



Cooked imported chicken products Market Information

You may well have heard of developments in the importation of cooked chicken products from Thailand and Brazil and that there are potential implications for supply.

We wanted to keep you fully informed so that you can make the best decision for your business.

So what's happening?

Essentially there will be a shortage of the permission to import a product, this permission is granted through a license system.

There are two things happening here, firstly companies who do not trade in the products themselves have started to buy and sell licences and these now have a monetary value. Secondly, the suppliers of these products have seen an upturn in demand for their products (regardless of the licence) and the price is increasing.

What are Meadow Vale doing about it?

Meadow Vale sells products not licences. This business is built on supplying quality products at a competitive price and providing market leading service. Unlike many of our competitors we are large stock holders of both our own factories' products and those from our supply partners. Meadow Vale are manufacturers and are present in all sectors from animal feed production, farming, processing and sales and marketing.

Our position is to supply our customers with a regular supply chain and we will keep you informed of any changes in a timely and upfront manner.

What does it mean to you?

It means that it is best to be dealing with a company who import directly and have the financial strength to fund both license applications and maintain stock levels of products. We are committed to continuing an exciting programme of new product development, providing promotional support and ensuring you have multi-continent supply options. We are one of a few companies who can do this.

What if you want to know more?

We will be putting relevant information up on our website in the downloads section, so keep visiting that. If you have any other questions please talk with your account manager who will deal with any other questions you may have. We have prepared a document which goes into more detail about the importing of cooked chicken which we will put on the web in a couple of days.

In the meantime be assured that we are doing everything to ensure a reliable consistent supply for our existing customers.

Kind regards
Meadow Vale Foods
February 2010