



**Intesco
Research
Group**

RUSSIAN MARKET OF RABBIT MEAT – 2012



MOSCOW 2012

CONTENTS

CONTENTS.....	3
RESEARCH METHODOLOGY.....	7
EXTRACTS FROM RESEARCH.....	9
LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES.....	11
ABOUT INTESCO RESEARCH GROUP.....	14

CONTENTS

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. GENERAL ECONOMIC SITUATION IN RUSSIA

1.1. Population of Russia

Number of population

The largest cities

Social standards of living dynamics

Economic activity

1.2. Economic situation

Dynamics of economic development

Stability of the state budget

1.3. Position of Russia in the world

Share of RF in world population

2. SUBJECT OF RESEARCH

2.1. Characteristics of rabbit meat

2.2. Technology of rabbit meat production

Method of production by MIAKRO system

Industrial method

2.3. Methods of rabbits classification

Classification of rabbits by size and weight

Classification of rabbits by purpose of breeding

2.4. Methods of rabbit meat classification

Classification of rabbit meat by ARCP

Classification of rabbit meat by ARCPEA

Classification of rabbit meat by FEA CN

3. LIVESTOCK OF RABBITS IN RUSSIA

3.1. Dynamics of livestock

3.2. Structure of livestock by types of farms

Structure of livestock distribution by federal districts

Structure of livestock distribution by regions of RF

4. VOLUME OF THE RUSSIAN MARKET OF RABBIT MEAT

4.1. Dynamics of the rabbit meat market volume

4.2. Import content on the Russian market of rabbit meat

4.3. Dynamics of import content on the Russian market of rabbit meat

4.4. Consumption of rabbit meat in Russia

5. TRENDS ON THE RUSSIAN MARKET OF RABBIT MEAT

Factors restraining the growth of the industry

6. STATE REGULATIONS OF RABBIT MEAT MARKET

7. RUSSIAN PRODUCTION OF RABBIT MEAT

7.1. Dynamics of rabbit meat production volume by years

7.2. Dynamics of rabbit meat production volume by months

7.3. Volumes of rabbit meat production in federal districts of RF

7.4. Structure of rabbit meat production by federal districts of RF

7.5. Volumes of rabbit meat production in regions of RF

7.6. Regional structure of rabbit meat production

8. RUSSIAN PRODUCERS OF RABBIT MEAT

8.1. Production volumes of the Russian enterprises

8.2. Structure of rabbit meat production by enterprises

8.3. The largest enterprises by rabbits breeding

9. ANALYSIS OF THE RUSSIAN RABBIT MEAT IMPORT

9.1. Import of meat in general

Structure of the Russian meat import

9.2. Dynamics of import volumes by years

9.3. Dynamics of import volumes by months

9.4. Import volumes by supplying countries

9.5. Import structure by supplying countries

10. PRODUCER PRICES FOR RABBIT MEAT

10.1. Dynamics of producer prices by years

10.2. Dynamics of producer prices by months

11. COST PRICE OF RABBIT MEAT

12. RETALI PRICES FOR RABBIT MEAT

13. PROSPECTS FOR THE DEVELOPMENT OF THE RUSSIAN MARKET OF RABBIT MEAT

Promising regions

14. CONSUMER PREFERENCES ON THE RUSSIAN MARKET OF RABBIT MEAT

14.1. Rating of stimulation methods of demand for rabbit meat

14.2. Reasons for rabbit meat purchase

14.3. Purchase frequency of rabbit meat

14.4. Onetime purchase amounts of rabbit meat

14.5. The most popular places of rabbit meat purchase

14.6. Consumer evaluation of the degree of rabbit meat market saturation

14.7. Reasons for low demand for rabbit meat from the point of view of consumers

15. PROFILES OF THE LARGEST ENTERPRISES BY RABBIT MEAT PRODUCTION

15.1. «AKK «ROSHINSKIY» JSC

Reference information

Types of activity

Production volumes

Balance sheet

Profit and loss statement

Cash flow statement

Financials

15.2. «RABBIT» LLC

Reference information

Types of activity

Production volumes

Balance sheet

Profit and loss statement

Cash flow statement

Financials

15.3. «SUDOREMONTNIY ZAVOD «NERPA» FSUE»

