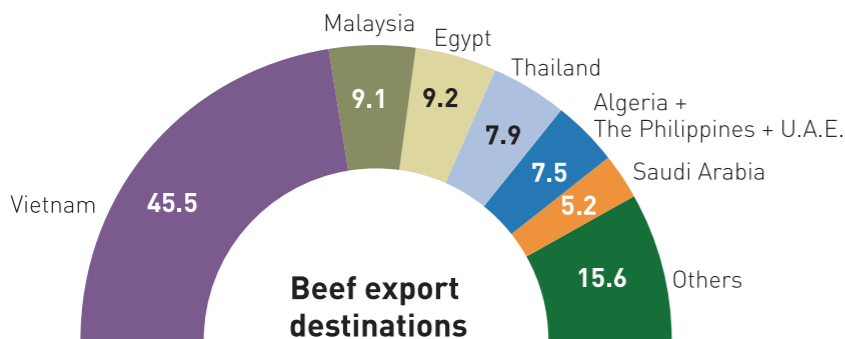


# Rising stakes

India's meat exports, which bring in significant revenue every year, have been on an uptrend in recent years, with beef accounting for a large chunk of the trade.

By Ramesh Chakrapani



INDIA'S meat exports surged ahead in the financial year ended March 31, 2015, crossing Rs.30,000 crore and continuing an uptrend seen over the past five financial years—a period of remarkable rates of growth—according to data from the Department of Commerce under the Ministry of Commerce & Industry. The vast majority of the meat that leaves Indian ports for export destinations ranging from Africa to West Asia to Baltic countries is beef, with sheep and goats accounting for a minor chunk, which has also been growing at a healthy pace.

The biggest money-spinner among all meat export categories is frozen,

boneless beef, with the major markets being Vietnam, Malaysia, Egypt, Thailand and Saudi Arabia, while Algeria, the Philippines and the United Arab Emirates figure among the minor destinations.

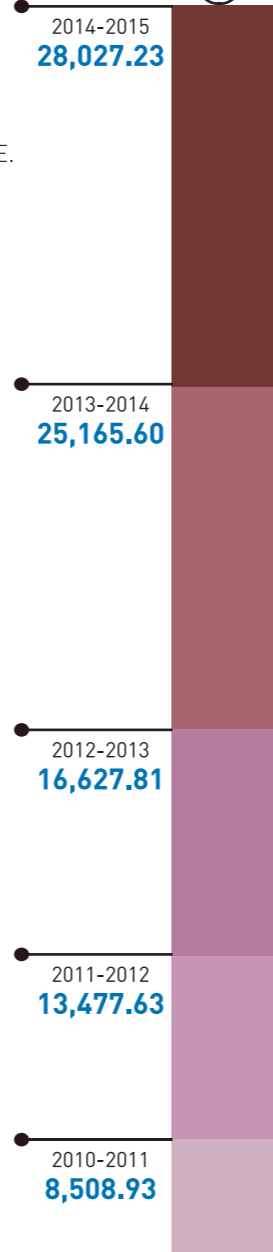
Revenues from the export of frozen, boneless beef touched Rs.28,027.23 crore in 2014-15, compared with Rs. 8,508.93 crore in 2010-11, a jump of 229 per cent.

Figures for the latest year show that Vietnam accounted for 45.50 per cent of this category, bringing in Rs.12,748.29 crore. Interestingly, Vietnam accounted for only 14.76 per cent in 2010-11.

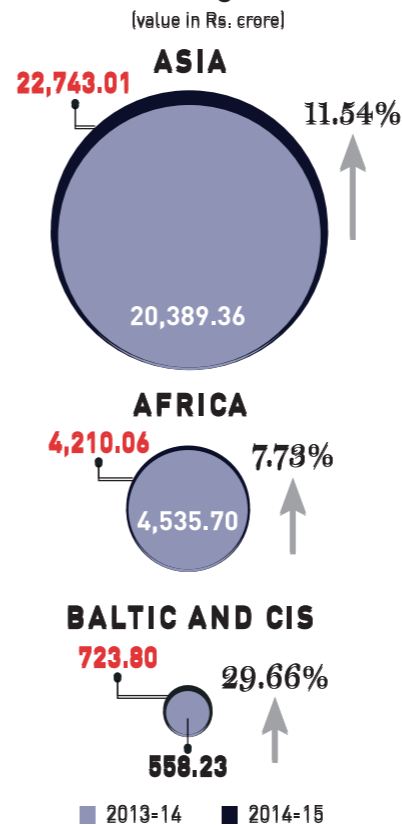
From a regional perspective, Asia was the largest market for frozen boneless beef, generating Rs.22,743.01 crore in 2014-15, marking a growth of 11.54 per cent from the previous year and 267 per cent from Rs.6,189.28.94 crore in 2010-11.

