



TURKEY MEAT – SUPERFOOD OF THE FUTURE

AGENDA

Global market
review

Turkey – is not
poultry

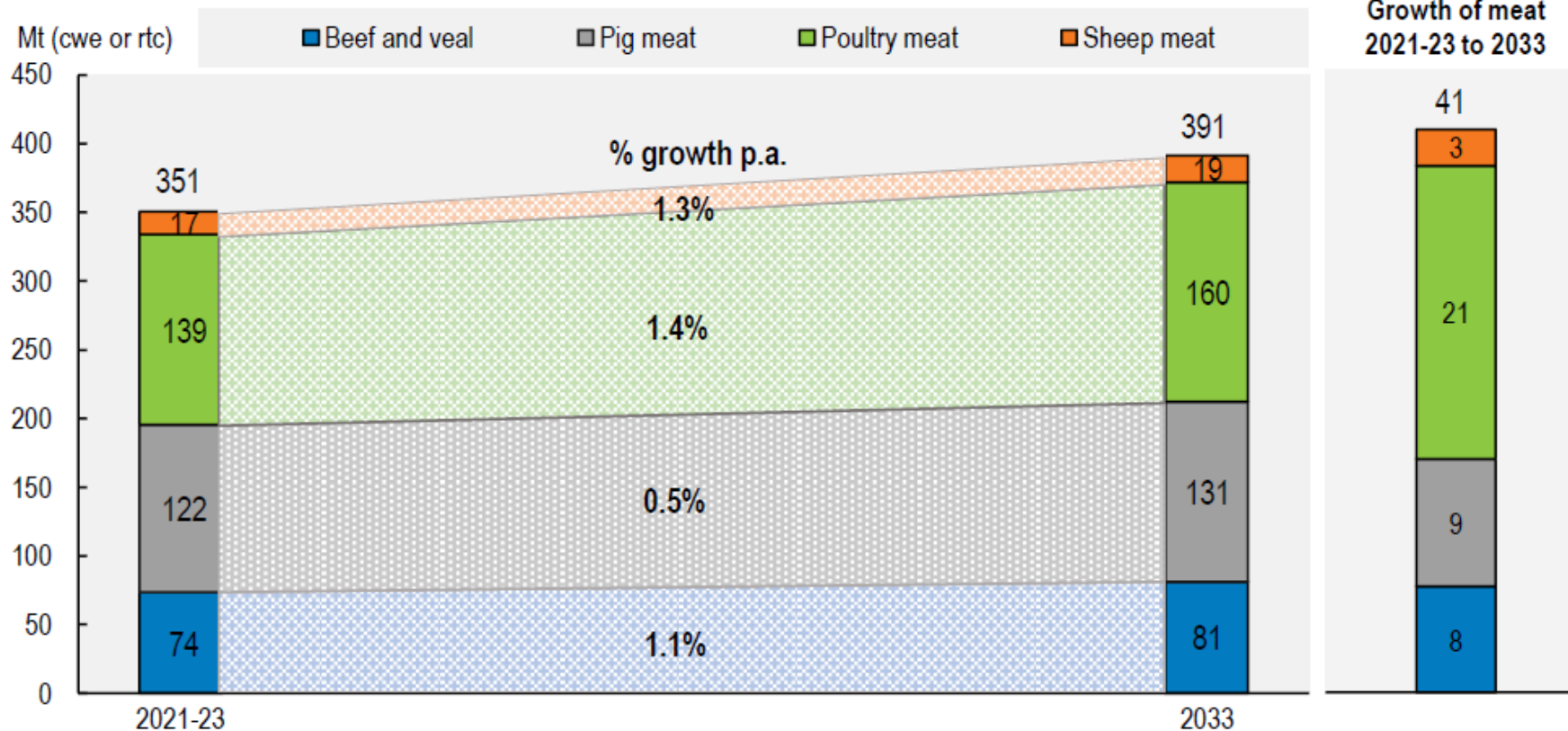
How we made
turkey popular in
Russia

Market
opportunities

Next steps

WORLD: POULTRY IS SET TO DOMINATE THE MEAT MARKET IN THE NEXT DECADE

Growth of meat production by meat type, 2033 vs 2021-23



- Poultry production will outpace all other types of meat and will be increasingly substituting them in consumer diets worldwide as the most affordable source of protein
- Turkey meat will be the best substitute for beef and pork



