

BRCHICKEN



巴西
鸡肉

巴西
一流
鸡肉
赢得
世界
市场



Galo
(Cock, 1993)

Acrylic on canvas by Brazilian artist Aldemir Martins, whose work was inspired by this fowl and its longstanding presence in Brazilian culture.

公鸡 (1993)

巴西画家

阿尔德米尔·马丁斯的油画，灵感来自这种家禽以及它在巴西文化的长期存在。

Top Quality Brazilian Chicken Wins Markets Around The World



BRChicken is published by the Brazilian Chicken Producers and Exporters Association (ABEF), with the support of APEX-Brasil, the Brazilian Trade and Investment Promotion Agency, an autonomous agency linked to the Ministry of Industry, Development and Foreign Trade.

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BRChicken is produced for ABEF by Editora Brazil Now



Cover:
Acrylic on canvas
22 cm x 18 cm
Galo (Cock) – 1993
By: Aldemir Martins (1922-2006)
Painting from the collection of
WWW.BRAZILGALLERY.COM.BR
The right to use this image for
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Mr. Pedro Martins, curator of the work
of painter Aldemir Martins (www.
estudioaldemirmartins.com).

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CHINA: GROWTH AND OPPORTUNITY

中国：成长和机会

In recent years China has achieved quite extraordinary economic expansion. Gross Domestic Production has grown by double digits every year since 2002, and this carried the country to third place in the world ranking of largest economies in 2007, trailing just the United States and Japan.

This fantastic development over the last seven years has transformed China into a major supplier of products such as household appliances and electronics. Brazil enjoyed a surplus in its bilateral trade with China until 2006, but in the last two years, and coinciding with the rising growth of the Asian powerhouse, the bilateral trade balance has started to show a deficit for Brazil.

This, however, should be seen as an opportunity. After all, in the same way that China has been transformed into a major center of production, the country's immense population means that it is also a fantastic consumer market for various products, not least of which foodstuffs.

At the end of 2008 Chinese authorities reopened their market to imports of fresh Brazilian chicken, something they had indicated was likely two years earlier. Twenty-two Brazilian poultry processing plants were subsequently registered as suppliers.

Brazil has been the world's biggest chicken exporter since 2004, and the quality and sanitary control of our chicken are recognized worldwide. In 2008 Brazil shipped 935,000 tonnes of chicken to Asia, of which 415,000 tonnes went to Hong Kong. Much of that had mainland China as its final destination.

I have no doubt that Brazilian chicken meat will quickly become a daily item in the diet of the Chinese people.



Francisco Turra, Executive President of the Brazilian Chicken Producers and Exporters Association (ABEF)

巴西鸡肉生产和出口商协会 (ABEF) 执行主席
弗朗西斯科·杜拉 (FRANCISCO TURRA)

在最近几年中国经济呈现巨大的增长。从2002年开始，每年国民经济增长超过2位数——这使得该国，在2007年，成为世界第三大经济实体，仅次于美国和日本。

最近7年的惊人发展使中国成为庞大的产品供应商，如电子电器产品。直到2006年，巴西和中国的贸易关系呈现顺差。在最近两年，与这个亚洲国家更为快速上升的增长曲线相对应，巴西和中国的贸易关系呈现逆差。

但这个也应该被看作是一个机会，正如中国成为庞大的生产商，它庞大的人口也成为许多产品巨大的市场——例如食物。

2008年底，中国有关部门重新对巴西自然鸡肉的出口开放市场。在此两年前，已经有了信号。接着，22个巴西的禽肉加工厂获得了出口许可。

巴西鸡肉的质量和卫生状况得到全世界的认可。从2004年开始，巴西是全球最大的出口商。2008年，我们向亚洲出口了93.5万吨。其中41.5吨出口到香港，还有相当部分出口到中国大陆。

我们确信，在不久的将来，我们的鸡肉将在中国人的餐桌上出现。

TOP-QUALITY CHICKEN ON THE CHINESE DINNER TABLE

THE WORLD'S BEST CHICKEN MEAT IS NOW AVAILABLE FOR DEMANDING CHINESE HOUSEWIVES. BRAZILIAN EXPORTERS ARE READY TO SUPPLY EXACTLY WHAT THE CHINESE CUSTOMER WANTS: SPECIAL CUTS, PRODUCED UNDER THE STRICTEST SANITARY CONTROL

一流鸡肉进入中国的餐桌

世界上最好的鸡肉—质量，味道，价格—已经可以供严格的中国消费者享用。巴西出口商们已经准备好向客户提供他们所需要的：不同的切割，最严格的卫生要求。

As in so many other areas of economic activity, China is rapidly becoming the world's largest consumer of chicken meat. In recent years it has run a strong second, just behind the United States. This year, however, there is every chance that China will advance yet more and become the world's largest consumer market. According to projections by the United States Department of Agriculture (see graphs) China looks set to consume 13.9 million tonnes of chicken meat in 2009, while US consumption will probably not exceed 13.7 million tonnes. Happily, the ever-more-demanding Chinese consumer will now be able to count on Brazil's top-quality, international-recognized chicken meat.

The growing commercial bond between the two countries was decided at the end of last year and is a matter of pride for Brazilian exporters represented by the Brazilian Chicken Producers and Exporters Association (ABEF), who feel 'honored' by the Chinese interest. In December of 2008 the agriculture ministries of China and Brazil signed an agreement detailing mutual obligations and advantages. The deal allows Chinese consumers access to a Brazilian product that is already exported to over 150 countries including such demanding markets as the European Union, Japan and the Middle East.

From now on the Chinese will be able to count on the skill and experience of the Brazilian poultry industry, which achieved exports of US\$6.9 billion in 2008 by meeting the specific require-

如同在经济活动的其它方面，中国正在逐渐成为世界上最大的鸡肉消费国。最近几年，它一直稳定在第二位，仅次于美国。今年，它将会有一个新的飞跃，成为全球最大的消费国。根据美国政府的估计（见相关图表），中国将在2009年消耗1390万吨鸡肉，而美国将不超过1370万吨。从现在开始，日益严格的中国消费者将可以享用高质量的鸡肉—全球闻名的巴西鸡肉。

在去年年底决定了两国市场的靠近。这成为巴西鸡肉生产商和出口商协会（ABEF）的巴西出口商们的骄傲。他们对中国市场表现出来的兴趣感到荣幸。2008年12月，巴西和中国农业部签订了一个双边协议，使得中国人可以吃到巴西产品，这一产品已经被出口到超过150个国家，其中包括非常严格的市场，如欧盟，日本，中东。

中国人可以相信巴西家禽饲养业的经验，它在2008年出口了69亿美元。满足各地消费者对切割，生产方式，卫生，质地和味道的要求。“攻克中国消费者是我们今年的挑战”ABEF执行主席Francisco Turra说。前景是



An aviary in Santa Catarina, in the South of Brazil: ample space and rigorous care ensure the health and wellbeing of the flock
巴西南部圣卡塔林纳州的养鸡场：宽广的空间和严格的照料保证了家禽的健康和舒适。

ments of each consumer market with respect to cuts, production methods, sanitary conditions, texture and flavor. "Conquering the Chinese market is our great challenge for this year," said ABEF Executive President Francisco Turra. Prospects are exceptionally promising and new horizons are opening up for Brazilian producers. The country has potential to be selling up to 100,000 tonnes of chicken meat to China through the end of 2010, implying annual billings of around US\$150 million.

The Brazilian poultry industry is an international benchmark for its installed capacity, integrated production system, sanitary control procedures and the technology it has developed. All this means that Brazil enjoys the classification of a bird-flu free zone, according to the World Organization for Animal Health (OIE). "The poultry industry is one of the most important sectors of the Brazilian economy," said Inácio Kroetz, secretary for sanitary defense at the Ministry of Agriculture, Livestock and Supply. "Brazil has been the world's top chicken meat exporter since 2004, and the opening of the Chinese market will consolidate this leadership," he said.

Valdemir Paulino dos Santos is the commercial director of Copacol, one of the companies registered to export to China. "The fact that Brazil can sell directly to China means that the Chinese

非常看好的并且为巴西产品打开新的大门。到2010年底，巴西有能力向中国提供10万吨，或者说将近1亿5千万美金。

巴西的这一工业以它的能力，集成生产系统，自身的技术和使巴西成为国际动物卫生组织认可的无禽流感区域的卫生控制而全球闻名，“家禽养殖业是巴西经济中最重要的部门中一员”，农牧业和供应部卫生防疫司司长 Inácio Kroetz认为。“从2004年以来在鸡肉出口方面绝对领先，中国市场的开放更加固了巴西的领先地位”，司长预见。

对于Copacol公司负责人（Copacol是一家可以向中国出口的企业）Valdemir Paulino dos Santos, Copacol来说，“巴西可以向中国直接出口的事实使得中国消费者可以用具有竞争力的价格获得这一高质量的产品。”

满足像中国这样大的市场的关键因素是该工业的生产能力。“基于家禽养殖业的扩张潜力，巴西成为，通过它的持续性，唯一能够满足中国巨大需求的国家”，Diplomata公司经理 Clóvis Pereira认为。Diplomata是巴西第六大

consumer will be able to access our high-quality product at competitive prices," he said.

One crucial factor in selling to a market the size of China is the poultry industry's production capacity. "Given Brazil's potential for expanding its poultry sector, we are the only country capable of supplying on a sustainable basis the large volumes that Chinese demand could generate," said Clóvis Pereira, commercial manager of Diplomata, Brazil's sixth largest poultry slaughtering company.

Sanitary control is also very important. "One of the gains for the Chinese consumer, indeed perhaps the main one, is that he will now have direct access to chicken from Brazil, whose poultry sector uses animal production methods that are a benchmark around the world," said Tiago Marson Fonseca, sales manager for Asia at Doux Frangosul, Brazil's fourth largest chicken meat exporter.

In addition to having a poultry sector that combines excellence with scale of production, Brazil has a long tradition in meeting the specific needs of individual foreign markets. "We can offer the Chinese market differentiated products with special cuts such as cut wings, wing tips, feet, paws, neck, entrails and so on," said Ricardo Santin of the ABEF, speaking for Brazilian exporters.

Western markets tend to favor the chicken breast, Santin said, while the Chinese market has different tastes and consumes cuts with more bone and cartilage.

The United States, another major chicken exporter, sells China whole leg quarters which are then cut up by the Chinese purchaser. Brazil will offer the Chinese market ready cut leg parts with better quality and at a lower price, thus representing another immediate gain for the Chinese consumer.

Brazilian exporters are excited and ready to do business. "The opening of the Chinese market to Brazilian chicken meat exports is a great opportunity for Sadia, which already has an office in Shanghai and three plants registered to export to China," said Guillermo Henderson, Sadia's commercial director for export markets.

