

A Second Report to the
New Zealand Goat Council (Meat Section)

Potential Markets
for New Zealand

Goat Meat

: a literature search



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SUMMARY

This second report attempts to identify the best potential markets from the preliminary list of 80 countries presented in the first report to the New Zealand Goat Council. The criteria of market size, market growth, selling costs, risk level and competitive advantage are used.

Market size refers to the goat meat eating population of a country or group of countries. The biggest markets have been estimated from a list of both 'big eating' (over 2 kg/person/year) and 'high importing' (over 100 tonnes/year) countries. Further selection was achieved by ranking the countries on population size, proportion of traditional goat meat eaters, predominance of the Moslem religion, the degree of urbanisation, and the annual G.N.P. per capita. Thus those countries with big markets were Pakistan, Turkey, Yemen AR, Mali, Sudan, Niger, Greece, Italy, Hong Kong, Malaysia, and Taiwan. The group of Caribbean countries taken together, also constituted a big market.

Market growth is estimated from export sales figures from Australia and New Zealand, income growth, population growth, and the availability and price of substitute meats (primarily sheepmeat). The countries that rated best on these factors were the Caribbean countries and Venezuela, the S.E. Asian countries (see Table 2), Mauritius and Fiji. Some of the Middle East countries may have good market growth but they also have competition from high supplies of sheepmeat.

The costs of selling to various markets differ according to their proximity to New Zealand (freight costs), the trade barriers and tariffs operating, and whether the population requires a 'Halal' slaughter. Those countries that would incur relatively low costs are the Caribbean countries and Venezuela, the S.E. Asian countries, and the Pacific Island countries.

Those countries that were eliminated from the list of potential markets because of the level of risk associated with trading with them, were those with recent monetary and/or political problems. They include countries from Africa, the Middle East and Central and South America.

The main competitor for our export markets is Australia. Other exporting countries are mostly supplying neighbouring countries. Those areas where New Zealand would have little competitive advantage are North and East Africa, India and Pakistan, Argentina, Mongolia, Haiti and Bulgaria. Australia presently has a competitive advantage in S.E. Asian countries, Canada and the Middle East, primarily due to larger and more consistent supplies of the bigger carcasses. However, if New Zealand can produce more goatmeat and supply markets consistently as well as find product types more suitable to market preferences, then competition from Australia will be reduced. It is also unlikely that the potential demand for goatmeat has already been satisfied by Australian supplies in many of these countries.

The recommendations made on the basis of this research include the continuation of existing product types (i.e. frozen carcasses) to established markets (Greece, Italy, the Caribbean countries, and Fiji). They also include concentrating our present limited supply to these markets to ensure they are not lost to competitors. New markets (S.E. Asian countries and other Pacific Island countries) should be entered with a 'high quality' product based on market preferences identified by a market research team, which should be established to investigate these new markets and possible product types. Once this information has been gathered, appropriate breeding programmes and production systems can be developed.

SECTION 1
REVIEW OF MARKETS

1.0 Introduction

The first report to the New Zealand Goat Council (Meat Section) provided a list of some 80 countries that represented potential markets for New Zealand goatmeat. Information was presented on supply and demand in each region, the 'development' status of each country, and whether the country was a known exporter or importer of goatmeat.

This second report will attempt to identify the best potential markets from the preliminary list. The following criteria will be used:

1. Market size;
2. Market growth;
3. Selling Costs;
4. Risk level and
5. Competitive advantage.

1.1 Market Size

Market size refers to the size of the goatmeat eating population of a country. This is very difficult to estimate from the information available because the closest figure available for consumption is average goatmeat production per person per year. This figure is low for most of the countries listed in the first report (most under 2 kg per person per year).

Those countries consuming greater than two kilograms per person per year are Pakistan, Turkey, Oman, United Arab Emirates, Yemen AR, Yemen Dem, Mongolia, Mali, Sudan, Somalia, Niger, Greece and Cyprus. The population characteristics that these countries have in common are that they are all predominantly Moslem in religion (all except Mongolia, Greece and Cyprus) and they all have a traditional background of eating goatmeat. They all center on the suspected origin of the goat, Persia, and have quite high domestic goat populations.

Neither average income per capita or racial type appear to be closely related to the relatively high consumption of goatmeat in these countries. Gross National Product per capita varied from less than \$US200 to over \$US16,000 per year, with an average of \$US2,600 for the thirteen countries (Statesmans Yearbook, 1979). Ethnic groups include Indians, Arabs, Africans, Mongolians and Europeans.

As well as the 'big eating' countries, those countries known to import goatmeat were also examined to identify the characteristics of countries with big market size. The thirty-seven importing countries belong to seven main regions; Europe, Middle East, S.E. Asia, W. Africa, the Caribbean and Venezuela, U.S.A. and East Coast Canada, and the Pacific Islands. The characteristics that stood out were that they either had indigenous goatmeat eating populations (Europe, S.E. Asia, Africa, Middle East) or immigrant goatmeat eating populations from these original areas (Caribbean, Venezuela, East Coast Canada, Pacific Islands). Quite a few of these countries also had Moslem as the predominant religion (S.E. Asia, Middle East, Africa). The average goatmeat production in these importing countries was less than

2 kg per person per year, except in Cyprus and Oman, but the level of per capita production is probably higher, given the high numbers of goats killed and eaten by farmers that do not appear in goatmeat production figures.

