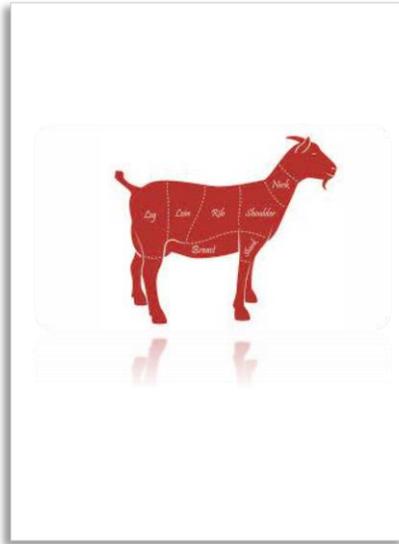


# Product Focus

## GOAT MEAT - HS Code 020450



Goat meat or goat's meat is the meat of the domestic goat. The common name for goat meat is simply "goat", though meat from adult goats is referred to as chevon, while that from young goats can be called capretto, cabrito or kid.

Goatmeat is widely consumed around the world but remains a largely niche part of many consumers' diets, in demand mostly among key ethnic segments. Per capita consumption varies greatly between countries and is largely underpinned by local production as well as tradition. While population growth and increasing household wealth provide a broadly positive outlook for global meat consumption, Australian goatmeat needs to overcome some 'key barriers to purchase' to tap into opportunities in developed market.

- ✓ Goatmeat, when compared to other proteins, has the advantage of no religious taboos and, in some cultures, has a unique role in religious and traditional family events.
- ✓ Its niche status can be considered a challenge, but also an opportunity in markets where there is potential to dial up health and nutritional credentials.
- ✓ Consumers' lack of familiarity with goatmeat and consequent low confidence preparing it remain challenges for goatmeat across many markets.
- ✓ Goatmeat is considered most suitable for slow, wet cooking methods like curry, and as such is strongly associated with Indian, Pakistani and Nepalese cuisines. On menus, goat is often interchangeable with sheep meat and other red meat.