Food and Agriculture Organization of the United Nations

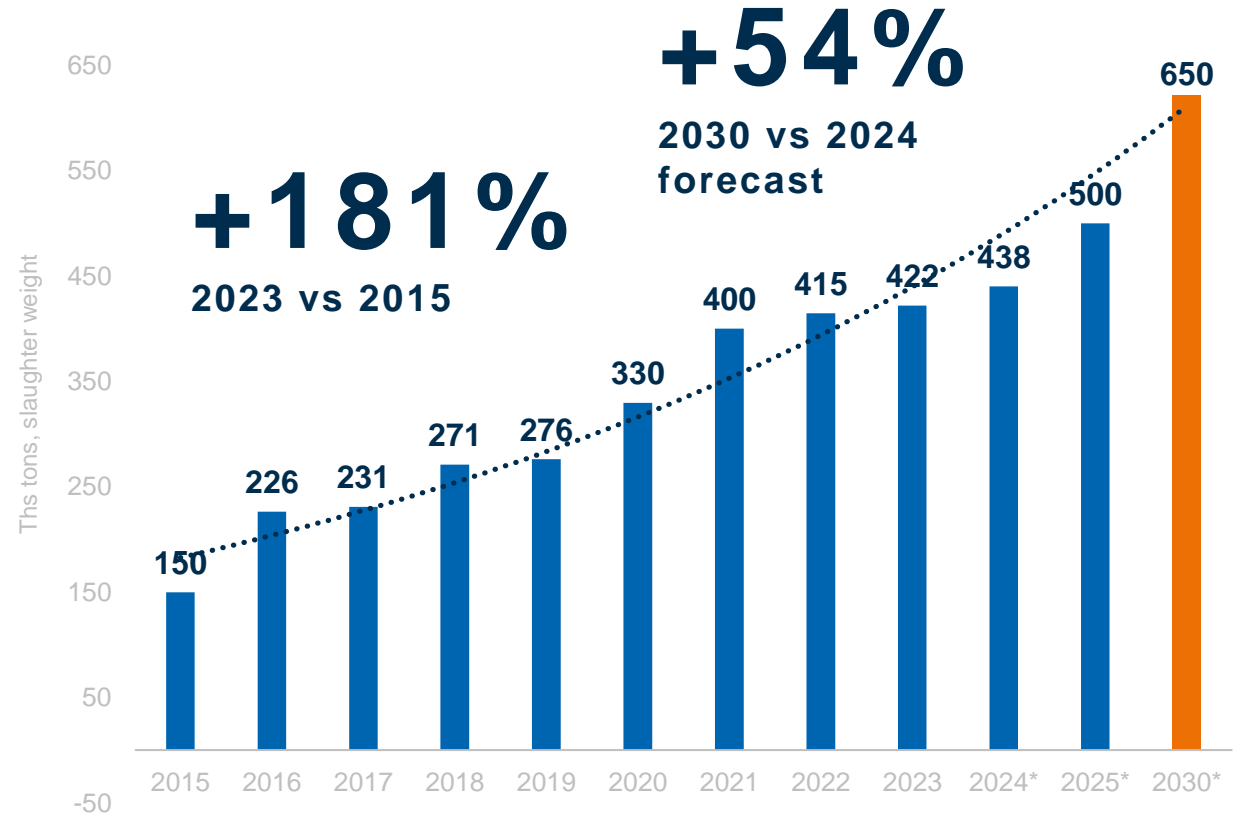
WORLD: TURKEY PRODUCTION DECLINE AND STAGNATION

WHILE HISTORICAL TURKEY PRODUCERS IN EUROPE AND NORTH AMERICA ARE STRUGGLING TO MAINTAIN THEIR MARKET SHARE IN CONSUMER MEAT BASKET, RUSSIA HAS BEEN INCREASING TURKEY PRODUCTION AND CONSUMPTION FOR OVER 20 YEARS



	USA	Germany	Poland	Spain	Italy	France	Brazil	UK
2023/2022	4,5%	2,7%	-10,2%	6,6%	15,0%	-1,9%	-11,2%	-15,4%
2023/2015	-3,0%	-10,3%	126,0%	44,7%	-22,3%	-31,8%	-59,3%	-52,0%

RUSSIA: UTILIZING THE POTENTIAL OF TURKEY PRODUCTION



Sources: AgriFood Strategies based on Watt Poultry, Avec, ABPA, Rabobank and NTPA data

GLOBAL MEAT MARKETS FUTURE: POULTRY IS THE ONLY CHOICE



Unacceptable for Muslims,
high fat content



Highest CO2 footprint and
production cost



Lean protein source
High potential meat for all religions
Healthy choice
Effective meat output

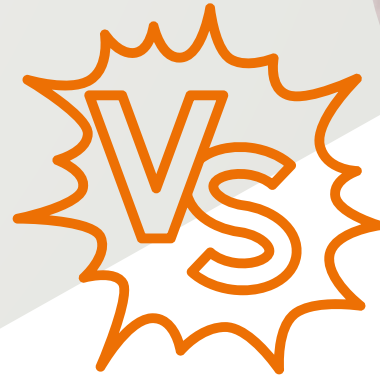


High penetration, fast
production cycle

TURKEY IS THE WINNER

25-27 g protein
3-5 g fat
160-190 kcal

- More likely to trigger an allergic response
- Harder to digest



28-30 g protein
1-3 g fat
120-150 kcal

- Healthy choice
- Lower risk of allergies
- Easy to digest
- High content of B vitamins
- Selenium
- Zinc
- Tryptophan



TURKEY IS NOT JUST POULTRY – IT'S SO MUCH MORE! IT IS THE MOST FUNCTIONAL MEAT!

