



Meat to Mauritius.

Trends and opportunities

The market

By remaining at the forefront of food and safety development issues, **Australia has an enviable reputation of being a safe and reliable supplier** of beef and lamb products to Mauritius.

The proliferation of animal disease outbreaks, has led Mauritian authorities to maintain import bans, tighten sanitary border control measures, and strengthen domestic regulations for all meat products from Europe and Africa. Consequently, this has strengthened the market for Australian meat suppliers.

However, the relative **scarcity of supply and price increases have caused a change in Mauritian eating habits**; reviving the consumption of chicken and fish whilst cutting down on their consumption of red meat.

Chicken is the most widely consumed meat on the island and venison also enjoys a fairly strong local market due to the fact that these do not suffer from any religious interdiction and are therefore consumed by all components of the population – 50 per cent of Mauritians being Hindu and Muslim faith do not eat beef or pork.

Mauritius is almost self-sufficient in poultry and venison; this is not the case for other types of meat. For instance, cattle rearing is undertaken on a marginal scale and most beef is imported to meet local demand.

Mauritius imports mainly frozen lamb, beef, mutton and goat. The main categories of meat by volume of imports and the Australian market share were:

Bovine meat:

- ≈ fresh/chilled – 315 tonnes (53 per cent coming from Australia)
- ≈ frozen – 4351 tonnes (10 per cent)

Lamb:

- ≈ fresh/chilled – 10 tonnes (99 per cent)
- ≈ frozen – 90 tonnes (99 per cent)

Mutton:

- ≈ fresh/chilled – 164 tonnes (79 per cent)
- ≈ frozen – 4094 tonnes (74 per cent)

Goat:

- ≈ fresh/chilled/frozen – 96 tonnes (100 per cent)

Meat offal:

- ≈ frozen – 2188 tonnes (81 per cent)

Opportunities

The best opportunities for Australian suppliers are:

- ≠ Frozen mutton
- ≠ Frozen lamb cuts
- ≠ Edible offal
- ≠ Beef livers
- ≠ Fresh and chilled lamb
- ≠ Goat meat

Competitive environment

In Mauritius, local **production of mutton, bovine and goat meat is marginal** and consumption is mostly satisfied through importation.

Australia supplies approximately 13 per cent of the market for bovine meat (excluding offal). Australia is the market leader for lamb (99 per cent market share), mutton (80 per cent) and goat meat (100 per cent).

In the lamb/sheep category, Australia holds a market share of 74 per cent followed by New Zealand (17 per cent), India (eight per cent) and Brazil (one per cent) as a newcomer.

The **frozen boneless bovine meat markets are dominated by India**, which provides 83 per cent of the market with cheap buffalo meat.

More information

For further information please contact Austrade on 13 28 78 or email info@austrade.gov.au

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