China already has significant domestic poultry production. Nevertheless it is a market in constant expansion and will need to import to meet demand. Local importers have already expressed an interest, said dos Santos of Copacol. "We have been in contact with large Chinese companies that are keen to buy our product," he said.

Bilateral trade – From 2007 to 2008, China moved up from third to first export market for Brazilian agribusiness. Sales to China were US\$3 billion, led by the soy complex, tobacco, leather and cotton. Even so, the bilateral trade balance has seen a significant edge for China in recent years. In 2008 China enjoyed a surplus of US\$4.6 billion on total bilateral trade of US\$36.6 billion with Brazil.

Expectations of the Brazilian government and companies in

家禽加工厂。

另外一个相关因素是卫生情况。“中国消费者获利之一，或许是最重要的，是他可以获得巴西鸡肉，这一工业使用的动物生产的实践是全球闻名的” Doux Frangosul 公司亚洲销售经理Tiago Marson Fonseca认为。Doux Frangosul是巴西第四大鸡肉出口商。

除了能够结合大规模生产和高质量产品的工

业，巴西一直以来能够满足各个进口市场的特殊性。“我们可以向中国市场提供不同产品，特殊的切割，如鸡翅，翅尖，爪子，腿，脖子，内脏，等等”。ABEF的Ricardo Santin以巴西出口商的名义保证。

根据ABEF的Ricardo Santin，西方偏好鸡胸脯，而中国市场有其它偏好，如有更大比例的骨头和软骨。

美国，该产品的大出口商，将鸡腿整个出售，购买者在中国自己切割。巴西可以提供已经切割好的，以更低的价格和更好的质量。这是中国消费者从现在起又将获得的一个好处。

巴西的出口商现在很激动并且准备好迎接贸易的机会。“中国市场对巴西鸡肉出口的开放对于Sadia来说是一个很好的机会，Sadia已经在上海有办公室，并且有三家可以向中国出口的工厂”，Guillermo Henderson说，Sadia外部市场的贸易负责人。

中国是一个需求不断上升的市场并且需要用进口来补充它强有力的养殖业生产。当地的进口商已经表现出兴趣，Copacol的Paulino dos Santos评价到。“我们已经和那些有兴趣获得我们的产品的大型中国企业有联系”，他说到。

双边平衡——从2007年到2008年，中国在巴西农产品主要目的地中从第三位上升到第一位，购买金额为30亿美元，其中突出的是复合大豆、烟草、皮革以及棉花。即使这样，在最近几年双边贸易平衡中，中国还是有相当的顺差。2008年，中国相对巴西在整个366亿贸易额中有46亿的余额。

对于巴西政府（也对于巴西企业），期望值是市场对巴西鸡肉的开放可以促进贸易的平衡。





Healthy Brazilian chicken: fed on natural ration, made from maize and soy
健康的巴西鸡肉：以玉米和大豆为主的天然饲料。

the poultry sector are that the opening of the Chinese market to Brazilian chicken meat can help balance bilateral trade. “We have a big deficit with China,” said Célio Porto, international relations secretary at the agriculture ministry. “One of the few products that we can immediately sell to China is meat.” Porto said that gaining a foothold in China, one of the world’s major importers, was extremely important for consolidating bilateral trade between the countries.

Big chains – Among the major beneficiaries of the opening of the mainland Chinese market to Brazilian chicken meat will be major chains including fast food outlets, restaurants, hotels, supermarkets, retailers and wholesale meat distributors. The major international fast food chains that currently cannot buy from Hong Kong, such as Pizza Hut, KFC and others, and today do not have access to special cuts, will be able to import directly from Brazil and buy in Shanghai.

According to Doux Frangosul’s Fonseca, there will also be increased potential for developing new products. “We will have more possibility of working with higher value added products that can be distributed in retail chains,” he said. “This means that our product will reach Chinese consumers directly in our own packaging, so we can then work on our marketing to develop our brand.”

Some companies are already setting up deals. “Working with a partner who has a chicken slaughtering plant in the State of Paraná, we have already negotiated an exclusive supply deal with

“我们对中国的逆差是很大的”，巴西农牧业和供应部国际关系司司长Célio Porto肯定。“在为数不多我们马上能够向中国出口的产品中，肉类是其中一个”，他解释到，并补充说，“能够在中国这样世界最大的进口市场之一是对加强两国贸易极其重要的一步。”

庞大的网络——在中国市场对巴西鸡肉开放的受益者当中，有大型餐饮业连锁、酒店、超市、肉类批发和零售商。那些不能从香港购买的大型国际餐饮业连锁，如必胜客、肯德基以及其它，和那些现在不能买到特殊切割的连锁店将从巴西进口和在上海购买。

根据Doux Frangosul公司的Tiago Marson，对于新产品的开发的展望也扩大了。“我们将尽可能开发具有附加值的产品用于零售”，Doux的销售经理说。“这样最终到达中国消费者手中的产品将有我们的包装，起到推广我们品牌的营销作用”，还补充到。

一些企业已经提前展开贸易，“我们已经有一个唯一供货的合同在手，通过巴拉那州的一个鸡肉供应商的合同，提供给世界最大的鸡肉消费者之一，因此也是中国最大的进口商之一”，

one of the world's largest chicken consumers, which is therefore also one of the largest importers in China," said Ilonka Eijsink, a sector specialist who is a director at the Sanger Brasil trading company. Eijsink declined to identify the company beyond saying it was a major retail chain.

Presence in Asia – Brazil is already a traditional supplier of chicken meat to Asia. Top markets are Japan, Hong Kong and Singapore. In 2008, Asia was the second most important region for Brazilian chicken meat sales, taking 935,500 tonnes worth US\$1.93 billion. This represented dollar growth of 61% over 2007. Top customers were Japan, with imports of US\$1.16 billion, making it the single largest destination for Brazilian chicken meat; Hong Kong, with US\$564 million; and Singapore, with US\$151 million. Together these three countries took US\$1.88 billion of Brazilian chicken meat, equal to 97% of Brazilian chicken exports to that region. Almost all the major Brazilian exporters have already been selling chicken meat to the Asian region for some

Ilonka Eijsink, 该行业的专家也是Sanger Brasil公司负责人透露。她没有透露企业的名字, 但说是一家大型零售网。

在亚洲——巴西一直是亚洲鸡肉供应商, 突出市场是日本、香港和新加坡。2008年亚洲是第二大巴西鸡肉购买的区域, 93万5千5百吨, 相当于19亿3千万美元, 相对于2007年在汇率收入有61%的增加。突出日本市场, 购买了11亿6千万美元, 巴西鸡肉最大的目的地; 香港, 5亿6千4百万美元; 新加坡, 1亿5千1百万美元。这三个国家的总合相当于18亿8千万, 或者是97%巴西鸡肉对该地区的出口。几乎所有巴西大型出口商都好几年将鸡肉出口到亚洲市场, 满足各个区域的特性。

“我们在香港市场已经有十多年了, 向那里

SUCCESSFUL NEGOTIATIONS

The negotiations which opened up the Chinese market to Brazilian chicken meat required more than two years of meetings, missions and sanitary inspections by the Brazilian and Chinese governments. In December of 2008 officials of the two countries finalized the negotiations which allowed for the resumption of the free sale of fresh Brazilian chicken meat throughout China.

In February of this year, and following due inspection, the Chinese government authorized 22 Brazilian poultry meat packing houses to export to the Chinese market. A further two should receive clearance shortly. In all, these represent 17 companies which are among the major Brazilian chicken meat exporters, and have wide experience in exporting to the European Union, Asia and the Americas.

Negotiations were led for Brazil by the Ministry of Agriculture, Livestock and Supply, and for China by the General Administration for Supervision of Quality, Inspection and Quarantine. Agriculture ministry officials Inácio Kroetz, secretary for agricultural and livestock sanitary defense, and Célio Porto, secretary for international relations, led the negotiating team for the Brazilian side.

"From the point of view of sanitary control, Brazil guaranteed its condition as a country free from highly pathogenic avian influenza and that we will only export meat and poultry derivatives produced in States that are recognized as free from Newcastle disease," said Kroetz.

Under the agreement, amongst other things, China gained access to the Brazilian market for sheep and goat casing. "Today we have a proactive policy for negotiating trade agreements," said Porto, noting the collaboration of the Ministry of External Relations and the Ministry of Development, Industry and Foreign Trade.

成功的协商

为了使中国市场向巴西鸡肉开放进行了为期两年的协商, 通过两国政府的会议, 代表团和卫生检查。于2008年12月, 两国相关部门决定整个中国市场对巴西鸡肉重新开放自由销售。

今年二月, 中国政府授权, 在经过检查之后, 22个巴西禽类加工厂获准向中国出口(另外两个应该很快得到批准), 这些代表了巴西17家大型鸡肉出口企业, 它们有向欧盟、亚洲和美洲出口的丰富经验。

参与协商的是巴西农牧业和供应部和中国国家质量监督检验检疫总局。巴西农牧业卫生局局长Inácio Kroetz和巴西外交部部长Célio Porto, 在协商中领导巴西方面。“从卫生角度来说, 巴西保证是一个不受禽流感影响的地区以及出口的肉类和相应产品出自于没有疯牛病的地区”, Inácio Kroetz说到。根据协议, 中国获准进入巴西牛羊市场。“现在我们的政策是主动进行贸易协商”, Célio Porto说, 并且提到外交部和工业、外贸部之间的合作。



Whether the customer prefers whole birds or dozens of different cuts, Brazil has plenty of capacity to meet demand from China, a country that this year will become the world's largest chicken consumer

无论是整只鸡还是各种切割的鸡块，巴西都能够满足中国的需求，中国今年在全球的鸡肉消费量中排名第一。

years, catering to the specific requirements of each market.

“We have been active in the Hong Kong market for over 10 years, and we sell significant volumes of chicken cuts there,” said Diplomata’s Pereira. “This market demands traditional chicken wing cuts such as the middle joint wing, the wing tip and the whole wing, together with feet and paws, and to a lesser degree gizzards,” he said.

The Hong Kong market has been growing at a rate of 10% a year. In 2008, over 20 Brazilian companies shipped a total of 415,000 tonnes of chicken meat to this destination.

Chicken is now Brazil’s top-selling export to Hong Kong. “We have been selling to Hong Kong for a long time, it’s a market that today is typified by aggressive demand and a high degree of competition, with major players like the United States active there,” said dos Santos of Copacol.

Isis Nogueira Sardella, coordinator of trade promotion at the ABEF, has wide experience in international trade fairs and events in Asia related to the meats sector, for example Sial China which takes place in Shanghai, and CIFE in Guangzhou. She believes that the Chinese market has the potential to become one of the main destinations for Brazilian chicken meat. “Once the Chinese market is effectively open to Brazilian chicken meat, we hope to establish an even stronger link of partnership between the two countries,” she said.