The largest importers (over 100 tonnes from Australia or New Zealand) are; France, Italy, Canada, U.S.A., Jamaica, Bahamas, Netherlands Antilles, Trinidad and Tobago, Hong Kong, Malaysia, Singapore, Taiwan, Mauritius, and Fiji. The volumes imported into the African countries (from Ethiopia, Sudan etc.) are unknown.

Half of these high importers have immigrant goatmeat eating populations. Only Malaysia and Singapore have substantial Moslem populations, but all of the high importing countries have average G.N.P. per capita greater than \$US1,000 per year.

Thus the characteristics of 'big market' countries (from 'big eaters' and 'high importers') will be high populations with more than half of the population being traditional goatmeat eaters. They will probably be Moslem and also have average per capita incomes of greater than \$US2,000.

In addition to these characteristics, a 'big market' country for New Zealand goatmeat will also have a high urban population. This will be necessary given the limited distribution systems (and cool/cold storage) available in many of these countries, and the fact that the meat is perishable and must be consumed shortly after unloading.

Table 1 shows a screening of the 'big eating' and 'high importing' countries to determine those with the biggest market size. Those countries offering the most potential in terms of market size only are Pakistan, Turkey, Yemen AR, Mali, Sudan, Niger, Greece, Italy, Hong Kong, Malaysia and Taiwan. Of course, groups of countries such as those in the Caribbean and possibly the Pacific also qualify as good sized markets if their populations are grouped together.

1.2 Market Growth

Sales figures for exports of New Zealand goatmeat are given in Appendix 1 (N.Z.D.S., 1982). These figures may be more representative of supply rather than demand in any one year. They may also reflect increasing competition from countries like Australia. Nevertheless, by graphing the sales of goatmeat to those countries that have imported from New Zealand for over five years since 1972, certain growth trends can be analysed (see Appendix 2).

The European countries (Greece, Italy, Germany, France and U.K.) have mostly experienced declining sales of New Zealand goatmeat over the period 1972-82 (now down to around 30 tonnes per year). Caribbean countries (Bahamas, Bermuda, Jamaica, Trinidad and Tobago, Guadalupe) have had fairly consistent sales (at around 500 tonnes), although since 1979 New Zealand sales have decreased and Australian sales have increased (see graph Appendix 2). Asian imports (Hong Kong, Japan) have fluctuated around a fairly low level (10-20 tonnes) except in high supply years (for New Zealand - 1974, 1979, 1980) when they have imported as much as 100 tonnes.

Fiji is the only Pacific country that has received regular imports from New Zealand and these increased steadily up until 1979 (to around 200 tonnes), and decreased in 1980 and 1981 but are now rising again in 1982 and 1983.

TABLE 1
Market Size Characteristics

	Big Markets *	Population over 5 m 1	Traditional eaters over ½ population 2	Moslem Predominant ¹ 3	Urbanisation over ½ popn ² 4	GNP over \$US2,000 ³ 5
<u>Big Eaters</u> (over 2 kg/ person)						
Pakistan	*	✓	✓	✓	X	X
Turkey	*	✓	✓	✓	X	X
Oman		X	✓	✓	X	✓
United Arab Emirates		X	✓	✓	X	✓
Yemen AR	*	✓	✓	✓	X	X
Yemen Dem.		X	✓	✓	X	X
Mongolia		X	✓	X	X	X
Mali	*	✓	✓	✓	X	X
Sudan	*	✓	✓	✓	X	X
Somalia		X	✓	✓	X	X
Niger	*	✓	✓	✓	X	X
Greece	*	✓	✓	X	✓	✓
Cyprus		X	✓	X	✓	✓
<u>High Importers</u> (over 100 tonnes)						
France		✓	X	X	✓	✓
Italy	*	✓	✓	X	✓	✓
Canada East Coast		✓	X	X	✓	✓
U.S.A.		✓	X	X	✓	✓
Jamaica		X	✓	X	✓	X
Trinidad & Tobago	(*)	X (✓)	✓	X	n.a.	✓
Netherlands Antilles		X	✓	X	n.a.	✓
Hong Kong	*	✓	✓	X	✓	✓
Malaysia	*	✓	✓	✓	✓	X
Singapore		X	✓	✓	✓	✓
Taiwan	*	✓	✓	X	✓	✓
Mauritius		X	✓	X	✓	✓
Fiji		X	✓	X	✓	✓

* Must have 1 and 2 to be big markets

n.a. not available

✓ Applies

X Does not Apply

¹ Lambert & Palenski (1982)

² FAO Yearbook (1981)

³ Paxton (1982)

Factors likely to affect market growth in the future (assuming adequate supplies), are:

- (i) the level of average income,
- (ii) the growth of the population (assuming static domestic goat numbers) and
- (iii) the availability and price of substitute meats.

Cultural preferences may also change with respect to goatmeat, but these are very difficult to predict.

(i) Income Growth (see Appendix 3)

Both the Middle Eastern and some of the Asian countries are showing increases in average incomes due to their improving economies. The Middle East is improving because of the exports of oil and the Asian countries because of their skill in producing manufactured goods at low cost. Rising incomes in these countries may mean a general increase in consumption of any meat, but once incomes reach even higher levels there is sometimes a tendency to move away from goatmeat towards other 'luxury' meats (e.g. veal, beef).