Reference information

Production volumes

15.4. «SEVERNAYA PUSHNINA» LLC

Reference information

Types of activity

Balance sheet

Profit and loss statement

Cash flow statement

Financials

15.5. «AGROFIRMA BAGRATIONOVSKAYA» JSC

Reference information

Balance sheet

Profit and loss statement

Cash flow statement

Financials

*15.6. «BEREGOVY» JSC**Reference information**Types of activity**Balance sheet**Profit and loss statement**Cash flow statement**Financials***16.FORECAST OF THE RUSSIAN MARKET OF RABBIT MEAT DEVELOPMENT FOR 2012-2013****ABOUT INTESCO RESEARCH GROUP**

RESEARCH METHODOLOGY

Subject of research:

RABBIT MEAT MARKET

Goal of research:

EVALUATION OF THE MARKET AND FORECAST OF ITS DEVELOPMENT FOR 2012-2013

Regions of research:

RUSSIA AND REGIONS OF RF

Main blocks of research:

LIVESTOCK OF RABBITS IN RUSSIA

VOLUME OF THE RUSSIAN MARKET OF RABBIT MEAT

TRENDS ON THE RUSSIAN MARKET OF RABBIT MEAT

STATE REGULATIONS OF RABBIT MEAT MARKET

RUSSIAN RABBIT MEAT PRODUCTION

RUSSIAN PRODUCERS OF RABBIT MEAT

ANALYSIS OF THE RUSSIAN RABBIT MEAT IMPORT

PRODUCER PRICES FOR RABBIT MEAT

COST PRICE RABBIT MEAT

RETAIL PRICES FOR RABBIT MEAT

PROSPECTS FOR THE DEVELOPMENT OF THE RUSSIAN MARKET OF RABBIT MEAT

CONSUMER PREFERENCES ON THE RUSSIAN MARKET OF RABBIT MEAT

FORECAST OF THE RUSSIAN MARKET OF RABBIT MEAT DEVELOPMENT FOR 2012-2013

The largest Russian companies with profiles:

«AKK «ROSHINSKIY» JSC

«RABBIT» LLC

SUDOREMONTNIY ZAVOD «NERPA» FSUE

«SEVERNAYA PUSHNINA» LLC

«AGROFIRMA BAGRATIONOVSKAYA» JSC

«BEREGOVOY» JSC

Production volumes, financial activities data, balance sheets, profit and loss statements, cash-flow statements, the subsidiaries and other data about these main companies were presented.

Information sources used:

- Federal State Statistics Service
- Federal Customs Service
- Federal Tax Service
- Field expert evaluations
- Retail sale reports
- Materials of the field's main players
- Field print and electronic publications

The research contains 32 schedules, 28 diagrams and 44 tables.

EXTRACTS FROM RESEARCH

CHAPTER 4

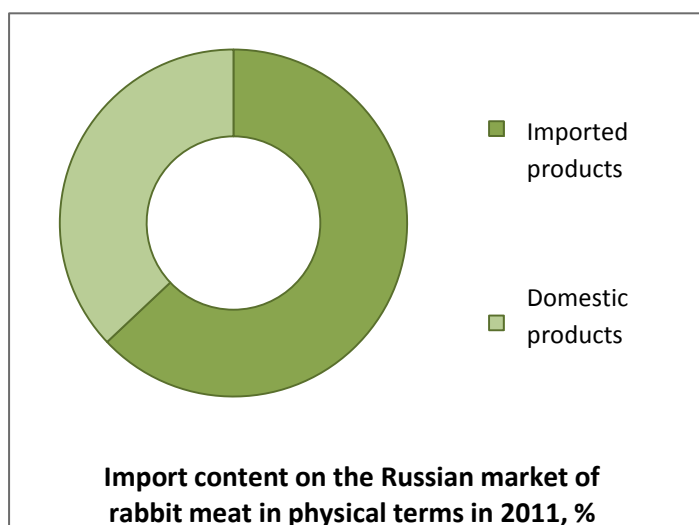
VOLUME OF THE RUSSIAN RABBIT MEAT MARKET

In recent years in Russia rabbits breeding became increasingly talked about as one of the most promising sectors of animal farming. Rabbits differ with high fertility and precocity. From one rabbit you can get up to 25-30 rabbits per year, about 50-60 pounds of meat (in live form) and more than 25 skins.