TURKEY BECAME AN
EVERYDAY MEAL IN RUSSIA

AND THAT'S
HOW WE DID
IT IN **DAMATE** →



 **DAMATE**

OUTSTANDING TURKEY MEAT CONSUMPTION GROWTH IN RUSSIA

LED BY
DAMATE

4.5 kg
average for
countries
with advanced
economies

7.4 kg
developed
U.S. Market
average in 2000-2020

Source: AgriFood Strategies based on USDA, Watt Poultry,
Avec and Rabobank data, Russian Federal Statistical Service

 **DAMATE**



HAVE A BABY?

Basically, you need turkey meat for the best of the future generation
It may be even introduced as the first solid food for babies



TRYING TO LIVE HEALTHY?

Turkey is loaded with protein, low in fat and easy to digest



WE FOCUSED ON THE MAIN THING THAT MATTERS

BY TRACKING KEY CHALLENGES: ENHANCING SATIETY, JUICINESS, FLAVOR, AND DISH VARIETY WHILE ALSO EXPANDING OUR PRODUCT RANGE

ALLERGIES? STRESS? INSOMNIA?

Turkey is hypoallergenic
Tryptophan in turkey helps fight stress and insomnia + no one told it before us



STRESS

 **DAMATE**

Source: The Federal Research Center of Nutrition, Biotechnology and Food Safety of Russia.

WE STUDIED THE BENEFITS OF TURKEY AND IDENTIFIED **KEY FEATURES** THAT HELPED US DRIVE THE CATEGORY



HOW WE MANAGED TO BECOME THE TURKEY MEAT CATEGORY LEADER BY 2025?

↑ NON-POULTRY SKU

WE FOCUS ON NAMING OF RED MEAT CUTS AND COMPARISON WITH MEAT, RATHER THAN POULTRY

80%

SKUs red meat-like

20%

SKUs poultry-like



Ossobuco



Steak



Goulash & many more!

↑ CREATING OUR MESSAGE:

HEALTHY FOOD CAN BE TASTY WITH INDILIGHT



↑ PROPER MARKETING

USE TRENDY CHANNELS FOR INNOVATIVE AUDIENCE



First commercial sound for TikTok

Own turkey universe in Roblox



DELIVER EDUCATIONAL AND ENTERTAINMENT CONTENT SINCE 2013



BUILDING **HEALTHY** MEAT REPUTATION

Annual **HEALTHY NUTRITION** brand competition with different types of products


First **TURKEY HAM** sandwich in the largest fast-food chain Vkusno I Tochka (ex McDonalds)

Posters in national **CHILDREN'S CLINICS** across the country





**ONE MORE
ULTIMATE THING
WE ARE PROUD OF** 

WHAT IS THE FIRST
THING THAT
COMES TO MIND
WHEN YOU THINK
ABOUT **STEAK?** 

**SOMETHING
LIKE THIS?**



OR THIS?