(ii) Population Growth

Population growth is highest in Africa (2.5 per cent), Indonesia (2.6 per cent) and India and Pakistan (2.2 per cent) (The Economist, 1976). For comparison the world population growth from 1970-76 was 1.9 per cent and European populations only grew at a rate of around 0.5 per cent, (see Appendix 3). The fastest growing populations will only improve as goatmeat markets if their level of average incomes do not fall.

(iii) Availability and Price of Substitute Meats

The Australian Meat and Livestock Corporation Annual Reports have a limited amount of information on this subject. The Asian countries appear to have the most changeable consumers when it comes to substitute meats. There are often oversupplies of pork, poultry, and rabbit in Japan, Korea and Hong Kong. Supplies of pork and beef (often live) from China sometimes flood the Hong Kong market. These oversupplies lead to cheaper prices which deter consumers away from goatmeat. On the other hand, Taiwan, Malaysia and Singapore are all showing an increasing demand for mutton and goatmeat. Relatively high imported beef prices may have influenced this trend.

Since sheepmeat, more specifically mutton, is said to be the closest substitute to goatmeat, it is interesting to look at its availability in various countries. European countries all have quite large populations of sheep, and these are usually seven or more times larger than the goat populations. Some Middle Eastern countries (Iraq, Saudi Arabia, Turkey, Iran) also have larger populations of sheep than goats. The smaller Middle Eastern countries have more goats than sheep, the same as Africa, Asia and the Pacific countries. The Caribbean countries and Venezuela all have low populations of both, but goats usually outnumber sheep (FAO, 1981). New Zealand goatmeat will be able to compete with sheepmeat or mutton in those countries where goatmeat is the traditional meat eaten. This will be in those countries where goatmeat production is twice sheepmeat production (see Table 2), or where immigrant populations prefer goatmeat because it is less fatty and does not have the same smell that is associated with mutton.

Table 2 shows those countries with the most potential for market growth that either Australia or New Zealand has exported to in the past. They are Venezuela, Okinawa, Hong Kong, Malaysia, and Taiwan. Once again the Caribbean countries when grouped together, also show potential for growth, as does Fiji when taken out of the Pacific Islands group. Also some of the Middle East countries (Saudi Arabia, Oman, United Arab Emirates) show potential for market growth, but their sales figures so far do not indicate any market growth, and their sheepmeat production and imports also provide some competition.

1.3 Selling Costs

The main costs that differentiate potential markets are transport, storage, and import costs (tariffs etc.). These will not be examined in detail except to point out that distant countries (from New Zealand) will incur higher shipping charges than closer ones. Also, countries with adequate storage facilities, moderate hygiene regulations and relatively liberal trade policies will be less costly markets to sell goatmeat to. In Moslem countries for example, the additional cost of a 'Halal' kill is required, and in E.E.C. countries stringent hygiene requirements must be met.

From the information available on religion, proximity, and trade policies, S.E. Asian, Caribbean and Pacific countries were screened out as being the least costly markets to sell goatmeat to (see Table 3).

1.4 Risks

The risk level associated with selling to various countries relates mainly to a country's political and/or monetary stability. Those countries that are perhaps the most risky in terms of their recent political and/or monetary records would be Iran, Iraq, Libya, Lebanon, Syria, Uganda, Chile, Argentina, Brazil, Mexico, Central America and most of Africa. Since all of these countries have already been screened out except possibly Iran and Iraq, it is only these two countries that we should be wary of, should New Zealand decide to export there.

1.5 Competitive Advantage

New Zealand will have a competitive advantage in those countries where imported goatmeat from other countries is not already established. New Zealand will also have an advantage if it can produce a product more suited to the population's tastes and/or at a lower price to the consumer, than other imported goatmeats.

The main exporting countries are Argentina, Haiti, Korea, Mongolia, Bulgaria, U.S.A., New Zealand, Australia, Ethiopia, Mali, Sudan, Somalia, Upper Volta, and Niger.

Africa is well supplied by six exporting countries across the northern continent. New Zealand would not be able to compete here except possibly in Southern African countries, Madagascar and Mauritius. The African exporting countries to the North are surrounded by markets and they probably have no need to ship goatmeat further afield.

TABLE 2

Market Growth Characteristics

	Growing Markets	Sales trend up** (last 5 years) ¹	Growing Popn (over 1.9%/yr) ²	Growing Incomes (over 3.9%/yr) ³	Goatmeat production > 2 times sheepmeat
United Kingdom		X	X	X	X
France		X	X	✓	X
Germany		X	X	X	X
Italy		X	X	X	X
Greece		X	X	✓	X
Spain		X	X	✓	X
U.S.A.		X	X	X	X
Canada		X	X	✓	X
Caribbean	*	✓	✓	X	✓
Venezuela	*	X	✓	✓	✓
Japan		X	X	✓	✓
Okinawa	*	✓	n.a.	n.a.	✓
Hong Kong	*	X	✓	✓	✓
Malaysia	*	✓	✓	✓	✓
Singapore		X	X	✓	✓
Taiwan	*	✓	X	✓	✓
Indonesia		X	✓	n.a.	✓
Middle East		X	✓	✓	X
Mauritius		X	X	✓	✓
Reunion		X	✓	n.a.	✓
Pacific Islands (Fiji *)		X	✓	X (Fiji ✓)	✓

** Sales trends influenced strongly by supply, which means this factor may not be a good indicator of market growth.

n.a. not available.