Industrial plants – The Brazilian poultry meat packers exporting to China are listed in a register of establishments authorized by the Chinese veterinary authorities. These slaughter-

我们出口相当数量的切割鸡肉”，Diplomata公司的Clóvis Pereira肯定。“一直以来，这些市场要求传统的鸡翅切割，如翅膀的一半，翅尖、整个翅膀、腿、爪子和更小的体积，鸡胗”，详细说到。

香港市场每年增长10%。去年巴西通过超过20家企业出口了41万5千吨鸡肉。

鸡肉是巴西向香港出口产品清单上的第一位产品。“我们向该市场销售鸡肉很多年了，它呈现一种很强的需求和很高的竞争力，和其它的参与者，如美国”，Copacol公司的Paulino dos Santos透露。

凭着在亚洲参加肉制品行业展览会的经验，如上海的中国国际食品和饮料展览会、广州的中国食品博览会，ABEF贸易促进协调员Nogueira Sardella相信，中国市场会成为巴西肉类的主要目的地。“伴随中国市场向巴西肉类的开放，我们希望巴西和中国之间的合作关系变得更加坚固”，她说到。

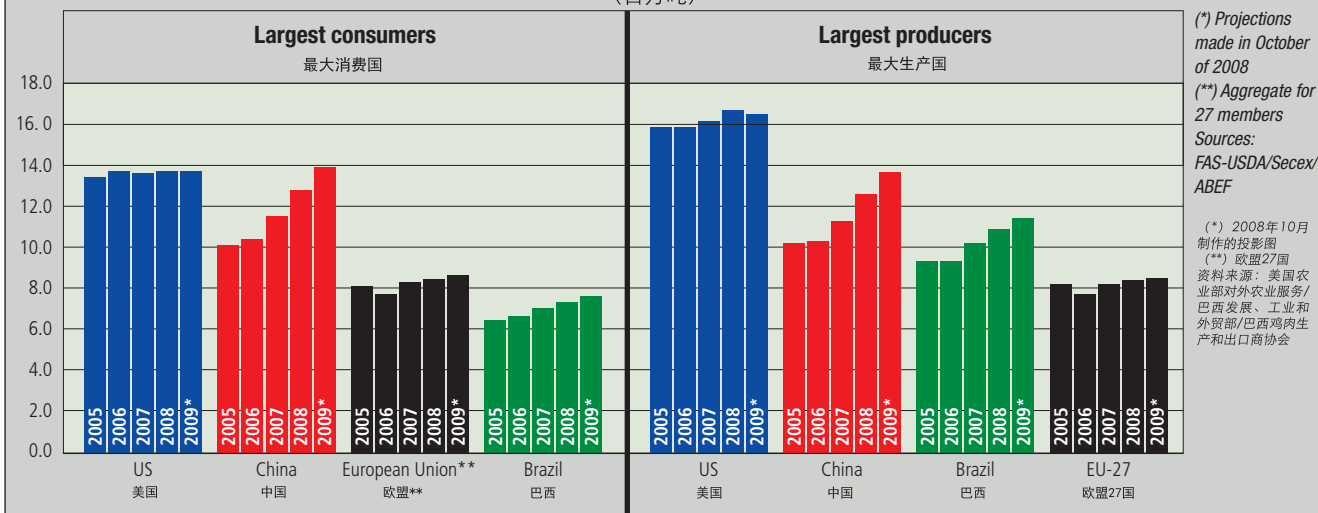
工厂——向中国的肉类出口商包括在中国相关部门的清单中。这些工厂将接受联邦检察机关（SIF）的控制。“它们位于没有疯牛病的区

CHINA TAKES THE TOP SPOT...

中国居榜首...

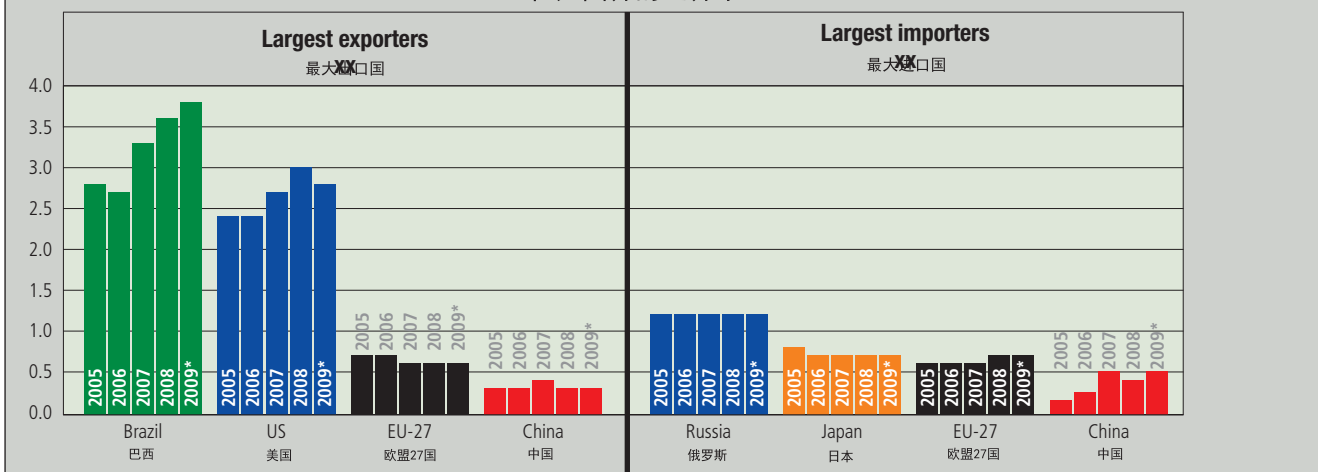
The leading global players in the chicken meat complex. China looks set to overtake the US as the largest domestic market in 2009. (In millions of tonnes)

在全球领先的鸡肉消费国排名中，中国凭借2009年最大的国内市场将赶超美国。(百万吨)



... IN A WORLD WITHOUT FRONTIERS

...在无国界的世界中



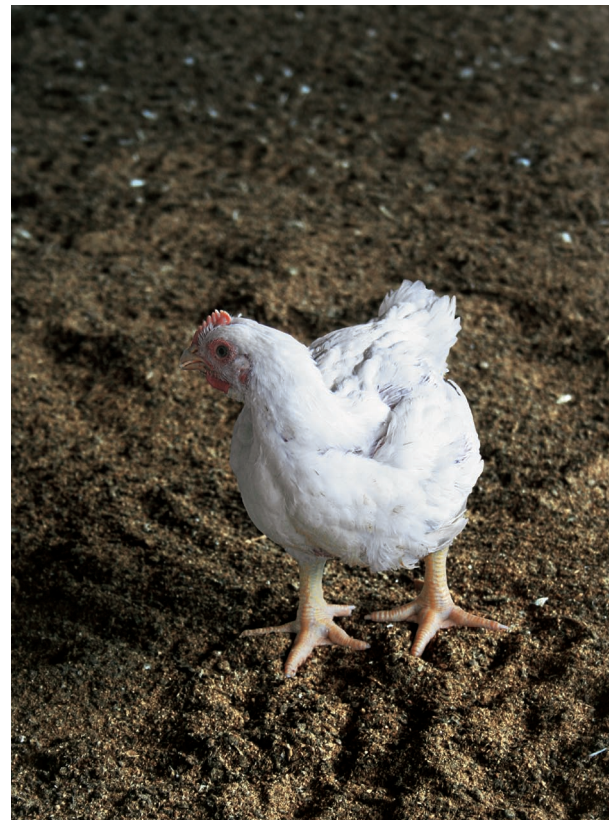
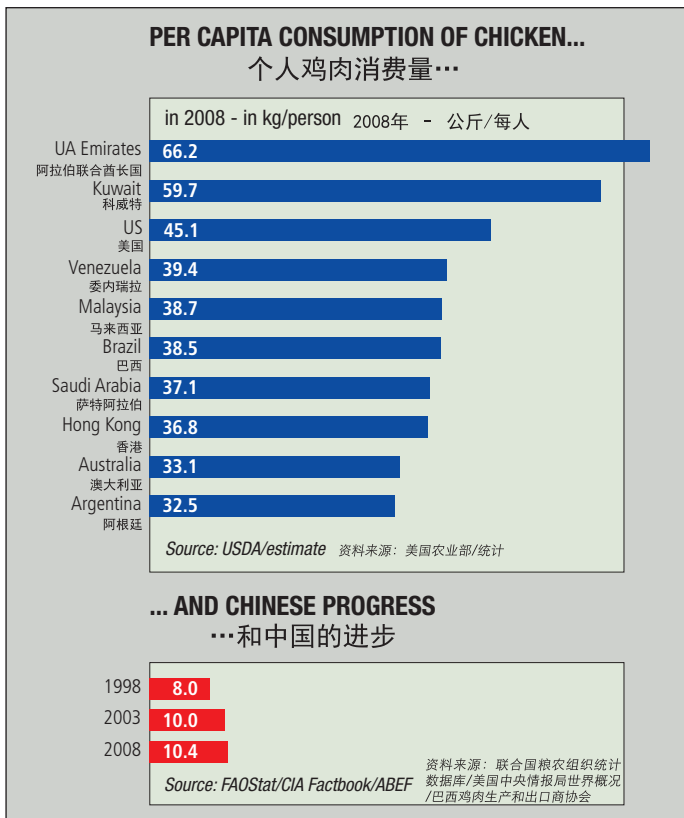
houses are subject to control by the Federal Inspection Service (SIF), an organ of the Brazilian federal government. "They are all located in states that are free from Newcastle disease and have implemented the Hazard Analysis of Critical Control Points (HACCP) system, together with other self-monitoring systems recommended by the Department for Inspection of Products of Animal Origin, an organ within the Secretariat for Agricultural Defense (SDA) at the Ministry of Agriculture," said Inácio Kroetz, who is responsible for agricultural and livestock sanitary defense within the ministry.

Kroetz and Porto represented the Brazilian government in the negotiations which led to signature of the joint Sino-Brazilian agreement. The Chinese side was led by Wei Chuanzhong, vice-minister of administration, quarantine, supervision and inspection.

域，并且有在控制关键点进行危险分析的系统以及其它DAS的源于动物制品的检查部门建议的项目”，Inácio Kroetz解释，他在巴西农牧业部负责农牧业的卫生防疫。

Inácio Kroetz和Célio Porto代表巴西政府，和中国国家质量监督检验检疫总局副局长魏传忠一起对达成中巴协议进行了协商。贸易将从本季度开始，因为所有的步骤已经结束，包括中国政府在今年二月关于巴西工厂清单的公告。

“由于我们已经授权进口中国的牛羊群（巴西方面对应的条款），而且我们对于巴西进口商不要求许可，我们希望鸡肉方面的贸易很快就开



Trade should effectively get under way this quarter because all the necessary steps have now been taken, with the publication by the Chinese government in February 2009 of the list of authorized Brazilian meat packers. "As we have already signed the authorization liberating importation of casing from Chinese sheep and goats (which was one of the Brazilian obligations in the agreement), and we do not require Brazilian importers to have a license, we hope that chicken meat deals get off the ground quickly," Porto said. Chinese importers of Brazilian chicken are just waiting for import licenses to be issued by Chinese authorities.