In 2009, volume of the Russian market of rabbit meat increased *** times, amounting to *** ths tons. This growth was due to an increase of ***. In 2010 the volume of *** products on the Russian market dropped by *** times, so the market has also fallen by ***%.



In 2011 *** products were absent in this segment of the Russian market, the negative dynamics of the domestic rabbit meat market has continued, the rate was equal to one thousand tons.



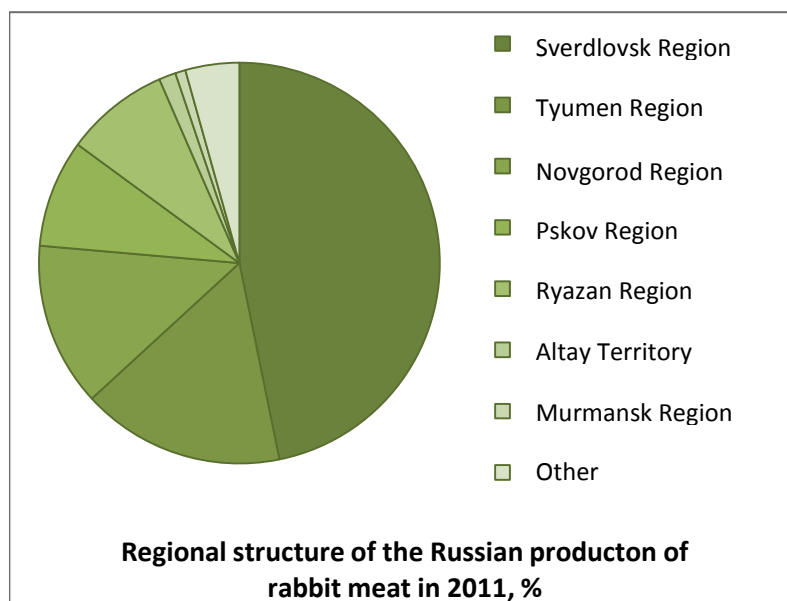
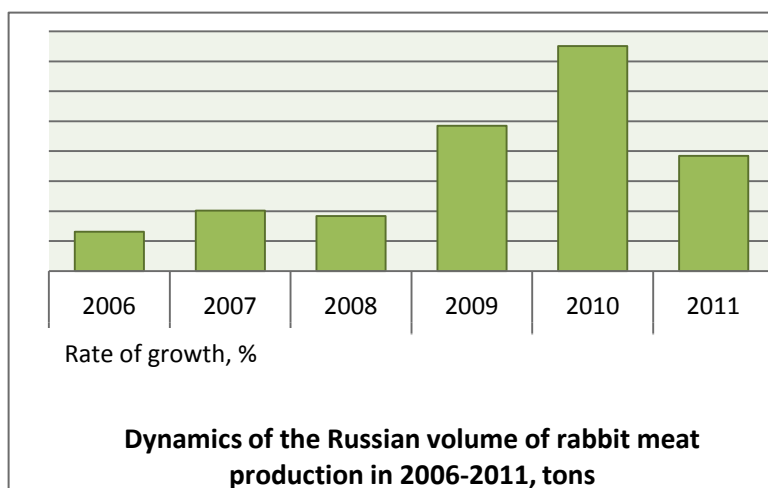
In 2006-2011 on the Russian market of rabbit meat share of domestic products was continuously growing. If in 2006 the share of Russian producers was less **%, then by 2011 their share increased to **%.

CHAPTER 7

RUSSIAN RABBIT MEAT
PRODUCTION

In 2009 Russia produced *** tons of rabbit meat. This parameter *** times exceeded the volume of the Russian supply of meat of the previous year. In 2010 the growth continued (***%), and there were produced *** tons of rabbit meat. In 2011 there has been an opposite trend - the decrease amounted to ***%.