✓ Applies

X Does not Apply

¹ NZDS (1982)

² The Economist (1976)

³ Blair (1981)

⁴ FAO (1981)

TABLE 3
Costs for Different Markets

	Low cost markets *	Low freight costs (close - Pacific Basin) 1	Low tariffs, no barriers ¹ 2	No 'Halal' slaughter cost 3
U.S.A. and Canada		X	✓	✓
Caribbean and Venezuela	*	✓	✓	✓
S.E. Asia	*	✓	✓	X
West Africa		X	✓	X
Europe		X	X	✓
Middle East		X	✓	X
Pacific Islands	*	✓	✓	✓

* Must have 1 and 2 to be low cost markets.

¹ Blair (1981)

India also exports goatmeat, and produces high quantities (280,000 tonnes in 1980). However, due to the high population density of both India and the immediate surrounding countries (Pakistan, Nepal, Bangladesh), competition from India is expected to be limited to these markets only.

Mongolia and Korea will be supplying the Chinese and possibly Russian markets. Should New Zealand decide to export to these countries in the future, the high populations of both countries will probably mean there is room for additional suppliers of goatmeat.

Bulgaria produces only a small amount of goatmeat relative to Greece (3,000 tonnes vs 43,000 tonnes), and it is expected that domestic demand will leave only a small surplus, which probably goes to Greece. Neighbouring Turkey has high supplies of goatmeat (105 tonnes, 1980) and has been known to export to Iran. New Zealand would be competing with both domestic, Bulgarian and possibly Turkish goatmeat in the Greek market.

Argentina produces and exports goatmeat, although how much and to where was not stated in the literature. This country may be a potential competitor in the Caribbean and other South American markets, depending upon whether production (6,000 tonnes in 1980) increases significantly over domestic demand. Haiti and U.S.A. supply Mexico and other Central American and Caribbean countries. Their levels of goatmeat production are not high and are therefore considered to be minor competitors for these markets. Haiti also has a high domestic demand to satisfy before it can export goatmeat.

This leaves Australia as the last major competitor for New Zealand goatmeat markets. The similarity of product and of location for New Zealand and Australia means that goatmeat exports from these two countries are presently directly competing.

SECTION 2

AUSTRALIA - A COMPETITOR

2.1 Supply

Australia possesses no specialised meat goat breed and currently exports of live goats and goatmeat are supplied predominantly from the feral goat population. The goat population in Australia in 1980 was estimated at 600,000 (0.5 per cent of the sheep population).

Phillips (1980) reports that long term projects aimed at selecting a feral goat strain with improved capacity for meat production have been initiated for both semi-arid and improve agricultural areas. Cross breeding with the Anglo-Nubian breed is also being investigated, as well as the possibility of introducing new goat breeds from overseas through quarantine stations such as Torrens Island. Meat production as a by-product of the Angora industry is also suggested by Phillips, since first and second cross Angora by feral males are of little use as fibre producers. Also, as the Angora industry develops, an increasing number of goats (aged, culls, wethers) will be made available for meat production.

Although the value of goatmeat exported in the 1979-80 season exceeded Australia \$4 million, it represented less than 0.3 per cent of the total value of meat exports for the year. The annual values and quantities of goatmeat exported from Australia between 1971 and 1982 are given in Table 4.

TABLE 4

Goatmeat Exported from Australia in Chilled or Frozen Form¹

Year	Quantity (000 kg)	Value (\$A FAS (000))
1970-71	909	371
1971-72	894	381
1972-73	1,842	1,182
1973-74	2,073	1,596
1974-75	2,118	1,310
1975-76	1,700 ³	
1976-77	2,400 ³	
1977-78 ²	4,375	3,800
1978-79	3,727	3,910
1979-80	3,906	4,326
1980-81	4,066	5,400
1981-82	4,992	6,100

¹ From Australian Bureau of Statistics to and including 1975

² 1978-1982 from AMLC

³ Standing Committee on Agriculture (1982)

These quantities are graphed in Figure 1 for comparison with New Zealand goatmeat sales.

FIGURE 1

Australian and New Zealand Exports of Goatmeat



Table 5 shows the destinations of Australian exports for 1979-82 and compares these with New Zealand destinations and volumes. New Zealand is strong in the European markets and Fiji, but Australia is better established in the Caribbean, Canada, the Middle East, Mauritius and especially in S.E. Asian countries. Canada, the Caribbean and S.E. Asian countries accounted for 93 per cent of Australian shipments in 1980.

Factors limiting the development of reliable markets for Australian goatmeat production are much the same as for the New Zealand situation. These are the availability of abattoirs, the lack of a regular supply to the abattoir, high killing charges (compared with lamb, and in relation to market prices), adoption of 'Halal' slaughter, fibre contamination, low skin values, and no objective classification for payment (Phillips, 1980). Until producers recognise the viability of the goat as an alternative to cattle and sheep production, Phillips thinks that many of these problems will persist.

2.2 Demand

The Australian literature does have some information on the preferences in each market that they export to. Malaysia, Singapore and Middle East countries require 'Halal' killed carcasses as does a small proportion of the Fiji market.