## TRADE AND MARKET ANALYSIS

### (a) COMESA Exports of Goat Meat

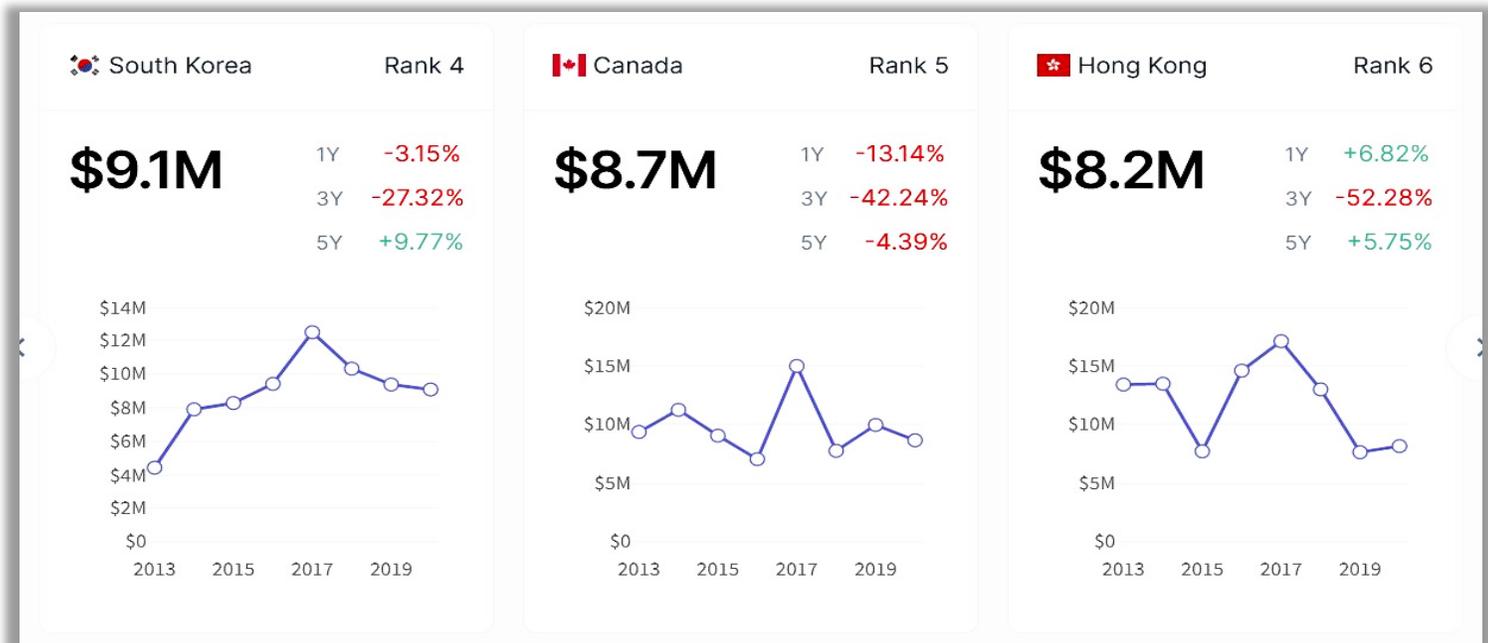
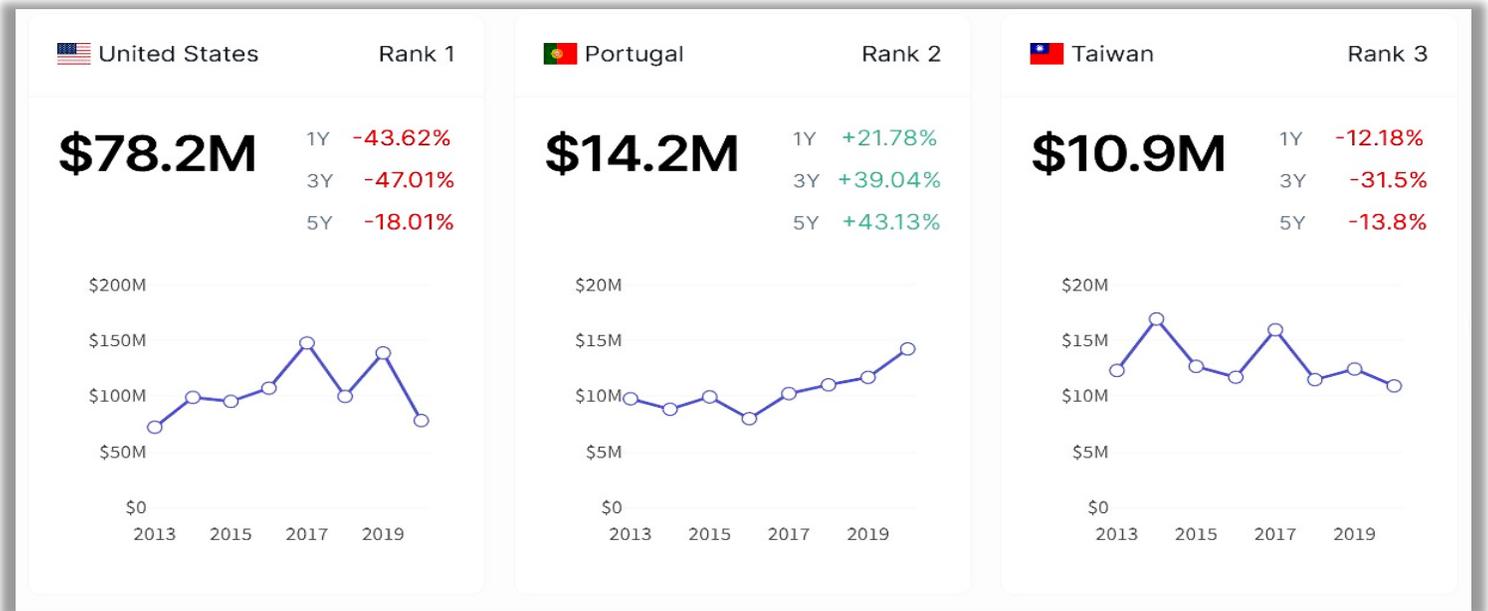
According to UN COMTRADE - Trademap statistics, COMESA's exports of goat meat to the world increased by 56% over the past four years, from US\$117 million in 2016 to US\$123 million in 2019. The major export markets for COMESA include United Arab Emirates, Saudi Arabia, Bahrain, Qatar, Oman, Kuwait, VietNam, Mozambique and DRC.