 DAMATE

**OR MAYBE
THIS?**



56%

OF RUSSIAN
STEAK MARKET
IS **TURKEY STEAK**



 DAMATE



▶ PLAY ME



75%



**OF ALL TURKEY STAKES
IN RETAIL CHAINS ARE
SUPPLIED BY DAMATE**

 **DAMATE**

**MAKE A RIGHT CHOICE!
CHOOSE THE RIGHT
STEAK!**



NOW **TURKEY** IS ONE OF THE MOST POPULAR MEATS IN RUSSIA

COMBINED REPRESENTATION OF TURKEY CONSUMERS IN RUSSIA

CAGR 1%

98%

CHICKEN



CAGR 2%

79%

PORK



CAGR -2%

67%

BEEF



20-25% OVERLAP BETWEEN SEGMENTS

CAGR 14%

60%

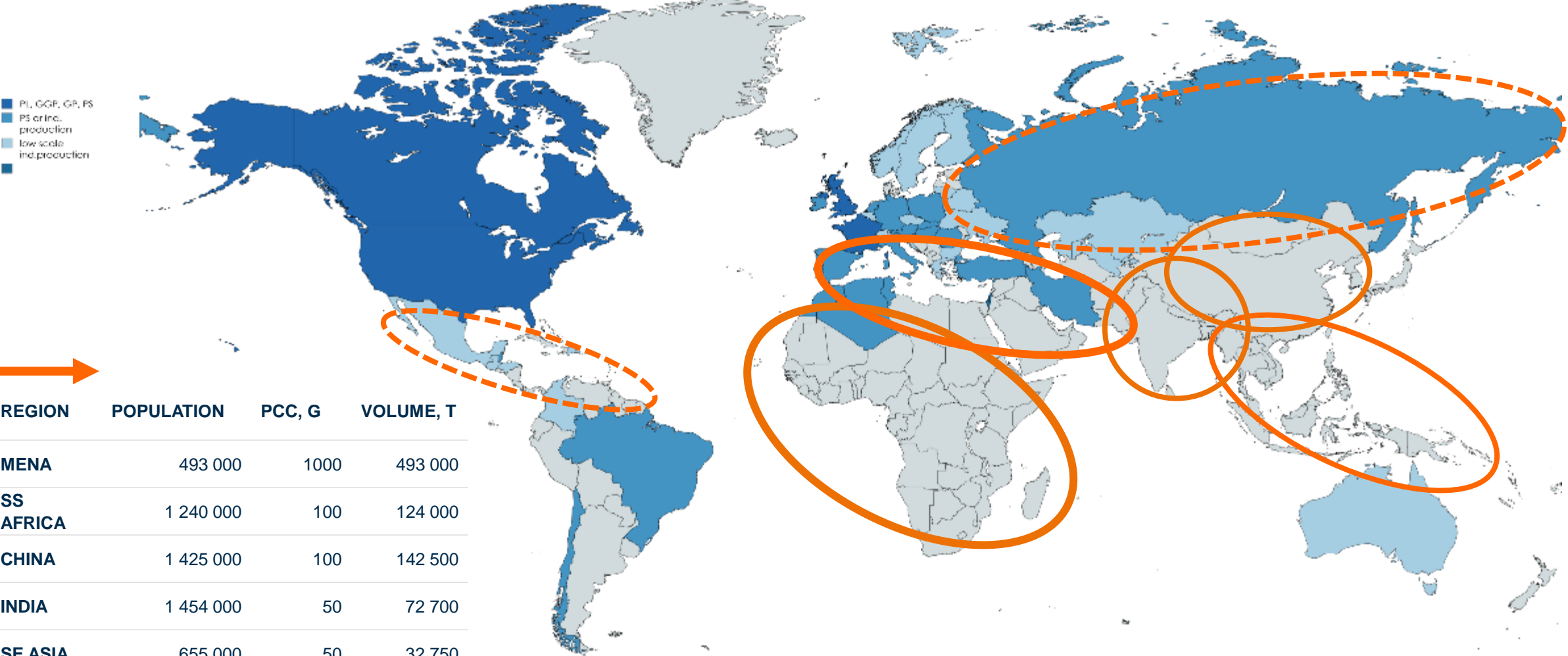
TURKEY



SO,
WHAT'S
NEXT?

PERSPECTIVE MARKETS FOR TURKEY

MEAT TRADE AND INVESTMENT



	REGION	POPULATION	PCC, G	VOLUME, T
1	MENA	493 000	1000	493 000
2	SS AFRICA	1 240 000	100	124 000
3	CHINA	1 425 000	100	142 500
4	INDIA	1 454 000	50	72 700
5	SE ASIA	655 000	50	32 750

TOTAL 864 950

Source: AgriFood Strategies

WE SAW THE OPPORTUNITY AND SEIZED IT!

THE GROWTH OF THE POPULATION IN ASIA AND AFRICA AND THE EXPANSION OF HALAL MARKETS CREATE SOLID GROUNDS FOR UNIFIED INDUSTRY EFFORTS IN PROMOTING TURKEY MEAT CONSUMPTION



SUMA GOURMET is a leading supplier and distributor of **high-quality products** for the premium hotels and restaurants in UAE, as well as major airlines

- Sales geography: **UAE, Saudi Arabia, Qatar, Kuwait, Jordan and Oman**
- Launched our own B2C E-com portal – **DXBBQ**
- **Global quality production standards**, which meet to the requirements of all the import countries



LEADING CUSTOMERS:



TURKEY PRODUCERS SHOULD UNITE!

CONTACT US TO KNOW MORE:
promotion@sumagourmet.com

STEP 1

CREATE A GLOBAL TURKEY MEAT PROMOTION ASSOCIATION TO DRIVE THE CONSUMPTION

PARTICIPANTS:

- Major turkey genetics suppliers
- Major breeders
- Suppliers of equipment/medications/feed etc.
- Major meat traders and exporters
- Other interested participants

STEP 2

GET IN ON THE ACTION!