In general, such fluctuations of the rate of growth are explained by insignificant production volume of these goods in Russia, when opening of a new production is reflected in all-Russian dynamics of the parameter.



The largest federal districts by rabbit meat production in Russia in 2011 was *** FD (*** tons). North-Western FD ranked second, which produced *** tons of products.

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

RESEARCH METHODOLOGY

LIST OF SCHEDULES, DIAGRAMS, TABLES AND SCHEMES

1. GENERAL ECONOMIC SITUATION IN RUSSIA

2. SUBJECT OF RESEARCH

3. LIVESTOCK OF RABBITS IN RUSSIA

4. VOLUME OF THE RUSSIAN MARKET OF RABBIT MEAT

Schedule 14. Dynamics of the Russian rabbit meat market volume in 2006-2011, tons

Diagram 4. Import content on the Russian market of rabbit meat in physical terms in 2011, %

Diagram 5. Dynamics of import content on the Russian market of rabbit meat in physical terms in 2006-2011, %

Schedule 15. Per capita consumption of rabbit meat in Russia in 2006-2011, g/person

5. TRENDS ON THE RUSSIAN MARKET OF RABBIT MEAT

6. STATE REGULATIONS OF RABBIT MEAT MARKET

7. RUSSIAN PRODUCTION OF RABBIT MEAT

Schedule 16. Dynamics of the volume of Russian rabbit meat production in 2006-2011, tons

Schedule 17. Dynamics of the Russian rabbit meat production by months in 2008 - March 2012, tons

Table 4. Volumes of rabbit meat production in federal districts of RF in 2009-2011, tons, relative and absolute rate of growth in 2011

Schedule 18. Dynamics of rabbit meat production in the largest federal districts of RF in 2008-2011, tons

Diagram 6. Structure of the Russian rabbit meat production by federal districts in 2011, %

Diagram 7. Change of structure of the Russian rabbit meat production by federal districts in 2007-2011, %

Table 5. Volumes of rabbit meat production in regions of RF in 2008-2011, tons, relative and absolute rate of growth in 2011

Schedule 19. Dynamics of rabbit meat production in the main regions of RF in 2010-2011, tons

Diagram 8. Regional structure of the Russian rabbit meat production in 2011, %

Diagram 9. Change of regional structure of the Russian rabbit meat production in 2008-2011, %

8. RUSSIAN PRODUCERS OF RABBIT MEAT

Table 6. Volumes of rabbit meat production by the largest Russian producers in 2006-2009, tons

Diagram 10. Shares of the largest enterprises in the structure of all-Russian rabbit meat production in 2009, %

9. ANALYSIS OF THE RUSSIAN RABBIT MEAT IMPORT

10. PRODUCER PRICES FOR RABBIT MEAT

11. COST PRICE OF RABBIT MEAT

12. RETALI PRICES FOR RABBIT MEAT**13. PROSPECTS FOR THE DEVELOPMENT OF THE RUSSIAN MARKET OF RABBIT MEAT****14. CONSUMER PREFERENCES ON THE RUSSIAN MARKET OF RABBIT MEAT****15. PROFILES OF THE LARGEST ENTERPRISES BY RABBIT MEAT PRODUCTION**

Table 13. Shareholders of «AKK «ROSHINSKIY» JSC

Table 14. Production volumes of «AKK «ROSHINSKIY» JSC

Table 15. Balance sheet of «AKK «ROSHINSKIY» JSC, ths rubles

Table 16. Profit and loss statement of «AKK «ROSHINSKIY» JSC, ths rubles

Table 17. Cash flow statement of «AKK «ROSHINSKIY» JSC, ths rubles

Table 18. Dynamics of «AKK «ROSHINSKIY» JSC

Table 19. Number of personnel of «RABBIT» LLC, people

Table 20. Shareholders of «RABBIT» LLC

Table 21. Production volumes of «RABBIT» LLC

Table 22. Balance sheet of «RABBIT» LLC, ths rubles

Table 23. Profit and loss statement of «RABBIT» LLC, ths rubles

Table 24. Cash flow statement of «RABBIT» LLC, ths rubles

Table 25. Dynamics of «RABBIT» LLC

Table 26. Production volumes of «SUDOREMONTNIY ZAVOD «NERPA» FSUE»