Carcase weight preferences differ from country to country, with Fiji preferring less than 15 kg, Singapore and Malaysia 18-23 kg, and in Spain and the Caribbean 8-10 kg (Cabrito). Japan, U.S.A. and the U.K. import 27 kg packs of boned meat for manufacturing (e.g. sausage). These

TABLE 5
Comparison of Goatmeat Exports by Country from
Australia and New Zealand
 (Year July to June) (tonnes)

	Australia				New Zealand			
	1979	1980	1981	1982	1979	1980	1981	1982
United Kingdom	21	1	-	-	47	7	1	-
France	-	11	-	-	110	58	25	37
Germany	15	-	-	-	5	22	4	-
Italy	-	20	-	-	106	107	171	54
Greece	-	-	12	-	-	-	13	99
Spain	-	-	-	-	7	13	13	-
U.S.A.	-	-	7	-	30	-	-	16
Canada - East Coast	337	559	179	197	-	-	7	-
Canada - West Coast	22	35	25	6	-	-	-	-
Bahamas					9	-	-	-
Bermuda					2	1	7	2
Guadeloupe	532	751	996	1,638	29	21	81	34
Jamaica					7	-	-	-
Martinique					-	-	14	1
Netherland Antilles					224	68	82	72
Trinidad & Tobago					497	187	299	169
Venezuela	6	-	7	-	-	-	-	-
Japan	85	10	-	-	83	10	4	-
Okinawa	43	44	83	64	-	-	-	-
Hong Kong	106	144	57	19	-	-	1	-
Malaysia	724	664	706	726	-	-	-	-
Singapore	1,211	1,036	896	963	-	-	-	-
Taiwan	294	393	834	1,002	17	7	7	50
Indonesia	-	-	-	-	1	-	-	-
Kuwait	15	-	-	-	-	-	-	-
Oman	-	14	-	-	1	7	-	-
Qatar	-	-	5	-	-	-	-	-
Saudia Arabia	10	1	-	-	-	-	-	-
Abu Dabhi	-	1	-	-	-	-	-	-
Dubai	4	15	6	-	-	-	-	-
Bahrain	15	2	-	-	-	-	-	-
South Africa	-	-	7	-	-	-	-	-
Other Africa	-	4	3	-	-	-	-	-
Mauritius	210	87	79	73	-	3	8	12
Reunion	-	-	-	-	-	-	34	-
Maldives	-	-	-	-	-	-	10	-
Papua New Guinea	2	-	-	1	-	-	-	-
Western Samoa					-	-	-	-
New Caledonia	75	117	137	86	-	-	-	-
French Polynesia					-	1	1	-
Fiji					200	89	60	81
Other	-	-	24	215	30	4	-	-
	3,727	3,906	4,066	4,992	1,406	605	847	733

Source: AMLC (Australia)
 NZDS (New Zealand)

countries also prefer carcasses generally greater than 18 kg, although this often depends on the supply and price of mutton. Hong Kong has a fluctuating demand for dehaired, skin-on carcasses.

Overall, carcasses are generally preferred to boned meat although Moorhouse (1979) has reported a favourable reaction in the Caribbean to prepackaged meat in piece form (3 x 10 cm). Sex and age do not appear to be important although some Middle East contracts specify that females should be non-porous.

Australia also has a small but growing domestic market preferring carcasses less than 11 kg, and consists of Greek, Italian and Indian people in the cities. Goatmeat is also used in the manufacture of pet foods and smallgoods when domestic meat prices are high (Phillips, 1980).

SECTION 3

CONCLUSIONS

The countries where New Zealand will have a competitive advantage over Australia, at present, are those countries which prefer lighter carcass weights (Phillips, 1980). The average New Zealand carcass weight (10 kg) is lighter than the average Australian carcass weight (18 kg) (Miller and Sturtz, 1976). Fiji, Spain and the Caribbean countries all prefer relatively small carcasses (8-15 kg).

New Zealand would also have a competitive advantage if it concentrated on just a few countries instead of many. This would mean a more reliable supply to those countries and the establishment of 'loyal' markets, as long as the product suited their requirements. As New Zealand production increases other promising markets could be developed, but irregular supplies at the moment only serve to discredit the product rather than promote it.

For the relatively new markets a 'high quality' product is considered most appropriate to enter with. This will ensure that New Zealand goatmeat establishes a good reputation while other product types are 'tested' on the market.

A 'high quality' product is considered to be the type of product acceptable for hotel/restaurant trade in most countries, and the wealthier segments of the population. That is, it would initially be a 'westernised' product in terms of packaging, price, cuts, chilling and tenderness/age.

In conclusion, after considering market size, market growth, costs, risks and competitive advantage, the following markets are left from the original list of 80.

- * Greece and Italy - market size, few risks
- * Caribbean countries (Dominican Republic, Puerto Rico, Guadalupe, Martinique, Barbadoes, Jamaica, Trinidad and Tobago) and Venezuela - market size, market growth, few costs, small risk, competitive advantage
- * S.E. Asian countries (Hong Kong, Malaysia, Singapore, Taiwan, Indonesia, Japan, Okinawa) - market size, market growth, few costs, small risk.
- * Pacific countries (Fiji, Western Samoa, New Caledonia, French Polynesia) - market growth, few costs, small risk, competitive advantage.

New Zealand has exported to most of these countries before with the exception of the S.E. Asian countries and the other (besides Fiji) Pacific Island countries. The 'established' markets should be supplied with the same type of product until market tests show otherwise. As mentioned previously the newer markets should be entered with a 'high quality' product.

