

Ühiselt lihakvaliteeti arendades

Katri Strohecker
FinnBeef projektijuht

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Euroopa Maaelu Arengu
Põllumajandusfond:
Euroopa investeeringud
maapiirkondadesse

Finn Angus – Finnish Angus Brand –story - Katri Strohecker-

Presentation:

Finnish Beef production

Background info

Finn Angus Brand

What Happened and Why?



Katri Strohecker

Rauhala Angus, Finn Beef Co

- ↳ Education: M.S. Animal Husbandry, Meat Science, agronom
- ↳ Home: Leppävirta, Central Finland
- ↳ Work Experience:
 - ↳ Beef production and research: USA, Finland
 - ↳ Meat Industry; USA, Finland
 - ↳ Finn Beef Co, Own beef production and advising company. 2004 –
 - ↳ Finn Angus Co-op. Project Manager, 2014 – 2018
- ↳ Beef Producer/Rancher. Rauhala Angus Farm. 20001-
 - ↳ About 85 Aberdeen Angus pedigree cows + offspring
 - ↳ Breeding herd, Angus beef production
- ↳ Professional "passion":
 - ↳ "How do produce best possible beef in the world, so it is economically profitable also for the beef producer?"





Finnish Beef Production

- ↴ Finland is about 75% self-sufficient on beef
 - ↴ 80% comes from Dairy beef
- ↴ About 2800 specialized beef farms in Finland
- ↴ Dairy cows decreasing
- ↴ Beef cows slowly increasing; about 62 000 beef cows 2020
- ↴ Contract based production on beef: 3 big slaughter houses control most of the cattle
- ↴ Main beef breeds: Hf, Ch, Ab, Li, Si
- ↴ Beef sales are not specialized on any breed or eating quality
- ↴ Especially good eating quality beef is imported to Finland

Finn Angus – Finnish Angus Brand Background

- ↳ Why own Angus Brand?
 - ↳ Angus is the most known beef brand in the world
 - ↳ Angus has been successful in the world; why not in Finland
 - ↳ Trust in quality
 - ↳ Great opportunity to do something different that is not controlled by "big players"
- ↳ Collection of the information over 15 years
- ↳ Passion for the breed and the opportunities it provides



Finn Angus Brand Goals

- ↴ Main goal: Best beef in Finland!
- ↴ Open, trustful beef chain from breeding to consumer plate
- ↴ Producer driven business
- ↴ Positive, uplifting spirit in beef business
- ↴ Beef chain that is **really** working together
- ↴ Correct information for the consumers (animal welfare, beef quality, antibiotics, feeding, etc.)



Finn Angus Brand Goals

- ↴ **Uniform product** to the market
- ↴ Concentrating on eating quality
- ↴ Safe: traceability, antibiotic free etc.
- ↴ Economical benefit for the producers; more money for better product!
- ↴ Consumer based thinking
- ↴ Sustainable production





THIS BEEF YOU CAN TRUST

BREED

FEEDING

CONDITIONS / ENVIRONMENT

Finn Angus Co-Op

Goals:

- ▶ Do what you really believe in:
“Reilusti hyvää kaikille!” “Be Fair to everybody” Beef producers, workers, partners, customers.....
- ▶ Concentrating on the most important tasks: Producing Uniform Angus Beef!
- ▶ ***“Less is more – profit comes with value”***



Finn Angus Brand and Finn Angus Co-Op Development history :

- ↴ Gathering information together for over 15 years (Katri)
- ↴ Several discussions of the opportunities with angus organization, slaughterplants, producers, butchers etc. (Katri)
- ↴ 2011: starting to discuss with 7 angus breeders (Katri)
- ↴ 2013: Finn Angus Co-op + first project (Katri)
- ↴ 2015: second project + hiring managing director + project manager + half time project worker
- ↴ 2016: Over 20 producers, beef sales increasing, Finding PNM Nordic Meat as marketing partner, clear goals:

SALES – PRODUCTS – INCREASING VOLUME – EXPORT MARKET!

Familia

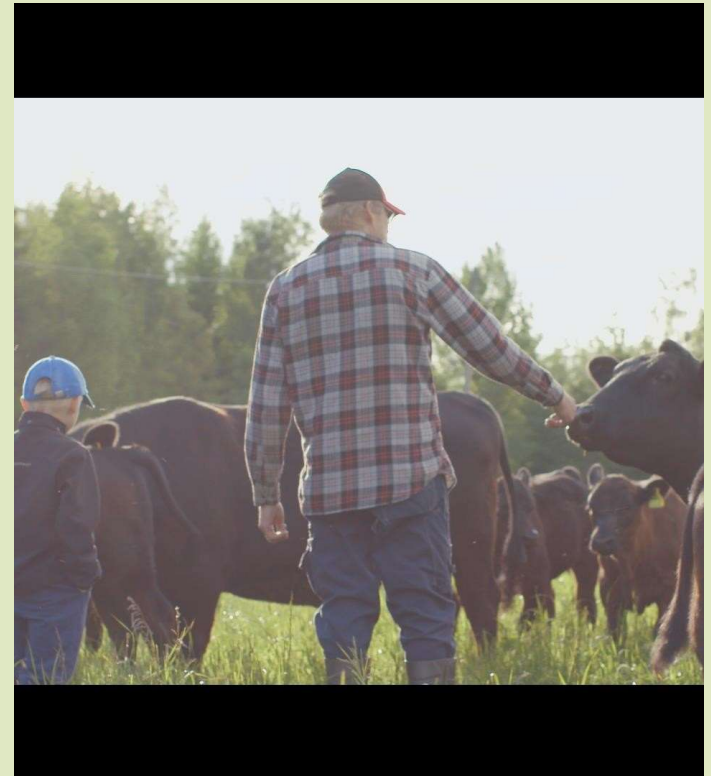


Finn Angus Brand and Finn Angus Co-Op Development history :

- ↴ 2017: almost 30 producers, 500 angus calf transmission + other angus beef
- ↴ Very promising co-operation with PNM
- ↴ Main focus started to disappear (managing director)
- ↴ 2018: Katri quit because of problems with managing director
- ↴ Co-operation with PNM ended
- ↴ 2019: Finn Angus Co-op bankruptcy

Finn Angus Co-Op Values

- Quality and Reliability
- Fairness and Openness
- Sustainability and Responsibility



Finn Angus – Finnish Angus Brand

What Happened? What could be done different way?

Business type: Co-op vs. Company!

Main Focus: Production and selling High-Quality Beef!

People! Wrong people in critical positions!

Capital! Owners, investors, loans....

Rules, contracts!



What every successful, international Angus brand has in common?

Beef producers have a strong commitment in their own product, their own beef chain and must have a very good marketing strategy!



ANGUS BEEF WITH LOVE

Thank you!



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