

# IEC

## Amsterdam 2005



### Mauritius

- Small Island in the Indian Ocean.
- 40kms wide and 60kms long.
- Population of 1.2 Million
- Multicultural Country with a population from different origins.
- Egg consumption per capita: 100

# Main Economic activities

- Textile Industry
  - Agriculture
  - Tourism
  - Offshore and Freeport
  - Information Technology ( Call Centres)
- 
- An aerial photograph of a tropical island. In the center, a large, dark, rocky mountain peak rises from a lush green island. The island is surrounded by shallow turquoise waters with visible coral reefs and sandy patches. The background shows a vast expanse of blue ocean under a bright blue sky with scattered white clouds. The overall scene is vibrant and scenic, typical of a tropical destination.

# Egg Industry Headlines

- Backyard farming continue to decrease and small scale farmers are closing down business.
- Hotels and Catering Companies looking more and more for Quality certifications
- Approximately 120 Million eggs produced for 2004/2005.
- Packed eggs represent 10% of total eggs sold and increased by 8% compared to last year.
- All other eggs sold in 30 egg trays in bulk.
- Pasteurized liquid eggs present on the market since May 2004.
- Launching Of the “Matines 3 Cereales” in June 2005.
- Future launching of Omega 3 Eggs in 2006

# Backyard Farming

- Traditional backyard and small scale farming continue to decrease due environmental control and strict application of the food act. This resulted in a temporary shortage of eggs in certain rural regions of the island.

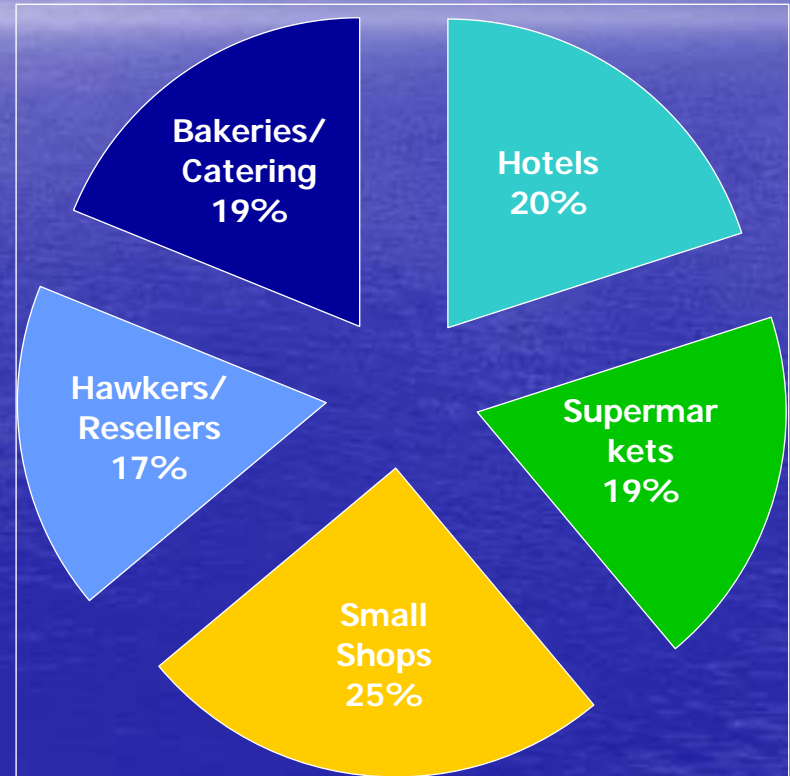


# Egg Production

- Approximately 120 Million Eggs.
- Only cage eggs produced.
- No legislation concerning animal welfare.
- 10% sold in branded Packed Eggs.
- 2 main brands present:  and 
- Liquid eggs on the market since may 2004
- The Matines 3 Cereals Egg launched in June 2005

# Market Segments

- Hotels 20%
- Supermarkets 19%
- Small Retail Shops 25%
- Hawkers/Resellers 17%
- Bakeries/Catering 19%

