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Hannover 14 November 2018

Potential of the Dairy Industry in the ME-NA countries

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MAGAZINE
Bovine & Ovine
middle east & north africa

أبقار و أغنام
الشرق الأوسط وشمال أفريقيا

Potential of the dairy industry in MENA countries

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Macro & Microeconomies

Sawing the branch we are sitting on

Potentials and future trends.

Discussions

Ghassan A. Sayegh



دار النشر الزراعي الغذائي
للشرق الأوسط (ميب)



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General Manager of MEAP:
Middle East Agrifood Publisher

General Manager of SaySoft:
Online feed management Software

Board member of the WPSA (Italy)
World Poultry Sciences Association

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دار النشر الزراعي الغذائي

Ulhasan A. Sayegh

الشرق الأوسط (مبيد)

دواجن الشرق الأوسط
أبقار وأغنام الشرق الأوسط
الغذاء الصحي



EuroTier[®]

First in animal farming.

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Economics

MICROECONOMY

The Microeconomy infrastructure is based on Supply and Demand... Selling and Buying:



A simple Positive and Negative operations

We have defined economics with lot of Big Words Like economic equilibrium... out of equilibrium... innovations... etc...

BUT WE HAVE ONLY ONE REALITY:

**You cannot BUY
if you don't SELL**

Economics V/S Farmers



THE FARMERS
TILL WE REACH THOSE WHO
GET THEIR YIELD FROM NATURE



H I MIND

Sawing off the branch we are sitting on

THE FARMERS

Dairy in the ME&NA Regions

THE PRESENT AND THE FUTURE TRENDS

Some facts and numbers.

World's population: **7 billions**

And by 2050: **10 billions**

The Arab world is one of the youngest regions
in the world:

52.7% are BTW 14-25 years old.

The Arab world is young, disintegrated
and conflicted

Despite all, life will continue and people need food.
Agriculture will stay the only weapon to fight hunger.

Before speaking about future

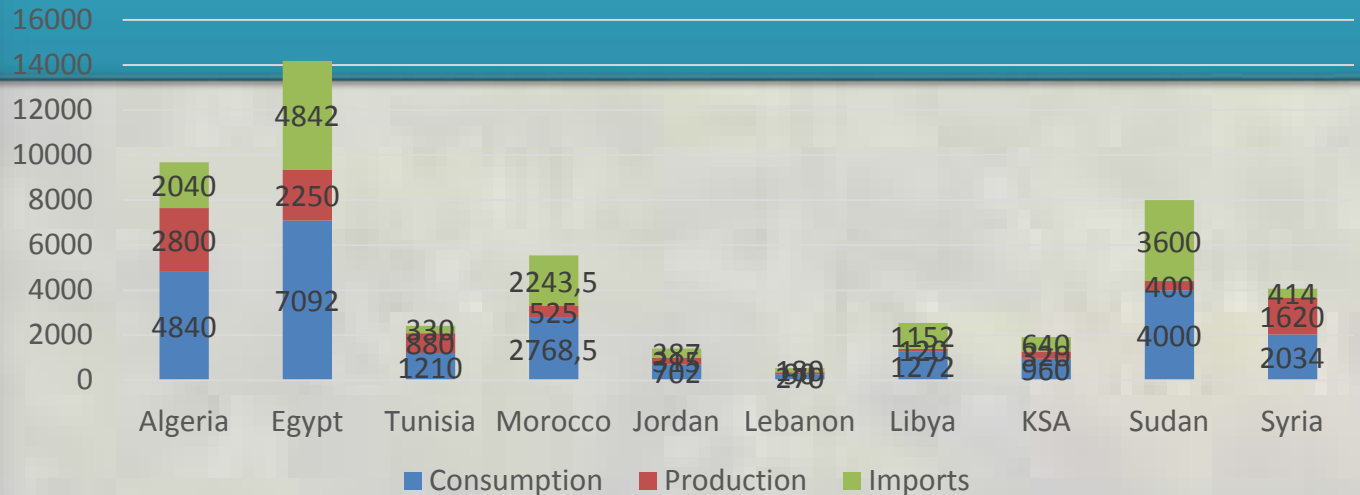
Actual Dairy Data

MILK CONSUMPTION /capita

| Algeria | Egypt | Tunisia | Moroc. | Jordan | Lebanon | Libya | KSA | Sudan | Syria |
|---------|-------|---------|--------|--------|----------|-------|-----|-------|-------|
| 121 | 78.8 | 110 | 79.1 | 78 | 14 to 45 | 200 | 30 | 100 | 113 |

MILK PRODUCTION /capita.

