Grier is a senior market analyst with the George Morris Centre, and leads the Market Analysis Team. He is a highly respected market analyst and researcher, and has a long history of working closely with livestock and meat industry clients on challenging research projects and analysis. The Market Analysis Team brings together industry knowledge, risk management, and econometric skills to support your firm, and has garnered the trust of leaders throughout the industry. **The livestock and meat market analysis portfolio of products is designed to enhance your company's performance in this dynamic and highly competitive sector.**

How We Help You

Market conditions and prices in the livestock and meat industry are changing rapidly. Developments locally, or around the globe, can have a major impact on industry pricing and prospects. We know that you are busy with purchasing, production and selling activities, and may not have the time or resources to apply to market analysis and forecasting. Yet price forecasting and market analysis are key tools for successful budgeting, procurement and marketing. They help you react and anticipate market developments. This is where the George Morris Centre can play an important role for your firm. **The George Morris Centre can become part of your team, and can provide necessary market analysis and intelligence on the Canadian livestock and meat sector.**

Packages

Publications and Reports

- Canadian Boxed Beef Report
- Canadian Cattle Buyer
- Canadian Chicken Market Review
- Canadian Pork Market Review
- Grocery Trade Review

Client Specific Reports and Support

- Company specific forecasts
- Company planning and budgeting support
- Monthly, quarterly, or annual procurement decision support
- Company price range recommendations for negotiation and sales
- Company specific market intelligence support
- Company specific seminars and presentations
- Risk management training and program development

Benefits

Boost your firm's strengths and enhance your decision making capability.

- Increase the effectiveness and profitability of your sales, marketing, procurement, and budgeting functions. Market analysis and forecasting help increase your market leverage in spot and contract negotiations, and refine your decision making process. Count on these key benefits:
- Accurate livestock and meat cut price forecasting
 - Improved operations planning and budgeting
 - Enhanced risk management performance
 - Increased procurement profitability, through reduced procurement costs
 - Leveraged trade negotiation, sales and marketing strategies
 - Awareness of profit margins at different levels within the meat supply chain
 - Awareness of competitive performance and market development opportunities
 - Understanding of key industry issues and developments

Key Strengths

- Extensive database coverage of the U.S. and Canadian beef, pork, and chicken sectors, including production, international trade, inventories, and prices
- Insightful data analysis utilizing proficient econometric and business forecasting capabilities
- Comprehensive industry knowledge and understanding
- Wide-ranging industry sources and contacts from livestock production sectors to retail across Canada and the US.

For more information please contact
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