"The agreement took two years to negotiate, but it has come at a good time," said Christian Lohbauer, the former executive director of ABEF. "Brazilian processing plants are ready, in terms of sanitary control, production capacity, labor, technology and logistics, to ship Brazilian chicken to mainland China."

Two Doux plants have been authorized to export to China. "We hope to show the consumer a new concept in terms of traceability and food safety. We have the knowhow, structure and market partners to take this major step into the Chinese market," said Marson, of Doux.

Growth of Brazilian chicken in the Chinese market will be yet another demonstration that Brazil is constantly looking for transparency in its trading relations and in the supply of safe, high-quality foodstuffs. This has helped make the country one of the world's leading suppliers of foodstuffs and animal origin products.

始”，Célio Porto说。巴西鸡肉的中国购买者只是在等待中国相关部门发出进口许可。

“协议花了两年的时间，但获得很好的条款。”前ABEF执行负责人Christian Lohbauer指出。根据他说，巴西在卫生，生产，人力，技术以及物流方面进行了充分准备把巴西鸡肉推向中国市场。

Doux的两种植物被授权向中国出口。“我们希望向消费者展示一种新的追踪和食品安全的概念。我们有知识，结构和在市场上的合作伙伴使我们在中国市场上迈出大的步伐”，Doux的Marson说。

巴西鸡肉贸易在中国的进程再一次证明了巴西在不断寻求贸易关系的透明化和提供安全高质量食品的透明化。从而确立它是世界范围内来源于动物的产品和亚产品的主要供应商之一。

THE WHOLE WORLD'S THE LIMIT

BRAZILIAN CHICKEN CAN BE FOUND ON TABLES AND IN SUPERMARKETS ALL AROUND THE WORLD. THE COUNTRY'S MODERN CHICKEN PRODUCTION INDUSTRY RELIES ON STATE-OF-THE-ART TECHNOLOGY AND DIVERSIFIED PRODUCTS TO CORNER 40% OF GLOBAL EXPORTS

Thanks to decades of ongoing investment, Brazilian chicken meat exports grew by a healthy 40% in 2008, while production expanded 6% to 10.9 million tonnes. Even with the onslaught of the international crisis, chicken exports to over 150 countries reached US\$6.9 billion last year, compared with US\$5 billion in 2007. This performance highlights the productive capacity of the country's poultry industry and the international recognition for excellence that Brazilian chicken meat enjoys. It also shows that Brazilian producers have the quality and sanitary control to immediately meet the requirements of markets like China.

Francisco Turra, executive president of the Brazilian Chicken Producers and Exporters Association (ABEF), noted that despite the world recession "there are good prospects for Brazilian chicken this year, with the opening of new markets such as Algeria, Malaysia, Indonesia and above all China." Brazil is the world's largest chicken exporter by volume, with over 40% of total international sales, and is the third largest producer trailing just the United States and China.

From Japan to Kuwait – There seems to be no limit to the vigorous growth of Brazil's international chicken meat sales. In 2008 exports to Japan grew by no less than 101% to US\$1.16 billion, making that country Brazil's largest single market. Holland was the second ranked destination for Brazilian chicken thanks to its efficient logistics which make it a preferential point of entry to the European Union: Dutch ports received US\$746 million of chicken last year, up 14% in value over 2007. Sales to Hong Kong, where Brazil accounts for no less than 63% of all chicken meat imports, were up by 30% over the previous year to US\$564 million.

巴西的目标 是全世界

巴西鸡肉遍布地球的四面八方，已出现在150个国家的餐桌上、超市里。这个现代产业领域以最新技术为基础，拥有丰富的产品，占据世界总出口额的40%。

经过几十年的不断投资，巴西的鸡肉出口在2008年激增40%。虽然有国际金融危机深化这个不利因素，去年的鸡肉出口额还是达到69亿美元，销往150个国家，而2007年的出口额为50亿美元。巴西全国鸡肉总产量达到1090万吨，比上年增长6%。这个成绩显示了巴西鸡肉产业的生产能力，也表明了国际市场对巴西优质鸡肉的承认，同时也说明巴西的鸡肉产业已经做好准备，能随时满足像中国那样的大市场在产量、质量和卫生安全方面的要求。

对于巴西鸡肉生产和出口协会主席Francisco Turra来说，虽然世界经济消退，“但今年巴西鸡肉的前景很好，我们开辟了新的市场，如阿尔及利亚、马来西亚、印度尼西亚，特别是中国。”在出口量上，巴西是世界最大的鸡肉出口国，占世界出口总量的40%多，也是世界第三大鸡肉生产国，仅次于美国和中国。

从日本到科威特

在国际市场上，巴西鸡肉的销售数字不受边境的限制，在不同的国家同样的精彩：2008年，出口日本的销量增加101%，达11亿6千万美元，这个数字使日本成为巴西鸡肉最大的进口国。荷兰，第二大进口国，因其便捷的口岸体制成为欧盟进口鸡肉的门户，去年共进口鸡肉七亿四千六百万美元，比2007年增加14%。香港共进口五亿六千四百万，比上一年增加30%（巴西鸡肉占香港鸡肉总进口额的63%）。



A poultry farm in the South of Brazil: competitive production, technology and environmental protection, all in harmony

巴西南部的鸡肉加工厂：生产、技术与环保处于和谐的关系。

These are all extremely demanding markets that require differentiated cuts and advanced technology for poultry production, as do other destinations in the European Union like Germany, the United Kingdom and Spain. Other such markets include South America, for example Venezuela; Asia, for example Singapore, Thailand and Korea; and the Middle East, including Saudi Arabia, Kuwait and others.

According to Clóvis Pereira, commercial manager of Diplomata, the country's sixth-ranked company in terms of number of birds slaughtered, "the Brazilian poultry business sector is very dynamic, based on the country's great capacity for grain production and the strong sanitary controls which have been put in place for chicken production." He said Brazil has achieved its status as a major world supplier by producing chicken meat that combines quality with a competitive price.

One of the keys to this success has been the system of integrated production used in the Brazilian poultry sector, which has become an international benchmark for its installed capacity, sanitary security, use of cutting edge technology – some of it developed "in house" – and the quality of the product, which meets the specific needs of different importing markets. The integrated system blends the tech-

这些市场对鸡肉的要求非常严格，要求不同的鸡肉分割法以及高技术的鸡肉生产，下面这些市场也是如此：欧盟的德国、英国和西班牙；南美的委内瑞拉；亚洲的新加坡、泰国和韩国；以及中东的沙特阿拉伯和科威特，等等。

按照巴西第六大鸡肉企业Diplomata公司商务经理Clóvis Pereira的说法，“巴西的养鸡业生机勃勃，其基础是玉米和黄豆的大量生产，以及在生产过程中实行的严格的卫生防疫制度。” Pereira说巴西用质量和竞争力确保了鸡肉供应大国的地位。

巴西鸡肉产业成功的秘诀之一是采用了生产集约化体制。巴西鸡肉产业因其生产能力、卫生保障、高技术和自主技术的运用、产品的质量，以及能满足消费市场的特殊要求等原因成为世界典范。集约化体制把处理鸡肉的大型企业的生产能力与成千上万的养鸡企业（主要由中小型养殖企业组成）的生产能力结合起来。大约85%的巴西鸡肉是在这个体制下生产出来的（见表）。

AN INTEGRATED AND PROSPEROUS LIFE IN THE COUNTRY

PROCESSING COMPANIES WORK CLOSELY WITH SMALL AND MEDIUM POULTRY FARMERS TO ENSURE PRODUCTIVITY AND BETTER STANDARDS OF LIVING

The integrated chicken production system in the Brazilian poultry sector has become a successful model for poultry farming and is spreading to other areas of agribusiness, for example grapes, tomatoes, heart of palm, fruit, tobacco and others.

Under an integrated system, the agribusiness processing company leads and coordinates the supply chain. In the case of chicken meat, the integrating company supplies the small farmer with day old chicks, ration, and technical, sanitary and veterinary support. The small farmer is responsible for his own installations, labor, and rearing and handling the animals in his aviaries. This partnership ensures sanitary control, efficiency, productivity and sustainability throughout the Brazilian chicken supply chain.

Integrated production has its roots in the State of Santa Catarina in the 1960s and today generates an estimated 85% of the 10.9 million tonnes of chicken produced in the country in 2008. Here to stay, integrated production has been fundamental in helping propel Brazil to current world leadership in the sector. "Brazilian chicken has improved greatly in quality, today it ranks with the world's best," said farmer Nivaldo Santi, who has been an integrated producer since 1974 with Perdigão, one of Brazil's largest chicken processing companies. Santi started with 24 hectares; today he has 80 hectares and nine aviaries.

As well as boosting productivity, integrated poultry production plays an important social role in Brazilian farming. It helps improve the life of rural families, who gain a middle class standard of living and the ability to buy modern consumer goods. At the same time it makes it possible for around one million people to remain living in rural areas, counting small and medium property owners and workers directly involved in the integrated production system.

"The main advantages of this system are economic development and the access of small producers to modern technology for production and management," said Osório Dal Bello, of Sadia.

集约化生活使农村越来越繁荣

工厂和中小型生产者一起工作，保证产量和社会进步。

巴西鸡肉产业生产集约化机制已成为一种成功的模式，这种机制已在巴西猪肉生产中被采用，而且已经被引用到巴西农业贸易的其它领域，如葡萄、西红柿、棕榈芽、水果、烟草，等等。该机制是由农产品处理企业协调和领导生产链。在鸡肉生产中，集约企业为农村养殖企业提供雏鸡、饲料、技术、卫生和防疫支持，而养殖企业则负责自己的建设、用工、在自己的养殖场和养鸡场饲养和放养动物。通过这种合作伙伴关系，该机制保证了巴西鸡肉产业链的卫生、效率、可生产性和可持续性。

集约化机制于二十世纪六十年代开始在巴西被采用，首先在占2008年巴西鸡肉总产量（1090万吨）85%的鸡肉产区圣卡塔林纳州施行。现在，集约化模式已得到巩固，并使巴西在世界鸡肉市场上拥有突出的地位。“巴西鸡肉的质量提高了很多，现在我们的质量不输给任何人”，自1974年起就与巴西最大的鸡肉处理公司Perdigão

结成联营关系的养殖户Nivaldo Santi这样评价。他是从24公顷土地上开始他的养殖业的，现在已拥有80公顷土地和9个养鸡场。

除了提高产量，鸡肉集约化生产在巴西农业中起到了非常重要的社会作用。通过集约化生产，人们的生活质量得到很大的改善，达到中产阶级的生活水准，用上现代生活用品，同时为将近一百万人口提供了在农村定居的生活条件，其中包括中小型养殖场场主以及直接为这种生产模式付出劳动的劳动者。Sadia公司的Osório Dal Bello评价道，“这个机制的主要好处是使经



FOTO: EDU CAMPOS



Modern facilities, like these in the Southeast of Brazil (top), and investments in waste treatment (like these installations in southern Brazil), are typical of a production system geared up to offer products with greater added value

巴西东南部的技术设施（上图），以及南部对排放物处理的投资，都显示着有能力提供附加值较高的产品的系统。

nological capacity of the major chicken processing companies with the productive capacity of thousands of small and medium sized poultry producers. Around 85% of Brazilian production is based on this system (see box).