Demand from Africa has been steadily rising, more than doubling from Rs.2,022.20 crore in 2010-11 to Rs.4,535.70 crore in 2014-15. The Baltic region's appetite for Indian beef

## Boneless bovine meat, frozen (value in Rs. crore)



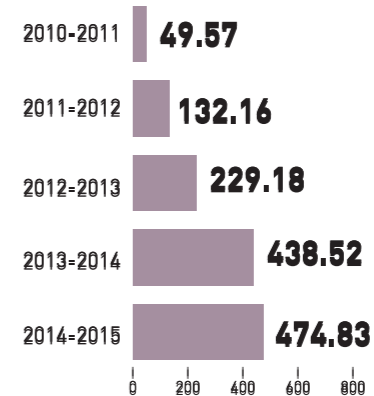
## Export of boneless meat of bovine animals (frozen) regionwise (value in Rs. crore)



has been growing at a healthy rate, as reflected in the jump from Rs.280.13 crore in 2010-11 to Rs.723.80 crore in 2014-15.

Along with boneless beef, frozen edible bovine offal also contributed significantly to the overall beef export market, accounting for receipts of Rs.702.53 crore in 2014-15, which marks a massive jump, 18 times,

## Bovine meat, fresh or chilled (value in Rs. crore)



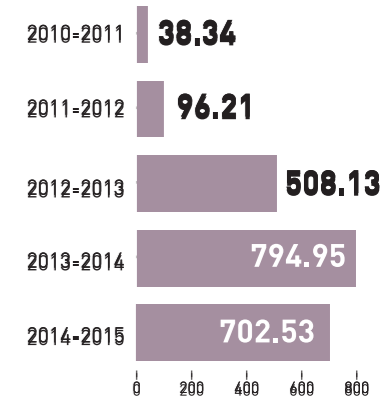
from just Rs.38.34 crore in 2010-11. The category of bovine meat, fresh or chilled, accounted for Rs.474.83 crore in 2014-15, marking a near-tenfold increase from Rs.49.57 crore registered in 2010-11.

Sheep meat, a favourite among Islamic nations, brought in Rs.785 crore in 2014-15, the bulk of it from fresh or chilled meat (Rs.627.75 crore) and the rest frozen meat (Rs.157.50 crore). The figure is a huge improvement from barely Rs.222 crore just five years ago.

A little known fact is that the country also exports several crore worth of live goats every year, with the amount for the fiscal ended March 31, 2015, hitting Rs.68.01 crore, compared with Rs.50.87 crore in 2010-11.

The United States-based Beef Magazine, which tracks the global beef production and export industry,

## Edible bovine offal, frozen (value in Rs. crore)

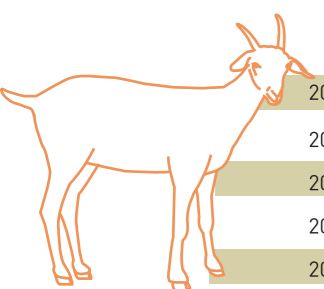


reported that India was the world's third largest exporter by volume in the 2014 calendar year—behind Brazil and top-ranked Australia—clocking 1.36 million tonnes during the January-November period, a growth of 17 per cent over the previous year.

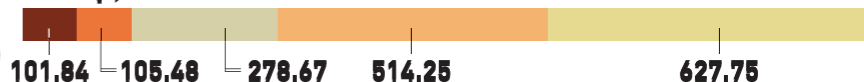
According to the magazine, the value of Indian exports per kilogram is only \$3.21, compared with Brazil's \$4.72, Australia's \$5.30 and Canada's \$5.61. Most of the beef that India exports is water buffalo meat, also known as carabeef.

As an industry that brings in higher revenues with every passing year amid healthy and widespread global demand, especially for beef, meat exports ought to be encouraged. Unfortunately, the government is only hindering its growth by banning slaughter in certain States and forcing the closure of abattoirs.

## Live goats (value in Rs. crore)



## Sheep, fresh or chilled (value in Rs. crore)



## Sheep, frozen (value in Rs. crore)