| Algeria | Egypt | Tunisia | Moroc. | Jordan | Lebanon | Libya | KSA | Sudan | Syria |
|---------|-------|---------|--------|--------|---------|-------|-----|-------|-------|
| <70 | <25 | <85 | <15 | <35 | <15 | <20 | <10 | <10 | <90 |



Before speaking about future

Actual Dairy Data

MILK CONSUMPTION /capita

| Algeria | Egypt | Tunisia | Moroc. | Jordan | Lebanon | Libya | KSA | Sudan | Syria |
|---------|-------|---------|--------|--------|----------|-------|-----|-------|-------|
| 121 | 2040 | 10 | 79.1 | 78 | 14 to 45 | 212 | 30 | 100 | 113 |

MILK PRODUCTION /capita.

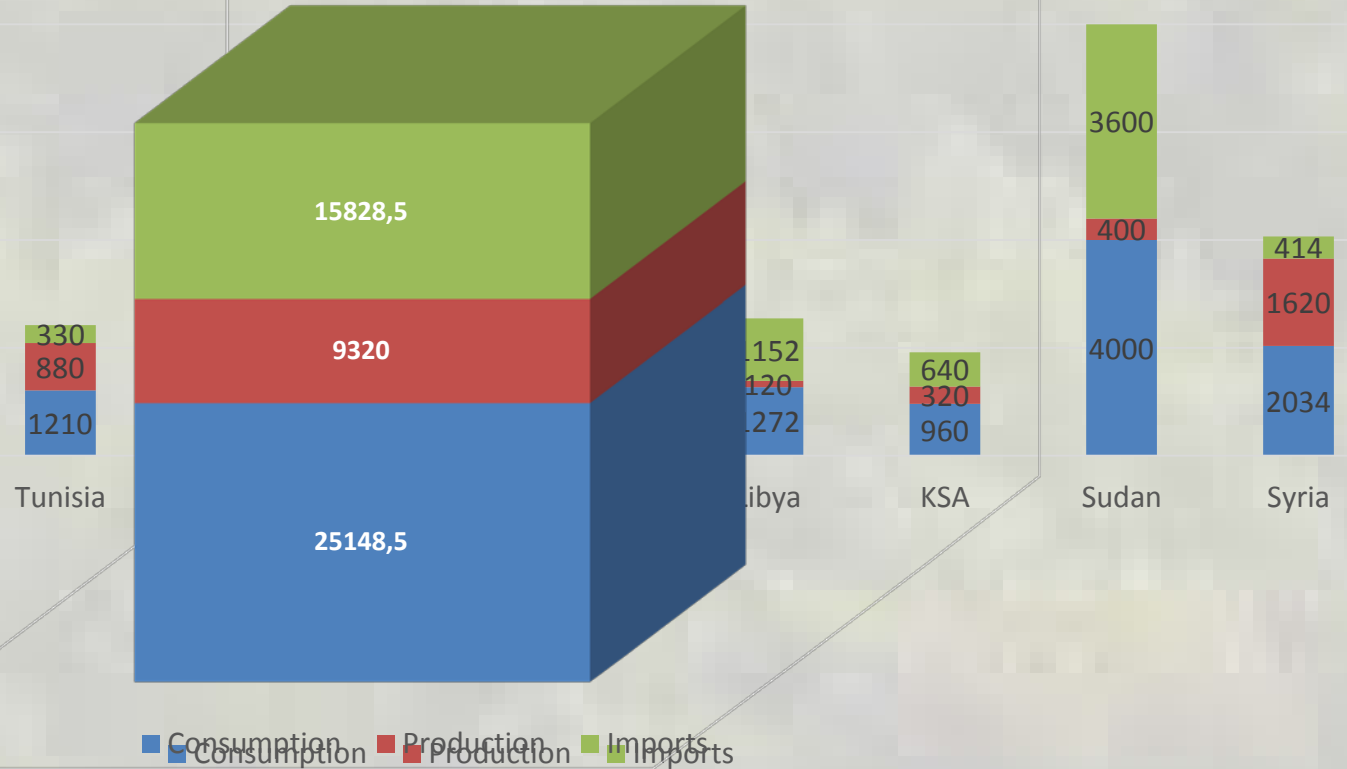
| Algeria | Egypt | Tunisia | Moroc. | Jordan | Lebanon | Libya | KSA | Sudan | Syria |
|---------|-------|---------|--------|--------|---------|-------|-----|-------|-------|
| <70 | 2800 | 85 | <15 | <35 | <15 | <20 | <10 | <10 | <9 |

| Algeria | Egypt | Tunisia | Morocco | Jordan | Lebanon | Libya | KSA | Sudan | Syria |
|---------|-------|---------|---------|--------|---------|-------|-----|-------|-------|
| 4840 | 7092 | 1210 | 2768,5 | 702 | 270 | 1272 | 960 | 4000 | 2034 |
| | | 330 | 525 | 387 | 180 | 1152 | 640 | 3600 | 414 |
| | | 880 | | 315 | | 120 | 320 | 400 | 1620 |