Own Technology – According to Christian Lohbauer, former executive director of the ABEF, the system of integration has allowed Brazil to make a major leap in production and exportation in the space of just ten years. “The Brazilian poultry industry has developed its own technology and become a world benchmark,” he said. In 1998 Brazil

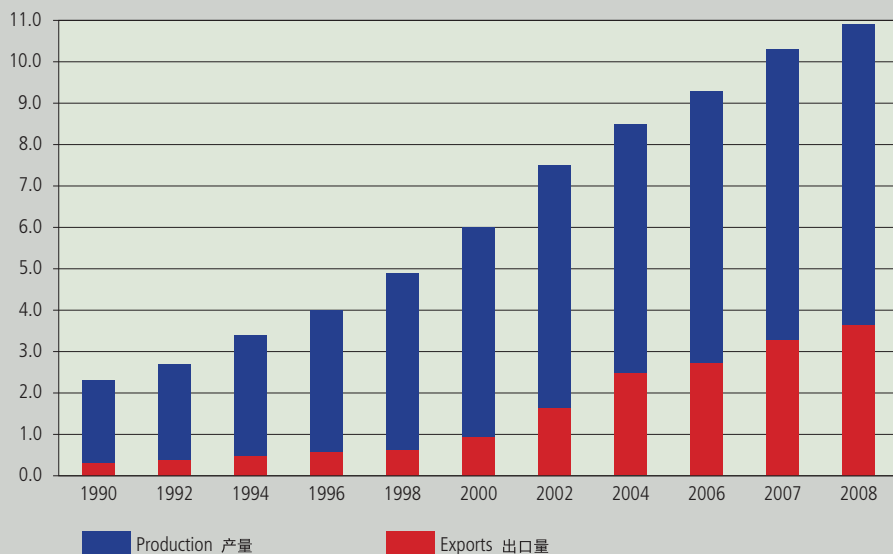
济得到发展并使养殖企业获得最先进的技术和管理方面的信息”。

自主技术

据巴西鸡肉生产和出口协会前执行主席 Christian Lohbauer介绍，集约化体制使巴西鸡肉的生产和出口在十年之内有了飞跃。“巴西的养鸡工业发展自主技术，并成为该领域的世界典范”，前执行主席肯定地说。1998年，巴西鸡肉产量为490万吨；到了2008年，产量达到1090万

BRAZILIAN CAPACITY... 巴西的能力...

Growth of production and exports of Brazilian chicken meat. In millions of tonnes.
巴西鸡肉产量和出口量的增长，单位：百万吨



...IS ADDING VALUE ...是增长的价值

Revenue is growing strongly and the average price is improving, thanks to product diversification.
随着生产的多样化，收入明显增加，平均价格不断改善。

	Revenue (US\$ millions) 收入 (百万美元)	Average price (US\$/kg) 平均价 (美元/公斤)
1990	320	1.07
1992	430	1.16
1994	588	1.22
1996	849	1.49
1998	753	1.22
2000	829	0.90
2002	1,393	0.86
2004	2,595	1.05
2006	3,213	1.18
2007	4,975	1.51
2008	6,940	1.90

Source: ABEF 资料来源：/巴西鸡肉生产和出口商协会

produced 4.9 million tonnes of chicken; by 2008 production had reached 10.9 million tonnes. Exports leapt from US\$753 million in 1998 to US\$6.9 billion in 2008. Over all, the Brazilian poultry sector generates some one million direct jobs, according to the ABEF.

There is strict sanitary control over the entire production process in an industry that in 2008 slaughtered around six billion birds. This control is exercised by the Secretariat for Agricultural Defense (SDA) at the Ministry of Agriculture, Livestock and Supply (MAPA). "The SDA acts directly throughout the country to inspect and control animal slaughterhouses and processing plants," said Inácio Afonso Kroetz, the official in charge of the secretariat. "More than 170 poultry processing plants are permanently inspected by federal officials."

The Brazilian chicken industry has become more competitive internationally, thanks to the integrated production system. This is true both for costs and the guarantee of supply. "The global crisis means that few countries are as competitive in poultry as Brazil," said Célio Porto, secretary for international relations at MAPA. "Anybody can compete when prices are high, as they were through 2007 and 2008. But when things are tough, only the most competitive, like Brazil, will survive," he said.

Brazilian poultry production is concentrated in the South and Southeast of the country, with some recent expansion in the Center-West. The sector is making substantial investments to control its environmental impact through the treatment and re-use of water, preservation of forests and rivers,

吨。鸡肉出口由1998年的七亿五千三百万美元跃至2008年的六十亿九千万美元。据巴西鸡肉生产和出口协会介绍，巴西鸡肉工业共提供了近一百万个直接岗位。

对于一个在2008年全年加工了近六十亿只肉鸡的产业，当然有一套严格的卫生检疫制度去制约，这套规章制度由巴西农牧业和供应部所属的农牧防疫司执行。“农牧防疫司直接负责全国所有屠宰企业和肉类加工企业的监督和检查”，该公司负责人Inácio Afonso Kroetz介绍说，“在禽肉领域，超过170家工业企业长年接受联邦监察机构的监查。”

由于集约化机制，在国际市场上，巴西鸡肉工业不仅在供应量上也在价格上最具竞争力。“因为全球危机，很少有国家向巴西一样具有竞争力”，巴西农牧业和供应部国际关系秘书Célio Porto肯定地说，“当价格如2007年和2008年那样在高点时，谁都可以竞争。但当情况相反时，只有最具竞争力的才会留下，如巴西。”他这样强调。

主要集中在巴西南部 and 东南部的鸡肉产业，最近刚向中西部发展，并开始大量投资于鸡肉产业对环境影响的控制上，比如水处理和再利用，森林河流的保护，以及废弃物和粪便的处理。



Brazil's up-to-date production lines exported 3.64 million tonnes in 2008, earning US\$6.94 billion

先进的生产线使巴西在2008年出口了364万吨鸡肉，创造了69.4亿美元的收入。

and the treatment of waste.

Poultry farming does not represent any risk to the preservation of the main Brazilian biomes, in particular the Amazon Forest. According to ABEF data, 78% of Brazilian chicken exports in 2007 came from the three southernmost states of Santa Catarina (28%), Paraná (28%) and Rio Grande do Sul (22%). These lie more than 4,000 km from the Amazon.

According to Ricardo Santin of the ABEF, the Brazilian integrated poultry production system offers various advantages. These include: access to start-up credit for small producers; access to technology; a regular cash flow; and reduction of operational risks, in particular those arising from market fluctuations or sanitary events. The integrating company is responsible for research, hiring qualified professionals and making information and knowledge available throughout the supply chain. This allows for better planning and control of activities, to ensure excellent standards of quality and sanitary safety.

鸡肉产业未对巴西主要生物种群（如亚马逊丛林）的保护造成任何威胁。根据巴西鸡肉生产和出口协会的资料，2007年78%的巴西出口鸡肉来自巴西南部三个州，它们是：圣卡塔林纳州（28%），巴拉那州（28%）和南大河州（22%）。这些州位于离亚马逊四千公里远的地区。

对于巴西鸡肉生产和出口协会的Ricardo Santin介绍，集约化机制的优点包括如下内容：小型养殖企业可以取得信用开始贸易，可以获得新技术，收入稳定，企业运作风险最小化，特别是减少市场风险，减少卫生检疫方面的问题。通过这个模式，集约企业负责调查、研究、雇佣专业人才，为整个生产链提供信息，使得所有环节都能有计划有控制地进行，来确保产品在质量和安全上达到最高标准。

BRAZILIANS LOVE CHICKEN

CHICKEN MEAT HAS COME TO DOMINATE BRAZILIAN COOKING, WITH DISHES FOR ALL TASTES, AND IS PUSHING BEEF INTO SECOND PLACE AS A NATIONAL CHOICE

The consumption of chicken meat has grown significantly in Brazil, driven by the competitive cost in relation to other types of meat and the demand for lighter, healthier food with low fat content. Chicken is the everyday choice for Brazilians because it goes so well with the typical national meal (rice, beans, salad and some kind of meat). But it's also found in the smartest restaurants, in delicate and sophisticated light dishes, and risottos and pastas. Restaurant chains which serve mainly chicken have spread across Brazil, offering it roasted, grilled, in a sauce and barbecued.

From 1988 to 2008, Brazil's annual consumption of chicken per person jumped from 11.8 kilos to 38.5 kilos, surpassing the annual consumption of beef of 36.5 kilos per person. This was possible only because Brazil managed to balance high quality chicken with large scale production, so helping spread restaurant chains specializing in chicken that cater to all different income levels.

Galeto's is one of the chains specializing in chicken dishes. It targets the upper middle class. "Our clients include women and executives in their 40s who prefer spit-roast chicken with salad and a light dressing because, let's face it, you can't eat a steak every day, it's too heavy on your wallet and your health," said Antonio Epifanio de Melo, manager of Galeto's in the Shopping Iguatemi, the most sophisticated shopping mall in São Paulo.