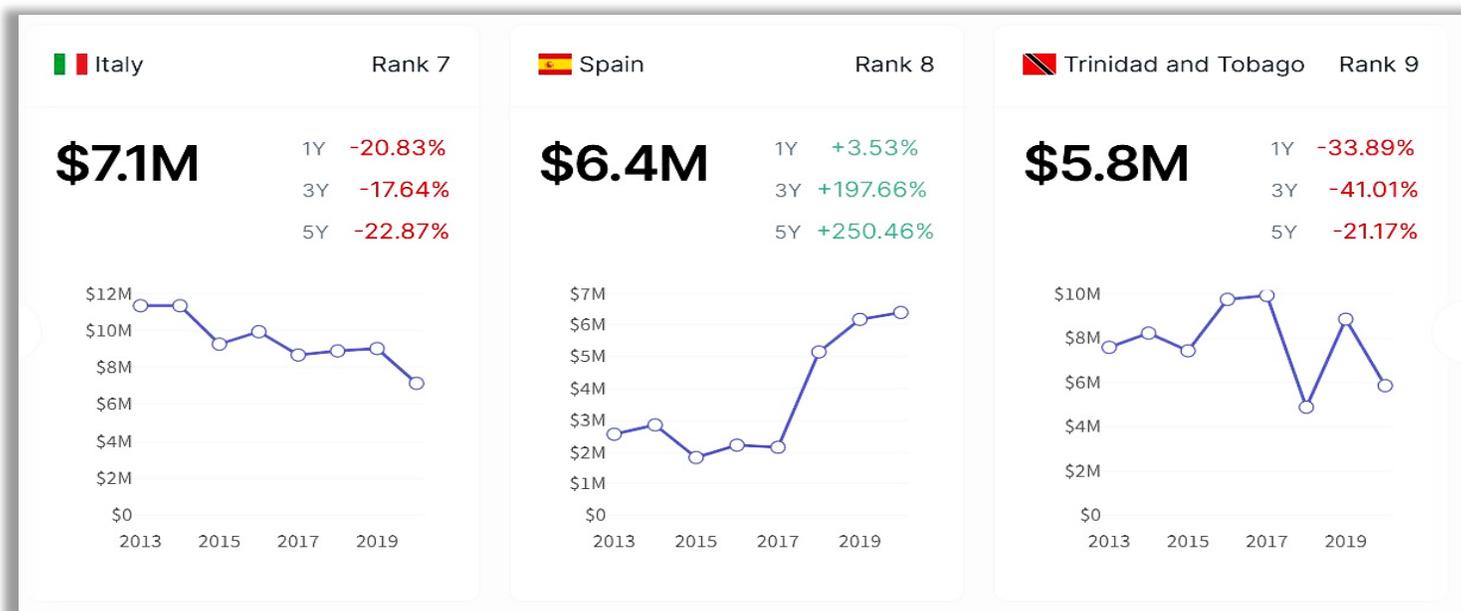
### (b) Top Import Trade flows for Goat Meat

Country	Share in Import Value 2020	Import Value 2020, USD	1-Year Growth in Import Value 2019-2020	3-Year Growth in Import Value 2017-2020	5-Year Growth in Import Value 2015-2020	Import Quantity 2020, MTs	1-Year Growth in Quantity 2019-2020	Unit Price of Import 2020, USD / MT
United States	42.12%	\$78.18M	-43.62%	-47.01%	-18.01%	9.80K	-45.2%	\$7.98K
Portugal	7.66%	\$14.22M	+21.78%	+39.04%	+43.13%	≈ 0	-100%	\$6.84K
Taiwan	5.88%	\$10.91M	-12.18%	-31.5%	-13.8%	1.94K	-18.86%	\$4.38K
South Korea	4.9%	\$9.09M	-3.15%	-27.32%	+9.77%	1.13K	-9.52%	\$4.05K
Canada	4.66%	\$8.65M	-13.14%	-42.24%	-4.39%	1.22K	-16.68%	\$7.09K
Hong Kong	4.4%	\$8.16M	+6.82%	-52.28%	+5.75%	783.37	-37.41%	\$10.42K
Italy	3.84%	\$7.13M	-20.83%	-17.64%	-22.87%	1K	-21.47%	\$7.12K
Spain	3.44%	\$6.39M	+3.53%	+197.66%	+250.46%	459.76	-7.33%	\$13.90K
Trinidad and To...	3.15%	\$5.84M	-33.89%	-41.01%	-21.17%	768.09	-32.66%	\$6.46K
France	3%	\$5.57M	-18.91%	+6.73%	+24.37%	1.32K	-2.39%	\$4.21K

### Top 10 exporting countries of Goat Meat in 2020

(c) Top overview of the top importers





## EXPORT POTENTIAL

In the past years, COMESA countries which have been producing and exporting goat meat include:

Country	Potential & Existing Export Markets
1. Ethiopia	<ul style="list-style-type: none"> <li>✓ UAE</li> <li>✓ Saudi Arabia</li> <li>✓ Bahrain</li> <li>✓ Kuwait</li> <li>✓ Oman</li> <li>✓ Qatar</li> <li>✓ DRC</li> <li>✓ Bangladesh</li> </ul>
2. Kenya	<ul style="list-style-type: none"> <li>✓ UAE</li> <li>✓ Saudi Arabia</li> <li>✓ Bahrain</li> <li>✓ Qatar</li> <li>✓ Oman</li> <li>✓ Kuwait</li> <li>✓ VietNam</li> <li>✓ Hong-Kong</li> <li>✓ South Sudan</li> <li>✓ Seychelles</li> </ul>
3. Sudan	<ul style="list-style-type: none"> <li>✓ UAE</li> <li>✓ Bahrain</li> </ul>

		<ul style="list-style-type: none"> <li>✓ Qatar</li> <li>✓ Oman</li> <li>✓ Aruba</li> <li>✓ France</li> <li>✓ Finland</li> <li>✓ Kuwait</li> <li>✓ Saudi Arabia</li> </ul>
4.	Somalia	<ul style="list-style-type: none"> <li>✓ Italy</li> <li>✓ Pakistan</li> <li>✓ Bahrain</li> <li>✓ UAE</li> <li>✓ Oman</li> </ul>
5.	Zimbabwe	<ul style="list-style-type: none"> <li>✓ UAE</li> </ul> Mozambique

**Source:** ITC Trademap and ExportPotentialMap

## IMPORT/EXPORT PROCESSES

One of the common requirements to import most of the items under Meat and Edible meat offal is Sanitary import permit issued by health department of respective importing country. The import permit should contain complete details of import like name and address of exporter, importer, description of goods, quantity, value, origin details, list of ingredients, species of animals it was derived from, identification marks etc. The full details of inspecting authority of exporting country need to be mentioned clearly with stamp of licensing authority

### No objection Certificate from Animal Husbandry or Veterinary officer

Necessary Certificate from Veterinary office or , Animal Husbandry. Authority is required to be submitted along with other required documents to import most of the items under Meat and Edible meat offal.

### Food Safety Certificate

Food safety certificate need to be enclosed along with shipping documents by exporter, confirming health measures.

The food safety authorities of respective importing country verifies certificate issued by exporting countries, in turn, arranges reinsertion at the time of import port of entry to ensure that foreign countries have maintained equivalent inspection systems. However, if the government agencies of importing country satisfies on the quality inspection system of exporting country, some importing countries accept such system and allows import by issuing necessary certificates, unless otherwise emergency sanitary measure is implemented. In some of the importing countries like

US, such certificate issued by the inspection authorities of exporting country should be clearly certified as the product is fit to export and meets all requirements of importing country

**Pre-Import, Import and Post import procedures and formalities.**

In some countries, there are many processes a) before import of Meat and Edible meat offal, b) at the time of import and c) process after import have to be completed to meet the respective country’s foreign trade policy to import Meat and Edible meat offal. Import permit before import, inspection on arrival of imported Meat and Edible meat offal at entry port by International Animal Quarantine Station to meet animal health requirement of importation of Meat and Edible meat offal, examination of animal disease status of the country of origin, periodical assessment on health of imported Meat and Edible meat offal etc. are some of the processes to import live animals. The imported live animals are moved to quarantine area and necessary samples are drawn to verify and confirm the health status. Necessary precautions and emergency measures are taken to control on disease outbreak, if death of any animal on transit to import.

**Port restrictions in importation of Meat and Edible meat offal**

In some of the countries, the customs clearance procedures and processes to import Meat and Edible meat offal are restricted through some of the ports in importing country. This is arranged to provide all necessary infrastructure to meet various processes and requirements to import live animals.

The requirements to import Meat and Edible meat offal to be fulfilled by some countries are connected with the legislation of exporting country, the health status of livestock, of other domestic animals and wildlife, membership of the World Organization for Animal Health (OIE), the regularity and rapidity of information on infectious animal diseases provided by the exporting country to the Commission and the OIE, the animal health requirements for the production, manufacture, handling, storage and dispatch of products of animal origin, the country's rules on the prevent and control of animal diseases, the organization, structure, competence and power of the veterinary services.

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