



## Meat to New Caledonia.

### Trends and opportunities

#### The market

In New Caledonia, meat import **exclusively from New Zealand and Australia** complements the local production. **New Zealand is by far the dominant supplier** being the almost exclusive source of fresh meat. In recent times imports have reduced slightly and are likely to gradually fall as local production strengthens further.

In New Caledonia, **basic cuts of meat tend to be in higher demand** than the premium cuts.

**Australia is the leading supplier of cuts with bone-in, and for certain types of boneless cuts** such as brisket, flanks, flat and top ribs. Australia supplies a relatively minor proportion of frozen meat into New Caledonia. Australia only supplies a minimal percentage of frozen lamb.

There is only one approved importer of meat, the Office de Commercialisation et d'Entreposage Frigorifique (OCEF) – The Marketing and Refrigerated Depot Office.

#### Opportunities

**The best opportunities** for Australia meat exporters are in:

- ≠ frozen beef
- ≠ frozen pork
- ≠ fresh or frozen lamb

#### Competitive environment

Apart from nickel mining, agriculture is the dominant domestic industry, and the **local authorities are encouraging local production of meat**.

According to the OCEF, New Zealand lamb tends to suit the French palate better, perceiving New Zealand lamb to be less fatty than Australian lamb.

New Zealand is the dominant and main competitor to Australian exporters.

#### More information

For further information please contact Austrade on 13 28 78 or email [info@austrade.gov.au](mailto:info@austrade.gov.au)

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