The chain has 11 restaurants in the city and caters to a public that consumes more than 60,000 chickens per month. "Chicken is a light meat and can be eaten at any time, in-

巴西人爱吃鸡肉

在巴西菜中鸡肉的用量占据优势，牛肉成为国民第二种最喜爱肉类。

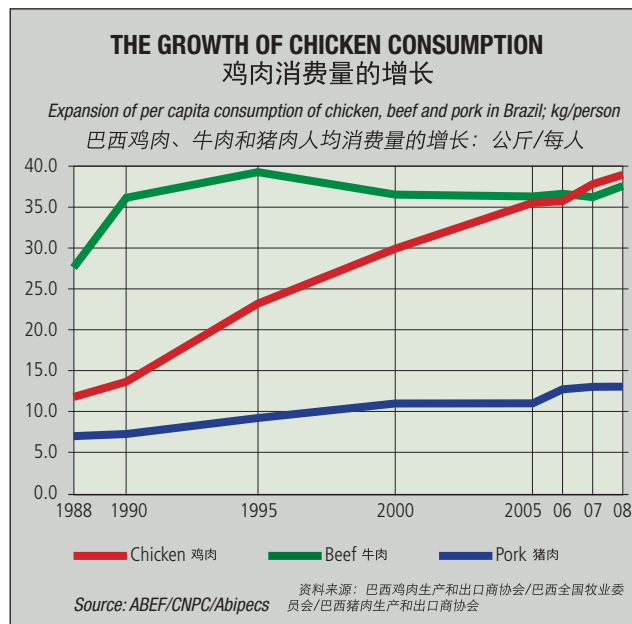
由于鸡肉与其它肉类相比的价格优势，也随着人们日益追求健康低脂的食品，巴西的鸡肉消费明显增加。鸡肉成为巴西人日常最喜爱的肉类，是巴西家庭经典菜单（米饭、黑豆、沙拉和一种肉）的组成部分。同时，鸡肉也经常出现在高档美食菜单上，可以做成精致高档又清淡的菜肴和面食。各种各样以提供鸡肉菜肴为主的餐馆遍布巴西，为人们提供烤制、煎制、浇汁及碳烤等各类鸡肉美味。

从1988年至2008年，巴西的鸡肉人均年消费量从11.8公斤跃升至38.5公斤，超过了牛肉人均36.5公斤的年消费量。这归功于巴西高质量规模化的养鸡产业。因此，以提供鸡肉菜肴为主、面向各消费阶层的餐馆大量增加。

Galeto连锁餐厅，面向中高收入阶层，专门提供鸡肉类菜肴。位于圣保罗最高档购物中心Iguatemi内的 Galeto餐厅经理Antônio

Epifânio de Melo如此介绍：“我们的顾客大部分是40岁左右的女士和管理层人士，喜欢作料清淡的碳烤鸡肉配沙拉，因为，你得承认，我们不能成天吃牛臀尖肉，又贵又不利于健康。”

该连锁企业在圣保罗共有11家餐馆，每月消耗超6万只鸡。Epifânio在此连锁企业已工作32年，他继续解释：“鸡肉比较容易消化，什么时候都可以吃，包





O Brazeiro, a popular barbecue restaurant in São Paulo, offers a huge variety of dishes, but the big winner is delicious grilled chicken
在巴西各种各样的菜肴中，位于圣保罗市的Brazeiro餐厅有一张王牌：美味的烤鸡。

cluding in the evening with a light wine, red or white, and it also goes well with pasta,” said Epifanio, who has worked with the chain for 32 years.

São Judas Tadeu Demarchi is a popular restaurant in São Bernardo do Campo, in the metropolitan region of São Paulo. It averages 33,000 clients per month, reaching 45,000 in December, and serves all kinds of meat in its buffet and à la carte menus. However, the most popular dish is ‘Chicken with Polenta’ (a delicious fried yellow corn cake), a recipe copied by various other restaurants in the area.

The São Judas buys 3,000 kilos of chicken per month and is dependent on the high quality of its meat. According to manager José Carlos Machado, “there has been an incredible change in Brazilian poultry farms, in both the quality and the capacity of production. The health inspections and the methods of raising the chickens have become much more rigorous and improved greatly.”

In the intermediate price range, the O Brazeiro restaurant on the southeast side of the São Paulo capital serves around 1,000 chicken meals per day. “The demand for chicken has grown immensely. I believe it’s driven by the price and because it’s a light meat. Here we serve it without fat, mainly the spit roasted chicken,” said Paulo Augusto Mangini, owner of the restaurant.

It’s a trend that’s come to stay.

括晚上，可以配上清淡的葡萄酒（白的或红的），做成面食也非常好。而位于大圣保罗地区São Bernardo do Campo市的大众化餐厅São Judas Tadeu Demarchi，每月平均接待3万3千名顾客，每年的十二月份其接待人数更达到4万5千人。餐厅提供各种肉食，有自助也可点餐，但最受欢迎的菜是鸡肉配玉米面炸糕。该地区有多家餐馆有此菜供应。

São Judas餐厅每月购买3吨鸡肉，非常注重鸡肉质量。据餐厅经理José Carlos Machado介绍，“巴西养鸡业发展迅速，质量和产量都有很大提高。卫生检疫和养殖方法都非常严格，进步很快。”

位于圣保罗东南地区的一家中档餐厅“O Brazeiro”，每天售出约一千份鸡肉菜肴。餐厅主人Paulo Augusto Mangini介绍说，“点鸡肉类菜肴的人明显增加。我相信一是因为价格，二是因为鸡肉比较清淡。我们餐厅主要提供碳烤类鸡肉，脂肪很少。”

这是一个趋势，并会长久保持。

BRAZILIAN CHICKEN SPECIAL CUTS

THE HIGH QUALITY AND GREAT VARIETY OF CUTS ASSURE THE SALES SUCCESS OF BRAZILIAN CHICKEN IN OVER 100 COUNTRIES. FOLLOWING ARE THE MAIN CUTS AVAILABLE, HIGHLIGHTING THOSE PREFERRED BY CHINESE CONSUMERS:

BONELES CUT 无骨切割



Whole Chicken Breast Skin-on
带皮整鸡胸



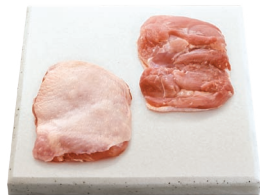
Whole Chicken Breast Skinless
无皮整鸡胸



Half Chicken Breast Boneless Skinless
无皮无骨半鸡胸



Innerfillet / Chicken Tender
鸡腰部嫩肉



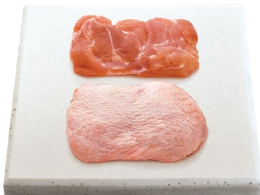
Whole Chicken Leg Boneless Skin-on
带皮无骨整鸡腿



Chicken Leg Boneless Skin-on
带皮无骨鸡腿肉



Chicken Leg Boneless Skin-on
带皮无骨鸡腿



Boneless Leg
无骨鸡腿肉



Mechanically Deboned Meat (MDM)
机械去骨鸡排

GIBLETS 鸡什



Chicken Heart
鸡心



Gizzard
鸡胗



Liver
鸡肝



Foot
鸡脚



Paw
鸡爪



Skin
鸡皮



Chicken Breast Cartilage (Yagen)
鸡胸软骨



Chicken Knee Cartilage
鸡膝关节软骨



Neck
鸡脖子

巴西鸡肉的特殊切割

高质量和多样的切割保证了销售，巴西鸡肉在大量国家获得成功，以下是主要可提供的切割

BONE-IN CUTS 带骨切割



Half Chicken
半只鸡



Chicken Breast Bone-in Skin-On
带皮带骨鸡胸



Skin-on Breast Meat with Wing Stick
带皮鸡胸及鸡翅棒



Whole Wing
整鸡翅



Wingstick (Drumettes)
鸡翅棒



Chicken Middle Joint Wing
鸡中翅



Middle Joint Wing Half Cut
半鸡中翅



Chicken Wing Tip
鸡翅尖



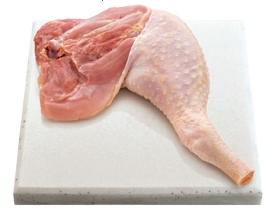
Tulip
郁金香



Two Joint Wings
鸡翅



Chicken Leg Quarter
四分之一鸡腿



Chicken Whole Leg Cut Skin-on
带皮切割整鸡腿



Whole Leg
整鸡腿



Chicken Thigh Bone-in Skin-in
带皮带骨鸡腿



Chicken Drumstick
鸡小腿

WHOLE CHICKEN 全鸡



Whole Chicken Griller
待烤全鸡



Whole Boneless Chicken
无骨全鸡



Whole Chicken Broiler
待烧全鸡



Whole Chicken Griller in 9 Pieces
9块待烤全鸡

ANIMAL SANITARY CONTROL IS AN EXAMPLE FOR THE WORLD

BRAZILIAN CHICKEN FARMING IS AN INTERNATIONAL SANITARY BENCHMARK. FROM START TO FINISH, PRODUCTION ADHERES TO RIGOROUS STANDARDS FOR QUALITY AND CONTROL

The worldwide success of Brazilian chicken has its foundations in an industry that adheres to rigorous norms for production, quality and sanitary standards, using a system that prioritizes natural ration and respect for the environment. Brazilian chicken meat is consolidating its presence in extremely demanding markets such as the European Union, Japan and Saudi Arabia, among many others. The entire Brazilian chicken supply chain undergoes continuous, rigorous auditing and control by national and international bodies.

Brazilian chicken production respects the country's principal biomes while operating at low cost and achieving high productivity thanks to the extremely favorable conditions of soil, water, climate and ration.

The country has never suffered an outbreak of Avian Influenza, popularly known as bird 'flu. Also, Brazilian chicken production does not use hormones – in fact they are banned in the country. The ration used in poultry farms is widely produced and made mainly from corn and soy, abundant in the country with ample land available for their cultivation. The use of year-round natural sunlight eliminates the need to use artificial light during the day and ensures constant fresh air in the aviaries. Producers take steps to ensure their birds' welfare, for example with respect to the maximum density of birds per square meter, and are using new technologies for disposal of bird waste matter.

Brazilian chicken would not enjoy its great success if the meat, in addition to being produced with excellent sanitary control, were not also healthy, very tasty and economically priced. The industry is structured around the integration system and has over time built up the capacity for high scale production with excellent quality. According to the Brazilian Chicken Producers and Exporters Association (ABEF), this closed system is well controlled, with natural feeding based on corn and soy,

世界动物卫生领域的楷模

巴西养禽业的卫生状况是全球典范。这是巴西鸡肉在世界范围内广受欢迎的原因之一。

巴西鸡肉在世界范围内广受欢迎的基础在于巴西的肉鸡工业在生产过程中严格遵守各项质量和卫生防疫方面的规定，注重使用天然饲料并注意保护环境。巴西鸡肉主要出口至卫生要求非常严格的市场，如欧盟、日本、沙特阿拉伯等市场。整个巴西鸡肉产业链始终通过国内和国际卫生检疫组织的检查和监督。土地、水源、适宜的气候和天然的饲料使得巴西的肉鸡生产能在不破坏国家主要生物种群的基础上以低成本获得高产量。

众所周知的禽流感至今未在巴西发生一例。此外，在养殖过程中绝不使用激素，因为在巴西激素是禁用的。养鸡场使用的饲料主要是玉米和黄豆，这是因为巴西出产丰富的农产品，产量巨大，而且有大面积的土地用于它们的种植。全年都充足的自然光线使鸡场避免在白天使用人造光，保证了鸡场空气新鲜。养殖企业注重鸡群生长环境，比如养殖密度，并运用新技术处理废弃物。

如果巴西鸡肉只是达到了很高的卫生要求，而不够健康美味、不够价廉物美，它也不会那么受人欢迎。随着时间的推移，巴西肉鸡工业，以集约化体系为基础，保证了规模化、高质量的生产。根据巴西肉鸡生产和出口协会介绍，这个有控制的封闭体系，加上使用以玉米和黄豆为主的天然饲料，使得巴西出产的鸡肉质量很高，鸡肉更加味美多汁。“对质量和卫生防疫方面的长期



Inoculating fertilized eggs to isolate a virus: cutting-edge poultry research at Embrapa laboratories

为受精的鸡蛋进行接种以隔离病毒：巴西农牧禽畜研究公司的实验室进行先进的家禽饲养研究。



and has allowed Brazil to achieve high quality in chicken meat, at the same time making it more succulent and with even better flavor.