Once New Zealand goatmeat production exports grow past the demand in these markets, other new markets such as some of the Middle East countries (Saudi Arabia, Oman, United Arab Emirates), U.S.S.R., China, and ethnic markets in East Coast Canada and U.S.A. could be tested. These countries show potential for market size and market growth in the future.

SECTION 4

RECOMMENDATIONS

1. That existing product types (i.e. predominantly carcase) be continued to be exported to established markets (Greece, Italy, the Caribbean and Fiji).
2. The present limited supply should be concentrated to the established markets to ensure these markets are not lost.
3. That the new markets of S.E. Asia and other Pacific Island countries (see 'Conclusions') be entered initially with a 'high quality' product aimed at the wealthy/restaurant market segment.
4. A market research team (Export Opportunity Team) should be established to investigate new markets/new products in S.E. Asia and other Pacific Island countries.
5. That appropriate breeding programmes and production systems are developed based on the market research identifying preferred product types in each market.

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A P P E N D I C E S

APPENDIX I
New Zealand Exports of Goatmeat by Country
Year Ended June

Country	1972 kg	1973 kg	1974 kg	1975 kg	1976 kg	1977 kg	1978 kg	1979 kg	1980 kg	1981 kg	1982 kg	To April 1983 kg
East Caribbean	578	276	29,352	33,072		3,398	6,250					
Australia						1,582						
Austria			115									
Bahamas	61,345	72,996	44,766	23,386			248	8,847				
Barbadoes	6,803	3,052										
Belgium	181										7,187	
Bermuda	1,615	239	5,409	2,958	2,198	5,726	2,944	1,599	1,110	7,243	2,344	5,755
Canada										7,174	14,349	13,284
Cyprus	43,379	3,863	35,502	3,898								
Fiji	9,001	35,431	66,453	97,216	180,556	159,711	162,404	200,982	89,439	60,539	81,486	13,284
France					24,158	28,402	78,453	110,010	57,731	25,428	37,277	29,162
French Polynesia	4,039		114						686	1,541		550
Germany F.R.	25,256	2,949	21,304		4,236	11,979		4,921	22,425	4,068		
Greece	53,519	86,565	310,180	157,590						13,452	99,332	75,542
Guadeloupe		996		30,076	4,944			29,056	21,129	81,090	33,574	84,246
Hong Kong		7,005	114,774	30,575		23,999				500		
Indonesia								577				
Italy	26,769	63,927	21,613		97,059	169,547	97,524	106,805	107,537	170,777	53,783	13,570
Jamaica	283,078	303,636	170,246	124,829	147,430	23,639	23,180	7,063				
Japan		7,892	3,108	4,095	24,774	10,008	3,040	83,032	9,697	3,736		
Kuwait			37,790									
Malaysia			8,070									
Maldives										10,290		
Martinique										14,289	1,004	
Mauritius									3,030	7,787	11,506	2,012
Netherlands		6,587	10,219	302			18,645	13,887	744			
Netherland Antilles	108,740	106,214	120,835	134,678	144,675	139,850	254,802	223,644	67,885	82,453	72,414	31,828
New Caledonia		1,425						39				
Norway								15,947	2,875		39,919	
Oman								1,237	7,054			
Papua New Guinea			440							213	521	
Reunion										35,909		
Singapore			1,685	3,098			10,062					
Spain								7,215	12,759	13,347		
Sweden						29,265	13,609				43,544	67,092
Switzerland			1,153				7,034					
Taiwan		4,559						17,242	6,716	6,801	49,988	24,230
Tonga							55					583
Trinidad & Tobago	199,998	86,783	106,053	126,041	304,709	277,866	522,138	496,839	187,239	298,903	169,389	136,133
United Arab Emirates				4,455								
U.K.					592	6,151	19,642	46,701	7,166	1,376		
U.S.A.	67,793	111,307		1,000				30,141		64	15,703	13,776
Venezuela			33,043						64	97		
Western Samoa												
Puerto Rico												13,157
South Africa												6,002
Total	888,270	904,276	1,142,224	777,269	935,331	841,123	1,220,030	1,406,362	605,325	846,979	733,320	655,363

