



CREATE DEMAND FOR YOUR BRAND IN LATIN AMERICA

MAKE SURE IT GETS THE ATTENTION OF THE WORLD'S LARGEST PRODUCERS OF BEEF AND POULTRY

The largest single market for beef and poultry production in the world

Latin America is a \$258 billion market for meat and poultry. To capitalize on the opportunity you can't rely solely on agents and distributors—they don't promote and build your brand.

Agents and distributors are typically focused on short term sales goals while representing a multitude of brands. The number of prospects they can influence is limited by how many sales calls they can make in a day. And your sales message as told by multiple individuals is rarely consistent.

Advertising in CarneTec builds your brand by delivering a consistent message among more than 6,000 meat industry buying influences. A strong brand evokes quality and opens the door to sales by reducing the perceived risk for buyers.

CarneTec

OPPORTUNITIES IN THE LATIN AMERICAN MEAT MARKET

CARNETEC SUBSCRIBERS

represent a market which produces 30% of the world's beef, 26% of the world's poultry and 7% of the world's pork.

\$258 Billion Market



30%
OF THE WORLD'S BEEF AND VEAL

26%
OF THE WORLD'S POULTRY

7%
OF THE WORLD'S PORK

Latin American Meat Production—2022

	MILLION TONS	%
Brazil	29.1	56%
Mexico	7.6	15%
Argentina	6.0	12%
Colombia	3.1	6%
Chile	1.5	3%
Uruguay	0.6	1%
Paraguay	0.5	1%
Other	3.1	6%
	51.5	100%

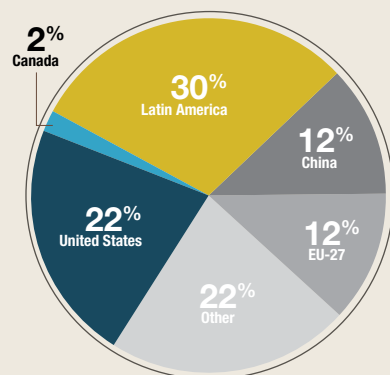
LATIN AMERICA CONSISTS OF 14 MEAT-PRODUCING COUNTRIES

It's not enough to cover Brazil.

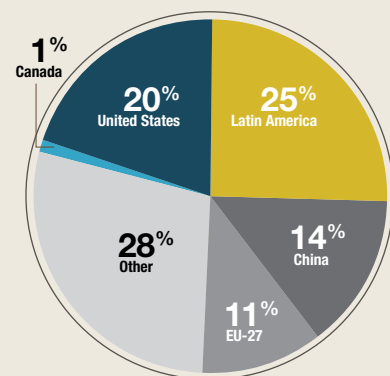
Argentina is the sixth largest producer of beef and veal in the world and the ninth largest producer of poultry.

Mexico ranks sixth in global poultry production and seventh in global beef and veal production.

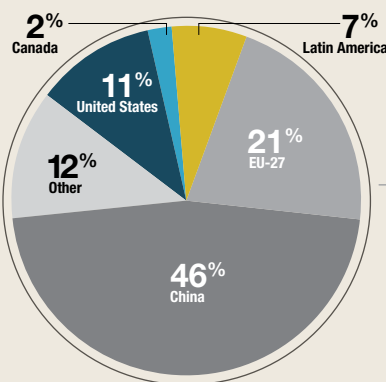
GLOBAL BEEF & VEAL PRODUCTION



GLOBAL POULTRY PRODUCTION



GLOBAL PORK PRODUCTION



Andre Sulluchuco,
Editor in Chief

Fluent in Spanish, Portuguese and English, Andre Sulluchuco's connections to the Latin American meat industry extend deep and wide, resulting in exclusive and valuable content.



CARNETEC IS A RESOURCE FOR LATIN AMERICAN MEAT AND POULTRY PROCESSORS

that identifies growth opportunities both at home and abroad. It's where science, education and industry connect to advance food safety, productivity and quality. More than 6,000 subscribers throughout the region depend on CarneTec for the latest technical content and industry news.

Published in Spanish and Portuguese, a quarterly print magazine, enewsletters, two websites and webinars provide an integrated approach to maximize readership and advertiser value.

CARNETEC CAN HELP YOU BUILD

your brand in this huge market. We've invested 29 years in Latin America and have earned the trust and respect of meat and poultry processors throughout the region. CarneTec has the only magazines and websites that serve Spanish-speaking Latin America and Brazil in Portuguese.

Connect with Meat and Poultry Processors on Multiple Platforms

SPANISH

- CarneTec Magazine (Quarterly)
- Carnetec.com
- Noticias de la Industria
- CarneTec Blogs Newsletter
- Tendencias de I&D Newsletter
- Seguridad de Alimentos en Perspectiva Newsletter
- Procesos y Operaciones Newsletter
- Capacitación Virtual (Webinar) and Educación Bajo Demanda (Education on Demand)

PORTUGUESE

- CarneTec Magazine (Quarterly)
- Carnetec.com.br
- Notícias da Indústria
- Tendências para o P&D Newsletter
- Segurança dos Alimentos em Análise Newsletter
- Processos e Operações Newsletter
- Capacitação Virtual (Webinar)



BUILD YOUR BRAND ON MULTIPLE PLATFORMS

CARNETEC HAS YOU COVERED IN LATIN AMERICA

Advertising in CarneTec ensures your message reaches buyers in Latin America in two languages. It gives your agents and distributors the tools they need to promote your brand and generate sales leads.

Readers trust CarneTec, a brand with a 29-year history in Latin America. That trust translates into results for advertisers. Quality leads from registered readers gives you information to act upon. When it comes to helping you expand your presence in Latin America, you can rely on CarneTec.



WHAT READERS ARE SAYING ABOUT CARNETEC

“CarneTec gathers leaders from around the world among its team of authors. It’s a great publication.”

—Marcelo Cagnoli, founder, Marcelo Cagnoli Charcuteria (Argentina)

“CarneTec delivers top quality technical and scientific content with differentiated articles, news and feature stories. CarneTec offers up-to-date content with data and figures that are useful for industry professionals.”

—Dr. Antonio Arjona Granados, medical veterinarian, Service for the National Health for Food Safety and Food Quality of Mexico

“CarneTec has very rich and engaging content, with innovation and important information for the industry.”

– Research and Development Specialist, Meat Processor (Brazil)

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