

# Beef bogeyman

India's meat consumption is dominated by poultry and mutton, with beef a distant third. However, beef exports continue to grow, raising questions about the Centre's true intent in restricting cattle slaughter.

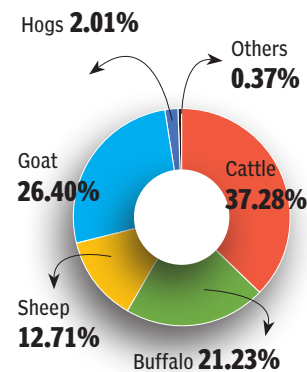
By RAMESH CHAKRAPANI

India's meat consumption is dominated by poultry and mutton by a wide margin, with beef coming a distant third, according to data from the Ministry of Statistics and Programme Implementation for 2015-16. At the same time, the country was the world's top beef exporter (technically carabeef, or meat of the water buffalo) in the first 11 months of 2016, shipping 1.22 million tonnes, according to Beef Magazine, a United States-based industry publication. In this context, the Centre's move to

restrict the sale of cattle for slaughter at village markets while leaving exports untouched raises questions about the true intent behind the new rules.

The value added by meat to the livestock sector in 2015-16 was Rs.1,50,598 crore, with poultry accounting for 46.4 per cent (Rs.69,888 crore), followed by mutton at 34.8 per cent (Rs.52,345 crore) and then beef at 15.4 per cent (Rs.23,232 crore). Pork had the lowest share of the major meat categories of 3.4 per

## Distribution of livestock



SOURCE: 19th livestock census

## Livestock matters

India was the top beef exporter in 2016, with Jan-Nov shipments up **4%** at **1.22 million tonnes**.

Vietnam accounted for **46%** of India's total volume, up from **40%** in 2015.

Livestock contributed **24.6%** of gross output value of agriculture, fishing & forestry in 2014-15.

India is home to **58** per cent of the world's buffalo population.

Buffalo meat (carabeef) industry provides raw material for leather, pharma, poultry feed, special lubricants, etc.

Indian carabeef is **93%** chemically lean, blends well with other ingredients for value added products

## Livestock sector's output and value added Rs.crore at current prices

	2011-12	2012-13	2013-14	2014-15	2015-16
Value of output	4,87,751	5,61,109	6,44,256	7,41,774	8,12,352
Gross value	3,27,301	3,75,254	4,31,348	5,08,779	5,64,712
Net value	3,22,150	3,69,220	4,24,423	5,01,070	5,56,636

SOURCE: Ministry of Statistics and Programme Implementation

## Output by group Rs.crore at current prices

	2011-12	2012-13	2013-14	2014-15	2015-16
Milk group	3,27,767	3,72,172	4,23,146	4,95,850	5,50,171
Meat group	96,219	1,14,817	1,36,311	1,54,173	1,63,195
Eggs	16,633	19,658	22,705	24,404	26,430

SOURCE: Ministry of Statistics and Programme Implementation

## Value added by meat to livestock sector in 2015-16 Rs.crore

Poultry  
₹ 69,888 **46.4%**

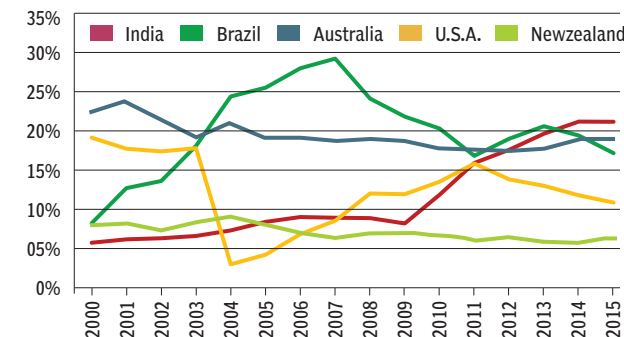
Mutton  
₹ 52,345 **34.8%**

Beef  
₹ 23,232 **15.4%**

Pork  
₹ 5,133 **3.4%**

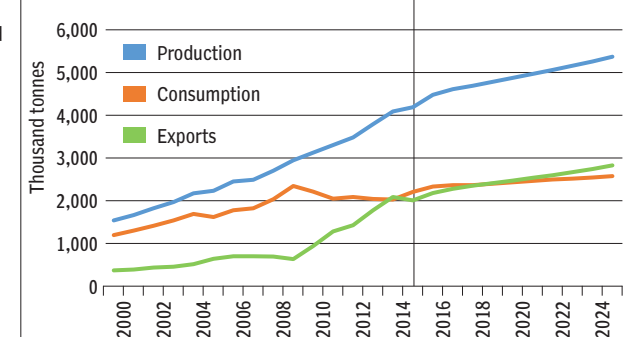
Total  
₹ 1,50,598 **100%**

## Global market shares of major beef exporters

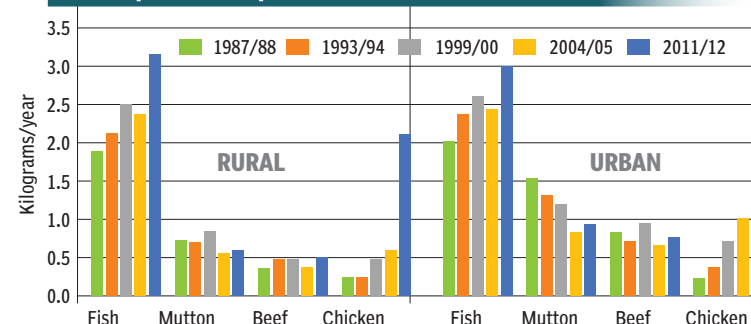


NOTE: Includes fish, chilled, frozen, and prepared beef. SOURCE: USDA

## USDA projections for India's beef sector

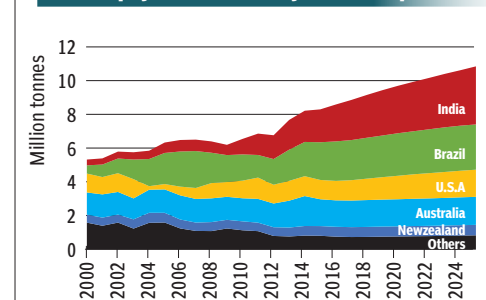


## Per capita consumption of fish and meats in India



SOURCE: USDA

## USDA pojections for major beef exporters



NOTE: Includes both cattle and water buffalo meat. SOURCE: USDA

cent (Rs.5,133 crore).

The biggest contributor to the livestock sector was the milk group, accounting for a lion's share of Rs.5,50,171 crore, while the meat group was a distant second at Rs.1,63,195 crore.

According to a June 2016 report by the United States Department of Agriculture, the emergence of private, export-oriented processors in India to meet the re-

quirements of developing markets played a key role in helping the country emerge as a significant player in the global beef trade. The report also projects that India's exports will continue to post strong growth in the coming years. The Centre's latest rules will only serve to strengthen the hands of exporters while upsetting the balance in rural economies already reeling under agricultural duress.