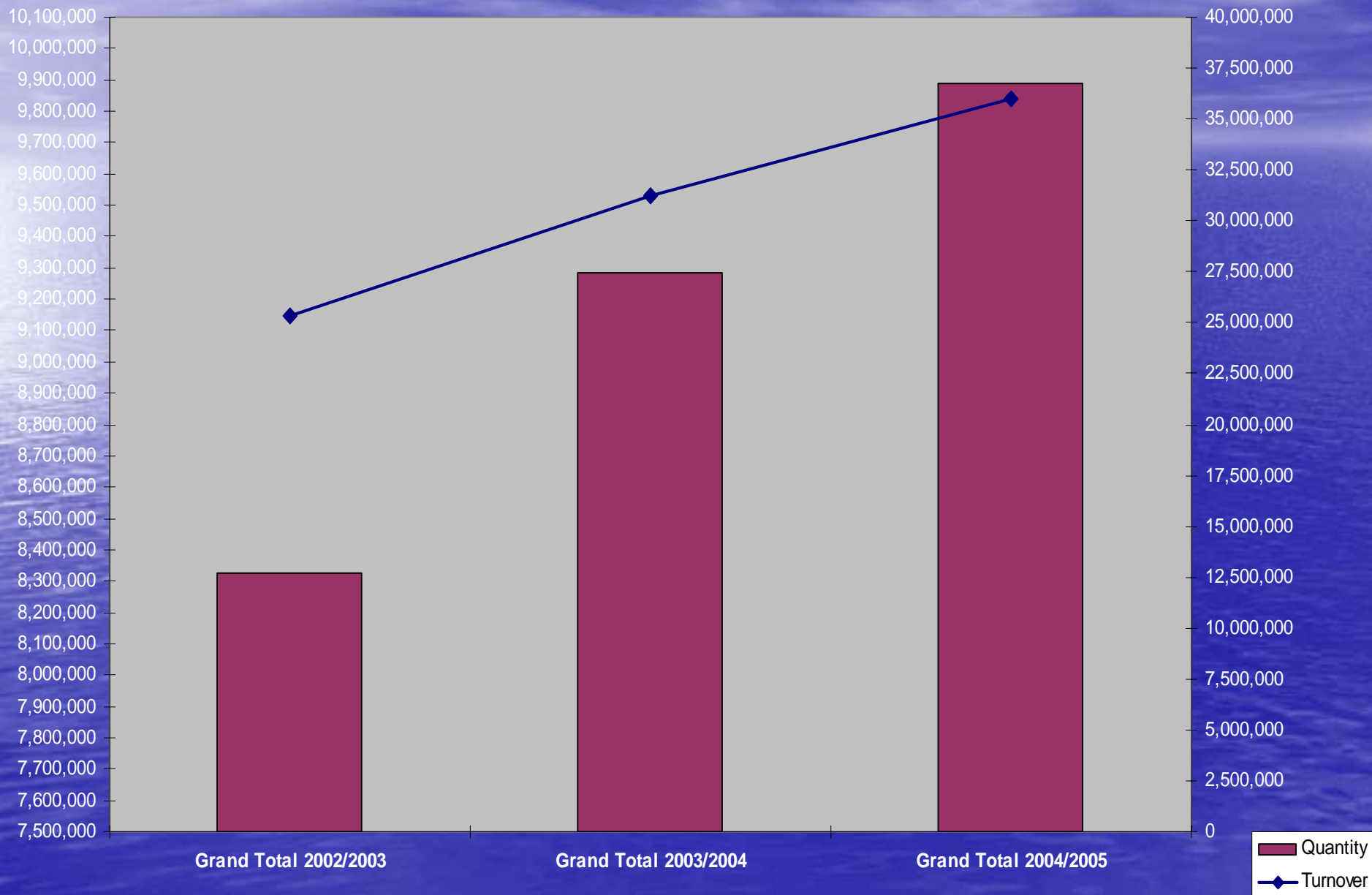


# Market Evolution

- Demand for Packed eggs constantly increasing with new supermarkets/ Hypermarkets all around the island.
- Small shops and other small outlets closing down due to competition from supermarkets offering better service
- Consumers more and more concerned about food safety.
- Hotel segment increasing due to new hotel resorts in the south of the island.
- Demand for liquid eggs increasing.
- “Matines 3 Cereales” Eggs launched with success