“Long-term investments in quality and healthcare were key factors for Brazil to establish its position as the world’s largest chicken exporter,” said Francisco Turra, president of the ABEF.

Sanitary and environmental control in Brazilian chicken farms is an essential premise for the success of the whole chick-

投资是巴西巩固其世界最大鸡肉出口国地位的决定性条件，” 协会主席Francisco Turra解释说。

不管是由于州政府和联邦政府的要求，还是出于鸡肉进口国政府的规定，鸡场卫生和环境的严格控制是整个鸡肉产业链顺利运行的关键的

en supply chain, be it through the requirements of the federal and state governments or foreign governments that import the Brazilian product. "The Brazilian chicken breeder is legally required to obtain an environmental license from the appropriate competent agency for all the stages of his production, from planning and installation right through to becoming fully operative," said Julio Cesar Pascale Palhares, a zootecnician and specialist in Impact Assessment and Environmental Management at the federal government's Agricultural Research Company (Embrapa), Hogs and Poultry division, which comes under the wing of the Ministry of Agriculture, Livestock and Supply (MAPA). Embrapa is recognized internationally as the world's principal research center for tropical agriculture, and its high scientific standards are the principal guarantee that legislation will be obeyed.

Brazil maintains its excellent level of poultry health thanks to the continuous presence of MAPA, the agriculture secretariats in producer states and the active participation of the private sector. The country implemented the National Program for Poultry Sanitary Control in 1994 and now maintains constant vigilance for fowl diseases, amongst them Newcastle and Salmonellosis. In 2006, the Department of Animal Health, an organ of the Secretariat for Agricultural Defense (SDA) within MAPA, created a National Plan for the Prevention of Avian Influenza and Control and Prevention of Newcastle Disease. Every flock nationwide must be covered by this program for monitoring bird health.

In 2008, the country began implementing the Regionalization Plan for Sanitary Control of Poultry Farming. This involves auditing and classification of health structures in the states, to improve control and ensure the quality of national production. "Brazil is a major exporter of chicken meat, and the mechanisms to prevent the introduction of illnesses into the production system are becoming more and more rigorous, in particular with the implementation of biosafety programs," said Fatima Regina Ferreira Jaenisch, a researcher and veterinary doctor at Embrapa Hogs and Poultry.

Thanks to this work, Brazil's sanitary status in poultry farming has become an international benchmark. In November 2008, the pilot project for compartmentalization of sanitary control systems in Brazilian chicken production was approved by the World Animal Health Organization (OIE) and accepted by the World Trade Organization (WTO). The Brazilian project provides for rigorous biosafety criteria and has come to be seen as an international benchmark for animal production. The project will be of great benefit to both exporting countries and chicken importers. Research is headed by MAPA and involves the participation of chicken farms and technology centers belonging to four of the country's largest chicken exporters: Perdigão, Sadia, Seara/Cargill and Doux Frangosul.

Last year Brazil exported 3.64 million tonnes of chicken (US\$ 6.94 billion) to more than 150 countries, the main ones being Japan, Holland, Saudi Arabia, Germany, Hong Kong and

前提条件。“根据法律规定，巴西的养鸡场必须在其生产的所有阶段（包括从规划建设直至有效生产），在有关部门办理环境许可证，”巴西农牧畜禽研究公司（巴西农牧业和供应部下属的一家国有公司）的环境影响评估和管理专家Júlio Cesar Pascale Palhares介绍说。该公司因其本身是世界热带农业研究的主要中心而闻名于世，它在科研上的高标准，是这项法律规定得以有效实施的主要保障。

由于巴西农牧业和供应部、各产鸡州农业部门以及私营企业的积极参与，巴西在禽类卫生防疫方面一直保持着最好水平。巴西自1994年就制定了国家禽类卫生计划，并对禽类疾病保持严密监视，其中包括新城疫和沙门氏杆菌疾病。2006年，巴西农牧业和供应部农牧防疫司动物卫生处在全国范围内实施禽流感预防和控制以及新城疫预防计划。这样，所有肉鸡产区都被纳入卫生防疫计划中。

2008年，巴西开始实施巴西禽类卫生地区化计划，通过各州卫生机构的监督和评级，更好地控制和保障全国肉鸡的生产。“巴西，作为鸡肉出口大国，它的疾病预防体系越来越严格，特别是生物安全计划的实施更是对这个体系的加强。”巴西农牧畜禽研究公司的研究员和兽医Fátima Regina Ferreira Jaenisch如此表示。

所以，巴西的禽类卫生状况是全世界的参照。2008年11月，巴西禽类生产卫生防疫分区先锋方案获得世界动物卫生组织的通过，并被世界贸易组织接受。这个方案预见了对生物安全方面的严格规定，被认为是肉类生产的国际样本。不管是鸡肉进口国还是出口国，都将因此方案而受益良多。巴西农牧业和供应部组织领导了这个方案的调查和研究，巴西四大肉鸡企业（Perdigão, Sadia, Seara/Cargill和Doux Frangosul）的鸡场和技术中心参与了研究工作。

去年，巴西向150多个国家共出口364万吨鸡肉（价值69亿4千万美元），主要销往日本、荷兰、沙特阿拉伯、德国、香港、英国等国，这些都是对卫生和环保方面要求极其严格的国家和地区。作为全球最大的出口国，巴西鸡肉受到巴西国内和国外监查机构，特别是世界动物卫生组织的定期检查。巴西除了对环境立法方面被公认为非常先进，也是全球几个主要的环境保护协议，比如《京都议定书》的签署国。



A technician at the National Farming Laboratory (Lanagro) conducts a clinical examination: biosafety takes first place, every time
国家农牧实验室的技术员对家禽进行临床检验：把生物安全摆在第一位。

the United Kingdom, amongst others. These are countries with very high standards in sanitary and environmental matters. As the world's largest exporter, the Brazilian product is inspected periodically by national and foreign certification teams, in particular from the OIE. Brazilian environmental legislation is generally recognized as advanced and the country has signed the world's principal environmental protection agreements, including the Kyoto Protocol.

Exports represent about 34% of total Brazilian chicken meat production, which reached 10.89 million tonnes in 2008. Production is concentrated in the South of the country (58.3% of the total) followed by the Southeast (19.6%) and Center-West (9%), all monitored by MAPA's Federal Inspection Service (SIF). Moreover, trade associations and all large poultry companies have placed sanitary and environment control clearly among their objectives.

Osório Dal Bello, director of Agricultural Technology at Sadia, one of Brazil's largest chicken meat producers and exporters, said the model based on integration between chicken farmers and processing companies is very efficient in terms of obeying regulations for animal welfare, applying biosafety principals, tracing flocks and implementing technology for production, food safety and environmental protection. "The whole supply chain has access to the best technologies adopted worldwide

2008年，巴西鸡肉出口量占到全年产量（1089万吨）的34%，主要出口地区在南部，占总量的58.3%，其后是东南部（占19.6%）和中西部（占9.3%）。所有出口产品都通过巴西农牧业和供应部联邦检验局的筛查。另外，各机构和所有大型禽类企业都非常注重卫生和环境的价值，并把它们纳入其运营目标之中。

巴西最大的鸡肉生产和出口企业之一Sadia的农牧技术部部长Osório Dal Bello认为，养殖业和工业一体化的模式能有效保障动物生存环境条例和生物安全原则的实施，能严格控制每一个鸡群的产地，能有效地对生产、食品安全和环境保护等方面进行技术示范。“整个产业链都在上述各个方面掌握了世界先进技术，这使得所有环节都能有计划有控制地进行，来确保产品在质量和安全上达到最高标准。Sadia公司就是一个很好的证明，它向世界100多个国家出口肉类，面对的顾客都在上述各方面要求极为严格。”

巴西大型鸡肉企业都各自拥有自己的食品安全研究中心。Perdigão公司，巴西最大的鸡肉



Ensuring healthy chicken: international inspectors checking a production line

卫生鸡肉的保障：国际监督人员对生产线进行检查。

in all these areas, and this allows activities to be planned and controlled in ways that ensure standards of excellence in quality and safety. Proof of this is that Sadia today exports to over 100 countries, meeting clients' insistence on high standards in all these aspects," he said.

The biggest Brazilian companies in the sector have their own research centers to ensure the food safety of their products. Perdigão, one of Brazil's largest chicken exporters, has its Farming Technology Center (CTA) located in Videira in the southern state of Santa Catarina. Staffed by more than 30 professionals, most with post graduate degrees, master's degrees and courses at foreign universities, the Perdigão CTA generates around 60 scientific studies and papers a year to promote progress in animal sanitary conditions, environmental improvements and boosting productivity in poultry and hog farming.

Veterinarians, zoo technologists and farming experts disseminate this knowledge throughout the company supply chain, in particular to the poultry farms of integrated producers. To ensure good results, in some cases they personally follow the development of one batch of chickens, which can last on average around 28 to 49 days.

"Chicken farming and pig farming have reached a high level in excellence in Brazil," said Luiz Stabile Benicio, director of the company's farming division.

出口企业之一，在南部的圣卡塔林纳州Videira市拥有一个农牧技术中心。该中心有30多位专业人员，其中大多数研究生毕业，拥有硕士学位，并有国外留学经历。该中心每年提交近60件科研成果，内容包括提高动物卫生防疫水平、改善环境、提高肉鸡和肉猪产量等方面。

这些科研成果，经由兽医、动物专家和农业专家，传递到企业整个产业链，特别传递到集约化养殖企业的养鸡场中。为保证达到科研效果，有些情况下他们甚至会亲自蹲点观察一个鸡群的变化，通常情况下会需要28至49天。“巴西的养鸡业和养猪业已经达到了一个非常高的水平”，Perdigão公司农牧部部长Luiz Stabile Benício评价说。

CHINA AND BRAZIL: A FRUITFUL PARTNERSHIP

THE CLOSER COMMERCIAL TIES BETWEEN CHINA AND BRAZIL, COUNTRIES WITH BILATERAL TRADE OF US\$36.4 BILLION IN 2008, DEMONSTRATE THE COMPLIMENTARY NATURE OF THE TWO ECONOMIES AND THE OPPORTUNITIES ARISING FROM THIS PARTNERSHIP

中国和巴西：富有成果的合作关系

中国和巴西之间的关系，2008年双边贸易额为364亿美元，显示经济的互补和发展更有利的合作的机会

The economic growth of member countries within Asia-Pacific Economic Cooperation (APEC), and most of all the spectacular rise of China, has permanently shifted the axis of trade, culture and power, formerly entrenched in the 'Atlantic Alliance'. Chinese GDP was growing above 10% a year through the last five years and looks set for another 5.5% in 2009. That's enviable performance, particularly when we recall recent IMF projections speaking of global GDP averaging a 1.3% contraction this year. Amidst such uncertainty, the emergence of this dynamic new region represents a fundamental strategic variable for overcoming the effects of the economic and financial crisis now devastating world markets and stock exchanges.