■ Consumption ■ Production ■ Imports



Consumption remains much more important than production



FUTURE TRENDS FUTURE ACTIONS

THESE FIGURES WILL
INCREASE BY 25% In LESS THAN
10 YEARS and by

42%₀₃₂₀ in 30 YEARS

15828,5

25148,5

TOTAL

FUTURE ACTIONS

Humans cannot live without eating

But we need also:

Competitive prices (Good Management);

Government Finance (Good politics);

Quality certifications (ISO – Traceability).

AND THERE'S MORE.....

There are things much more than **STATISTICS:**

HOW TO DEAL WITH STATISTICS?

Numbers, markets, potentialities, statistics?

Which share of the cake we can have ?

How to understand the numbers? What to do?



Let's suppose that our market is hidden in closed bag...in which we have our share!

I'll represent **ALL** the market with these 20 Blue balls),

And your market share with **ONE** red ball

What are the possibilities to extract the right ball if I fish blindly from the bag ??

THE ANSWER: 1 over 20 ???

- If I don't put my hand and fish,

The answer is **ZERO**.

- If I dare and face the market, if I put my hand:

The **CHANCES** are **TWO**.

OR YOU GET IT or YOU DON'T.

Dairy Economy

THERE IS STILL ONE QUESTION

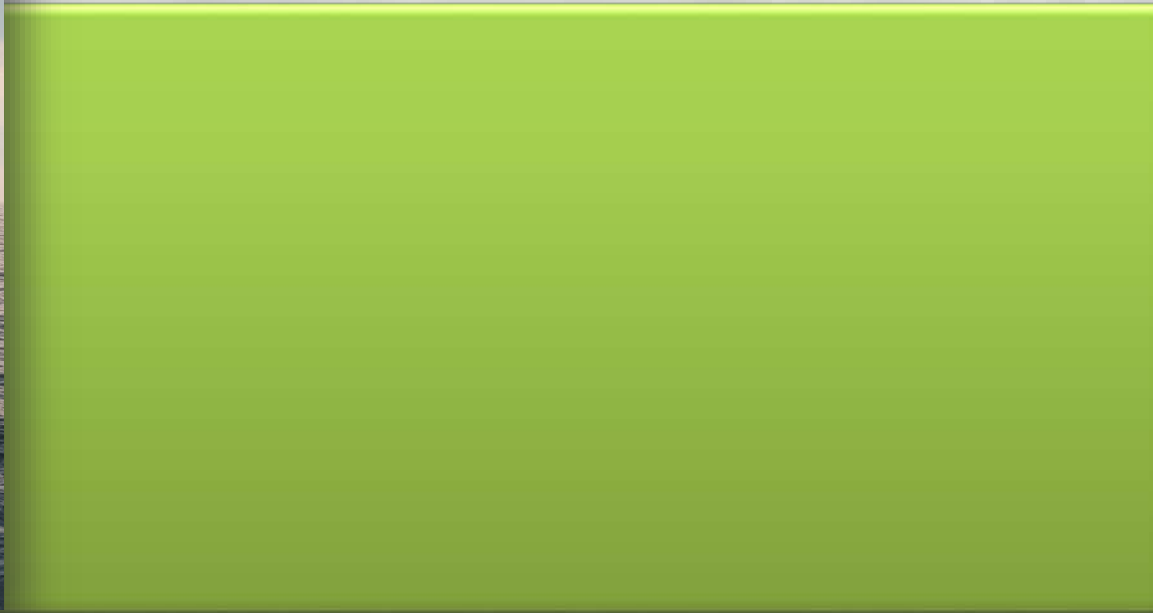
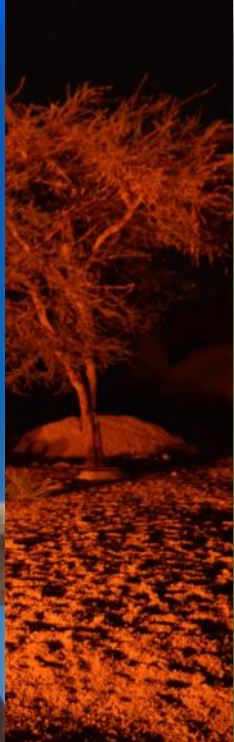
Why the dinosaurs got extinct?



Because they didn't adapt !

Future is: Adpatation

Thank you



Any question?