Source: N.Z.D.S. External Trade Exports

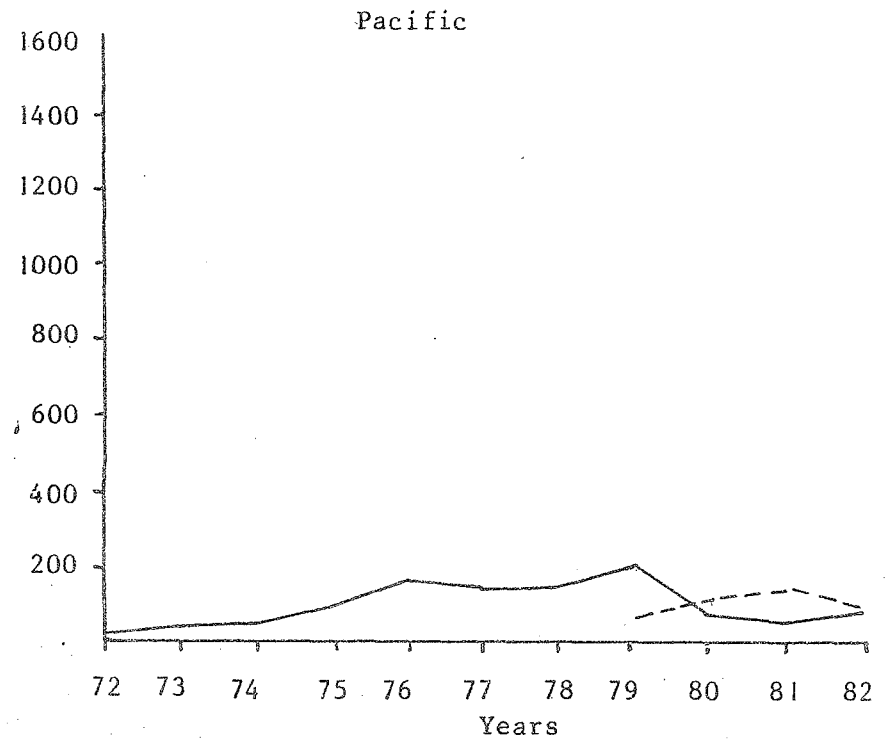
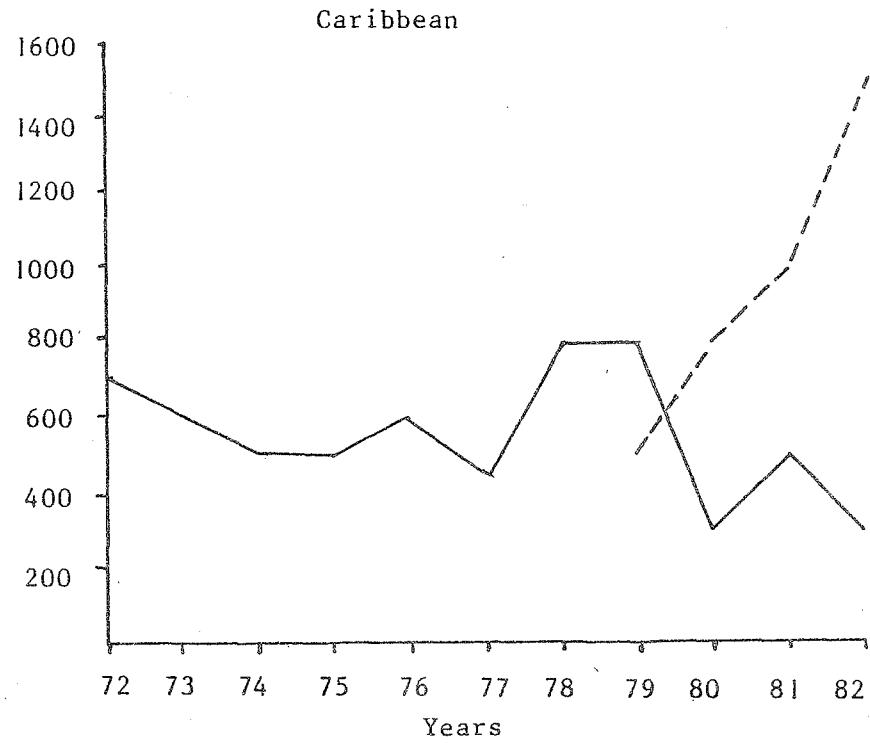
APPENDIX 2

N.Z. EXPORT VOLUMES OF GOATMEAT BY COUNTRY (1972-82)