Closer relations between China and Brazil, countries with bilateral trade of US\$36.4 billion in 2008, will reinforce the complementary nature of their economies and the opportunities created by an even more propitious partnership.

APEX-Brasil is looking closely at these possibilities. It has designed a commercial promotion strategy for China which goes beyond basic market intelligence. APEX-Brasil is backing a series of road shows, seminars and technical visits, amongst other initiatives. The opening of a new Business Center (CN) in Beijing will offer yet another tool to support the expansion and internationalization of Brazilian companies that are seeking a successful toe-hold in the giant Asian market.



Alessandro Teixeira, president of APEX-Brasil

巴西出口和投资促进局长Alessandro Teixeira

亚太经济组织成员国 (APEC) 的发展，由中国的巨大发展领头，使以前建立在“大西洋联盟”的贸易、文化和权力的轴心发生根本的转移。中国国民经济增长，在最近5年每年超过10%的增长，在2009年应该为5.5%。这是一个令人羡慕的标志，考虑到根据国际货币基金组织的估计，今年世界经济平均倒退1.3%。在这种不确定因素的环境中，这个新的生机勃勃的一极的出现对于克服由于摧毁世界外部市场和股市的经济和金融危机造成的影响具有重大的战略意义。

中国和巴西之间的关系，2008年双边贸易额为364亿美元，显示经济的互补和发展更有利的合作的机会。巴西出口和投资促进局 (Apex-Brasil) 关注这些差别，采取一种强有力的战略来推动和那个国家的贸易。除了对市场的主要认识，该机构一直支持实现巡回宣传，座谈会和技术访问，以及其它活动。在北京一个新的业务中心的成立，在这种情况下成为支持那些寻求和亚洲巨人合作的巴西企业的扩张和国际化的又一个工具。

SOUTH AND SOUTHEAST ARE MAIN PRODUCERS AND EXPORTERS

CHICKEN PRODUCTION FACILITIES ARE CLEARLY LOCATED FAR AWAY FROM THE AMAZON AND THE PANTANAL, THUS DEMONSTRATING HOW THE POULTRY SECTOR RESPECTS THE COUNTRY'S PRINCIPAL BIOMES

Concentrated in the South of the country around 4,000 kilometers from the Amazon biome, and with some recent expansion to the Southeast and Center-West, Brazilian poultry farming is investing significantly in environmental preservation. At the same time that production is expanding, investments are targeting the treatment and reuse of water, preservation of forests and rivers, and treatment of sewage and other residues. This activity combines respect for the country's principal biomes, including the Amazon and the Pantanal, with high productivity and sanitary control.

According to data from the Brazilian Chicken Producers and Exporters Association (ABEF), 74.9% of Brazilian chicken exports in 2008 came from the three southern states of Paraná (26.8%), Santa Catarina (26.7%) and Rio Grande do Sul (21.2%). Two states in the Southeast also stand out, São Paulo (8.9%), and Minas Gerais (3.3%). In the Center-West, the states of Goiás and Mato Grosso do Sul contributed, respectively, 4.4% and 3.4% of chicken exports. Last year, Brazil exported US\$ 6.9 billion of chicken to 152 countries. The European Union, Japan and the Middle East were top customers.

Exports represented around 30% of total Brazilian production of chicken meat, which reached 10.9 million tonnes in 2008. Production is also concentrated in the South of the country, with 58.3% of the national total, followed by the Southeast on 19.6% and the Center-West on 9.3%. All this production is inspected and approved by the Ministry of Agriculture, Livestock and Supply's Federal Inspection Service (SIF).

南部以及东南部集中精力生产和出口

工业单位的位置，明显地相距亚马逊和大沼泽地区较远，显示出家禽业对国家主要生物圈的尊重。

集中在巴西南部，距离亚马逊生物圈将近4千公里，近年来向东南部以及中西部扩张，巴西的家禽业正在使用相当可观的资源来保护生态环境。与生产扩张同时的投资被用于水处理和再利用，保护森林和河流，废物和粪便的处理。该业使对国家主要生物圈，如亚马逊地区和大沼泽地区的尊重以及高生产能力和卫生状况相兼容。

根据巴西生产和出口商协会（ABEF）的数据，2008年74.9%的巴西鸡肉出口来自于南部的三个州：巴拉那（26.8%），圣卡塔林纳（26.7%）以及南大河州（21.2%）。还有东南部的两个州，圣保罗（8.9%），以及米纳斯州（3.3%）。在中西部，戈亚斯州和南马托格罗索州分别对应4.4%和3.4%。去年巴西向152个国家出口了69亿美元，突出的是欧盟，日本和中东。

出口占将近30%巴西鸡肉生产，在2008年达到1千90万吨。南部集中了总数的58.3%，接下来是东南部，19.6%，中西部，9.3%—数据经过巴西农牧业和供应部（MAPA）联邦检测处的筛选。

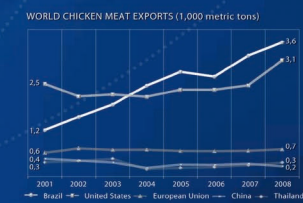
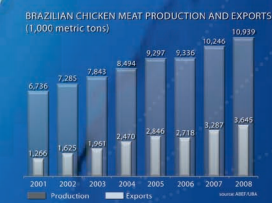
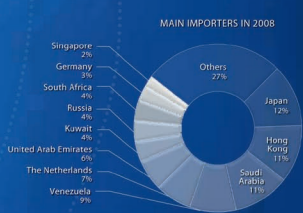
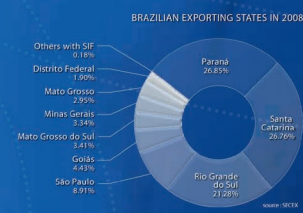


LEGEND

BRAZILIAN EXPORTING PORTS IN 2008

COMPANY

City (Federal Inspection Service)



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BRAZILIAN CHICKEN, CHINESE STYLE

Living in Brazil for the past 26 years and owner of The China Lake restaurant in São Paulo's south side, Chinese chef Paulo Fu has discovered throughout his career that Brazilians like Chinese chicken-style recipes. In The China Lake, the two most popular choices for Brazilians are 'Diced Chicken' – one of city's the most popular dishes – and 'Boneless Chicken in Ginger Sauce', a special recipe of the chef.

"The secret lies in the sauces and the chicken meat," Fu said, emphasizing that in the recipe below, the chicken thigh must be used.

Fu explained that the Chinese like chicken meat with bones, leg, wings, feet, thigh, etc. "The breast is drier, and that's why we use the parts of the chicken with more bones, which are generally more succulent," he said. The restaurant, opened 15 years ago, consumes 300 kilos of chicken a week catering to an up-market clientele. "Brazilian chicken is excellent, in terms of quality and flavor," Fu said.

巴西鸡肉 中式菜肴

在巴西已扎根26年，并在圣保罗南区拥有“西湖酒家”餐厅的中国厨师胡裕光（Paulo），根据其常年当厨师的经验，认为巴西人喜欢中国菜里的鸡肉类菜肴。在“西湖酒家”餐厅，巴西人最爱吃的两个菜，一是最常见的“宫保鸡丁”，另一个则是胡师傅的特色菜“姜汁脱骨鸡”。胡师傅介绍说：“姜汁脱骨鸡的秘密在于其酱汁和鸡肉”。在下面的菜谱中，胡师傅特别强调所用的鸡肉为腿上肉。

据胡师傅介绍，中国人喜欢带骨头的鸡肉，如鸡腿、鸡翅、鸡脚、鸡腿上部，等等。“鸡胸比较干，所以我们喜欢用带骨头的鸡肉，比较多汁。”他说。该餐厅已有15年历史，每周消耗300公斤鸡肉，光顾餐厅的客人口味比较讲究。

“巴西鸡肉的质量和口味都很好”，胡师傅如是评价巴西鸡肉。



Paulo Fu, who runs the sophisticated China Lake restaurant in São Paulo, has been in Brazil for 26 years

在圣保罗市拥有“西湖酒家”的大厨胡裕光，在巴西生活了26年。



Brazilian chicken has a 'special flavor' that lends itself to making special dishes
巴西鸡肉有“特殊的口味”，适合制作特别的菜肴。

BONELESS CHICKEN IN GINGER SAUCE

Ingredients:

1 boned chicken – use only the thigh meat;
Ginger, chopped, 2 dessert spoonfuls;
Garlic, chopped, 1 dessert spoonful;
Soy sauce, 2 dessert spoonfuls;
Chinese red vinegar, 2 dessert spoonfuls;
Sesame oil – 1 teaspoonful;
Chicken stock – 1 dessert spoonful (made only with water – no oil);
Sugar – 2 dessert spoonfuls;
Pinch of salt, spring onion, black pepper and red pepper to taste.

Preparation:

The chicken:
Season the meat with a little salt and Chinese vinegar. Dip in a batter of flour and water. Fry.

The sauce:
Chop the ginger and garlic (don't crush). Add to the other ingredients in a small oriental-type bowl. The sugar is important; the peppers and spring onion are optional (use little salt). The sauce is originally peppery hot, but can be made milder depending on personal taste.

To serve:

Pour the sauce over the chicken. Serve accompanied with white rice or chop suey rice. Serves two people.

姜汁脱骨鸡

配料:

去骨鸡肉-只用鸡腿上部1副;
姜末2勺(甜点勺);
蒜末1勺(甜点勺);
酱油2勺(甜点勺);
中国醋2勺(甜点勺);
芝麻香油1勺(茶勺);
鸡汤1勺(甜点勺)-只用汤不用油;
糖2勺(甜点勺);
盐少量,葱、胡椒粉和红辣椒适量。

做法:

鸡肉做法:在鸡肉中加入少量盐和料酒拌匀。裹上面糊(面粉和水)炸熟。

姜汁做法:把姜和蒜切成末(不能碾磨),与其它调料一起放在一个小碗里混合均匀。糖的作用非常重要,葱、胡椒粉和红辣椒适量(盐很少)。此酱汁带辣味,但可以调少一些。

上菜:把姜汁浇到鸡肉上。配上白米饭或炒饭。此菜谱为两人份。



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