# Evolution of sales to Supermarkets over the last 3 years

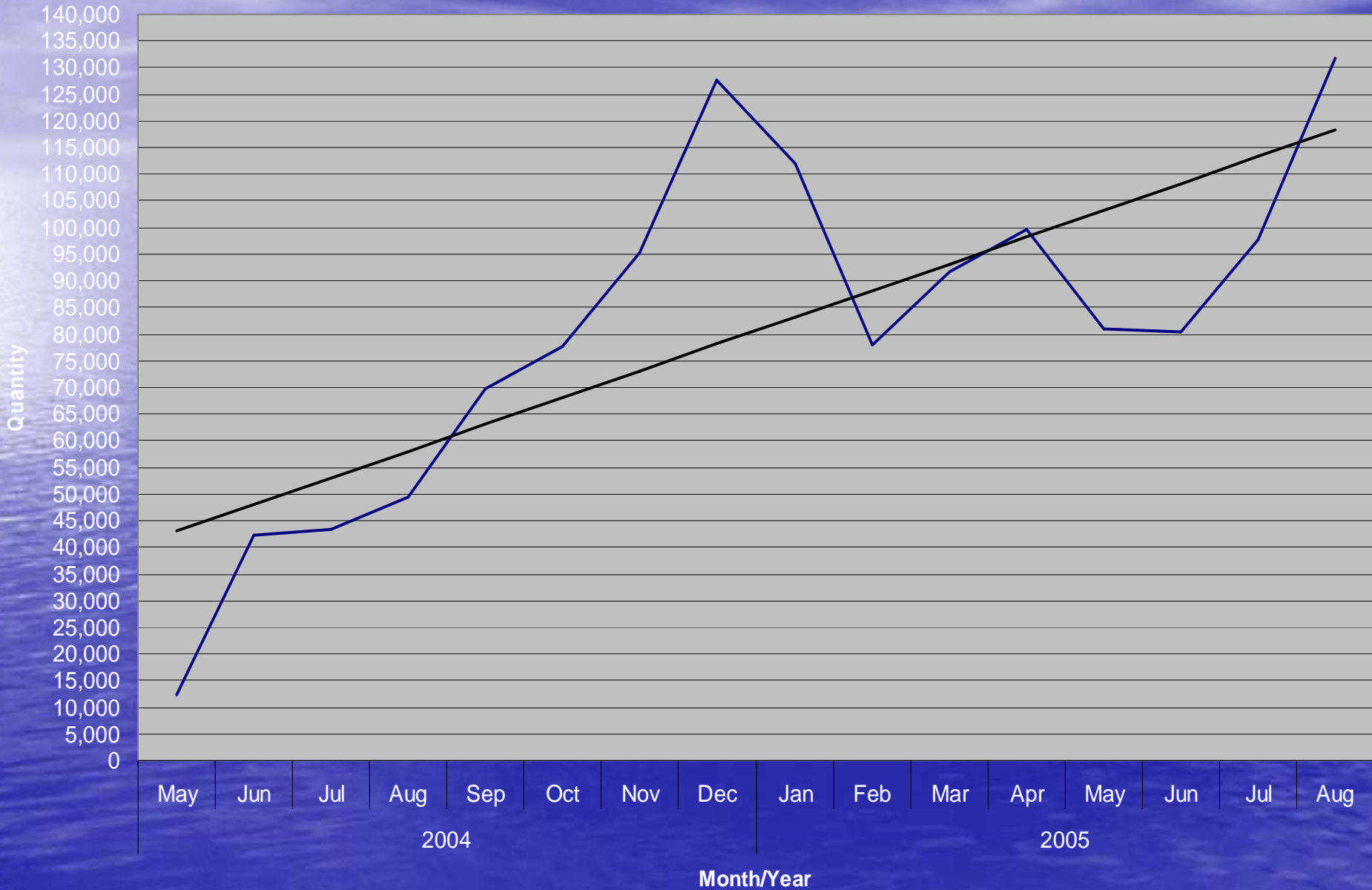




# Some of the Main Chains in Mauritius

- Jumbo Score
- Way Guild
- Systeme U
- Spar Supermarkets
- Shoprite checkers
- Monoprix
- Pick and Buy
- And soon Leader Price

# Evolution of Liquid Eggs sold Since May 2004



# Main Barriers to Egg Consumption

- Religion & Fasts

- The population of Mauritius is constituted of several religions and cultures. 60% of the Population are Hindus and are poor consumers of eggs.
- Moreover several fasts during the year affect significantly egg consumption.
- High percentage of Vegetarians.

- Fear of Cholesterol

- More than 40% of deaths due to Cardiovascular diseases and diabetes resulting in restriction of cholesterol intake. Launching of Omega 3 Egg in 2006



# Launching of « Matines 3 Céréales »

- First Nutrition Egg on the market



# Animation in a Jumbo Hypermarket



# Future:

- Implantation of new supermarkets (Leader Price)
- We can expect and increase in tourist arrival from 700,000 tourists in 2004 to achieve 1,000,000 in 2 years.( Aim of the new Government)
- Omega 3 Eggs will be launched in 2006.

The background is a smooth blue gradient. On the left side, there is a bright, glowing area that resembles a sun or moon reflecting on water, creating a shimmering effect. The rest of the background is a deep, uniform blue.

THANK YOU