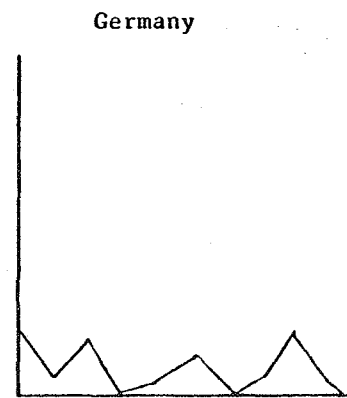
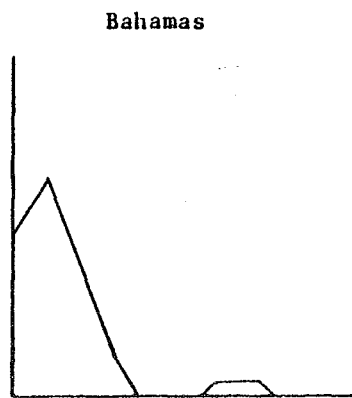
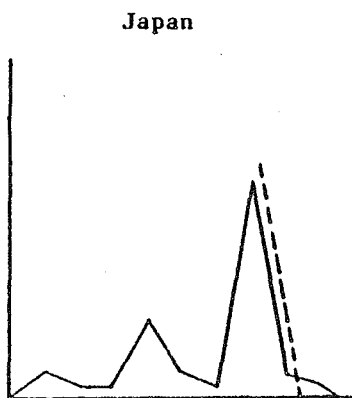
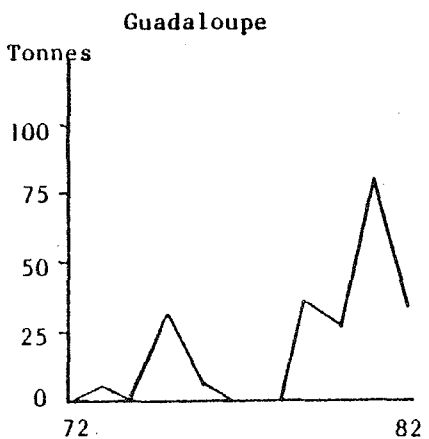
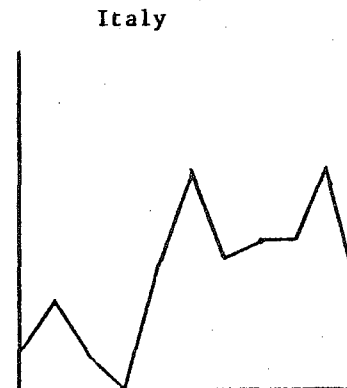
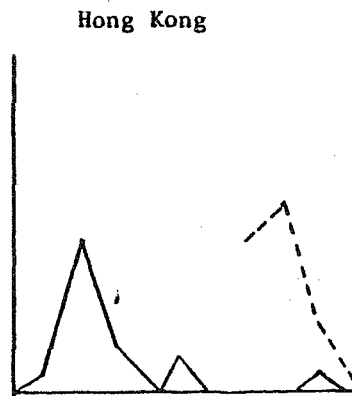
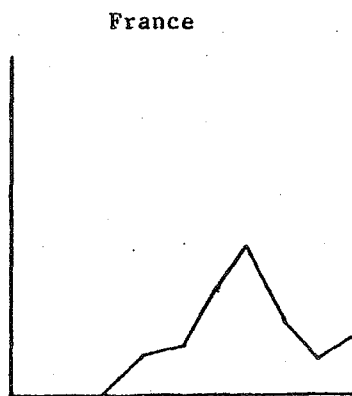
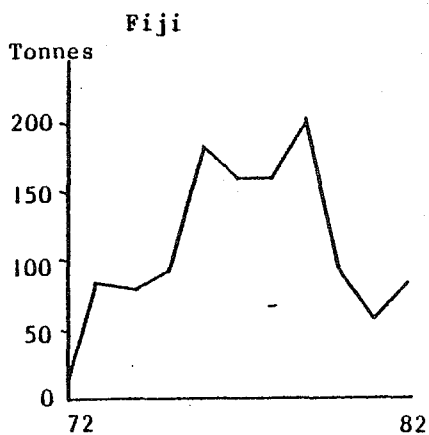
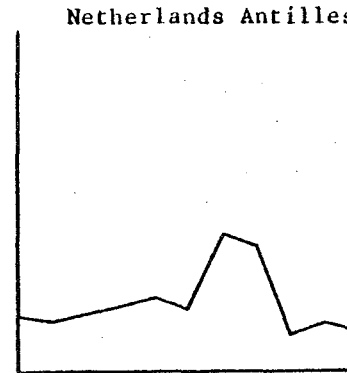
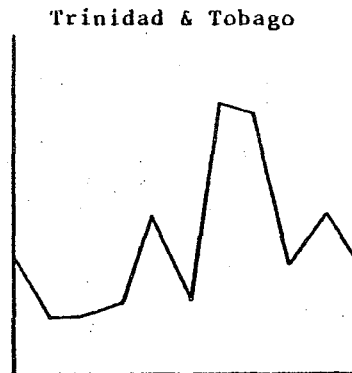
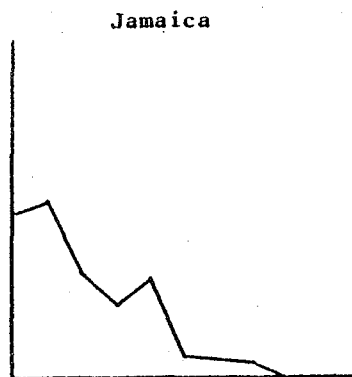
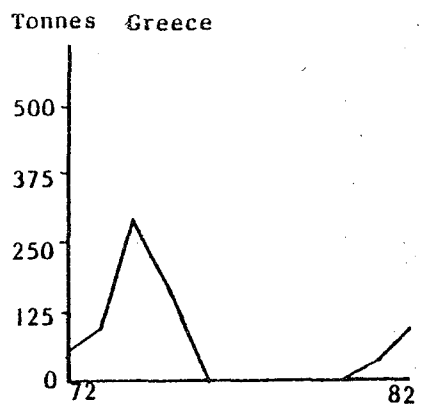
- for countries importing for five years or more
(graphed)

APPENDIX 2

New Zealand Goatmeat Exports (1972-82)



--- Australia (1979-82) A.M.L.C.
— New Zealand (1972-82) N.Z.D.S.



Time (1972-82)

APPENDIX 3

Population and Real Gross National Product Growth Rates
(1970-76)

	Population Growth	G.N.P. Growth
	%	%
World	1.9	3.9
United Kingdom	0.1	2.0
France	0.7	4.1
Germany	0.2	2.5
Italy	0.8	2.9
Greece	0.7	5.2
Spain	1.1	4.9
U.S.A.	0.8	2.9
Canada	1.4	5.0
Trinidad and Tobago	0.7	2.5
Jamaica	1.6	2.1
Netherlands Antilles	1.4	n.a.
Bahamas	3.2	n.a.
Guadaloupe	1.6	n.a.
Dominican Republic	3.0	9.0
Venezuela	2.9	5.2
Japan	1.3	5.5
Okinawa	n.a.	n.a.
Hong Kong	1.9	7.7
Malaysia	2.9	6.6
Singapore	1.6	9.1
Taiwan	1.8	8.3
Indonesia	2.6	n.a.
Middle East	3.0	15.0
Mauritius	1.6	n.a.
Reunion	2.2	n.a.
Fiji	2.1	7.1
Pacific Islands	2.6	n.a.

Source: The Economist (1976)