Table 27. Shareholders/founders of «SEVERNAYA PUSHNINA» LLC

Table 28. Subsidiaries of «SEVERNAYA PUSHNINA» LLC

Table 29. Balance sheet of «SEVERNAYA PUSHNINA» LLC, ths rubles

Table 30. Profit and loss statement of «SEVERNAYA PUSHNINA» LLC, ths rubles

Table 31. Cash flow statement of «SEVERNAYA PUSHNINA» LLC, ths rubles

Table 32. Dynamics of «SEVERNAYA PUSHNINA» LLC

Table 33. Shareholders/founders of «AGROFIRMA BAGRATIONOVSKAYA» JSC

Table 34. Subsidiaries of «AGROFIRMA BAGRATIONOVSKAYA» JSC

Table 35. Balance sheet of «AGROFIRMA BAGRATIONOVSKAYA» JSC, ths rubles

Table 36. Profit and loss statement of «AGROFIRMA BAGRATIONOVSKAYA» JSC, ths rubles

Table 37. Cash flow statement of «AGROFIRMA BAGRATIONOVSKAYA» JSC, ths rubles

Table 38. Financials of «AGROFIRMA BAGRATIONOVSKAYA» JSC

Table 39. Shareholders/founders of «BEREGOVOY» JSC

Table 40. Subsidiaries of «BEREGOVOY» JSC

Table 41. Balance sheet of «BEREGOVOY» JSC, ths rubles

Table 42. Profit and loss statement of «BEREGOVOY» JSC, ths rubles

Table 43. Cash flow statement of «BEREGOVOY» JSC, ths rubles

Table 44. Financials of «BEREGOVOY» JSC

16. FORECAST OF THE RUSSIAN MARKET OF RABBIT MEAT DEVELOPMENT FOR 2012-2013

Schedule 31. Dynamics of Russian rabbit meat market volume in 2006-2011 and forecast for 2012-2013, tons

Schedule 32. Dynamics of import content on the market of rabbit meat in physical terms in 2006-2013*, %

ABOUT INTESCO RESEARCH GROUP

ABOUT INTESCO RESEARCH GROUP

INTESCO RESEARCH GROUP is the analytical agency, specializing in development of high-quality business plans, feasibility studies and marketing researches on federal and regional levels. We provide our clients with up-to-date and accurate information, professional recommendations for conducting business.

All works of **INTESCO RESEARCH GROUP** are based on the proven investigation methods. When conducting marketing researches and developing the business plans the agency applies the worldwide accepted methods of investments efficiency evaluation and they are based on the Russian and international quality standards.

Analysts of **INTESCO RESEARCH GROUP** are the graduates of the leading Moscow institutions of higher education (Moscow State University, Moscow Institute of Physics and Technology, Russian academy of economics named after Plekhanov, Higher School of Economics, State University of Economics and Finance) and have deep knowledge in marketing, methods of marketing research arrangement, investment projects efficiency evaluation, preparing the analytical reports and business-forecasting.

Professional approach and service, high-quality specialists, deep knowledge of various markets, broad design experience and constant improvement allow the **INTESCO RESEARCH GROUP** to provide the high-quality service to all the clients.

Information from our reports is published in the largest Russian newspapers and magazines: “Vedomosti”, “Kommersant-Dengi”, “Rossiyskaya gazeta”, “Forbes”, “Russian Food Market”, “FoodService”, “MAXIM”, “Partner: myasopererabotka”, “Moe delo. Magazin”, “Odnako”, “Khlebopekarnoe proizvodstvo”, “Producty i Pribyl”, “Konditerskaya sfera/khlebopechenie”, “Tsenovik”, “RBK daily”, “Unipack.Ru”, etc.

OUR CLIENTS



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