MARKET SNAPSHOT | SHEEPMEAT

# European Union

The European Union (EU) contains one of the largest pools of wealthy consumers (households earning in excess of US$35,000/year) in the world. While a lucrative market, the EU's restrictive import regime and large domestic red meat industry has limited Australia's access and growth in the market.

The challenges and opportunities in the EU for Australian sheepmeat include:

- Market access remains the primary barrier preventing higher Australian sheepmeat exports to this market. However, Australia and the EU have begun the process of securing a closer bilateral trade partnership and formal Free Trade Agreement (FTA) negotiations commenced in July 2018.
- Despite volume limitations, the EU is one of Australia's most valuable export markets and, with a large and growing number of wealthy consumers, remains a key region for premium product.
- The United Kingdom (UK) is Australia's largest market within the 28-member union and its exit from the EU (Brexit, which is due to occur in March 2019) may impact Australia's sheepmeat trade to the region.
- While small in per capita terms, especially compared to pork and chicken, total sheepmeat consumption across the EU is second only to China.
- Overall consumer demand for sheepmeat is expected to remain steady, finding support within the young and growing Muslim community.

## Population

**509.4** in 2018 | **511.4** in 2022

In million

*Source: BMI Research, 2018 estimate & 2022 forecast includes EU 28 member states*

## Households earning* >US$35,000/year

**120.7** in 2018 | **133.8** in 2022

In million households

*Source: BMI Research, 2018 estimate & 2022forecast includes EU 28 member states*

* Disposable income

## Households earning* >US$50,000/year

**72.7** in 2018 | **87.2** in 2022

In million households

*Source: BMI Research, 2018 estimate & 2022 forecast includes EU 28 member states*

* Disposable income

## Australian sheepmeat exports – volume

- Chilled lamb – **24%**
- Chilled mutton – **0%**
- Frozen lamb – **41%**
- Frozen mutton – **35%**

Total 16,960 tonnes swt

*Source: Department of Agriculture and Water Resources (DAWR), 2017–18*

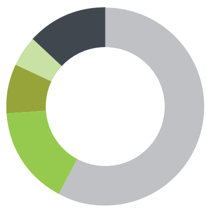
## Australian sheepmeat exports – value

- Lamb – **68%**
- Mutton – **32%**

Total A$176.6 million

*Source: ABS/GTA, 2017–18*

## Proportion of key cuts



- Leg – **58%**
- Shank – **16%**
- Boneless loin – **8%**
- Manufacturing – **5%**
- Other – **13%**

*Source: DAWR, 2017–18*

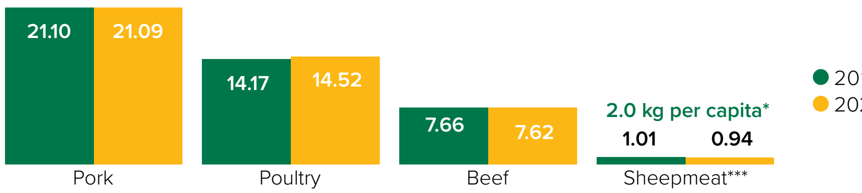
## Australian sheepmeat exports by country

- United Kingdom – **66%**
- Netherlands – **11%**
- France – **10%**
- Other – **13%**

*Source: DAWR, 2017–18*

## Meat consumption

**73.2kg** per capita* total meat protein**




In million tonnes cwt

*Source: European Commission (2018 estimate, 2022 forecast)*

* 2018e per person per year ** excluding fish/seafood
*** Sheepmeat includes goatmeat



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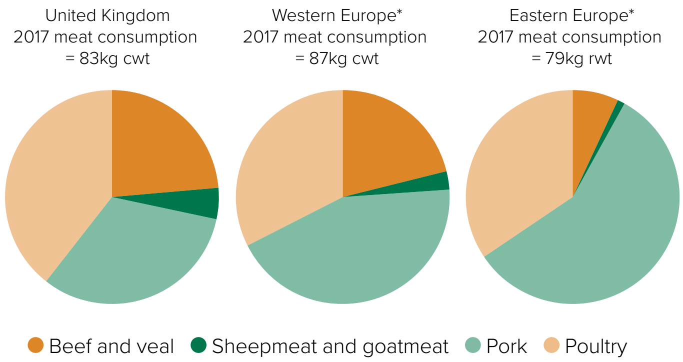
# Consumers

- Sheepmeat consumption varies significantly across EU members. In some countries, such as the UK, Ireland and Greece, consumption is traditionally linked to the seasonal production cycle. In other EU countries, purchasing decisions are motivated by consumer demand at culturally significant times, such as Easter.
- Overall sheepmeat consumption remains relatively small, compared to other animal proteins, and is primarily consumed in Western Europe, while pork and chicken dominate the diet in Eastern Europe.

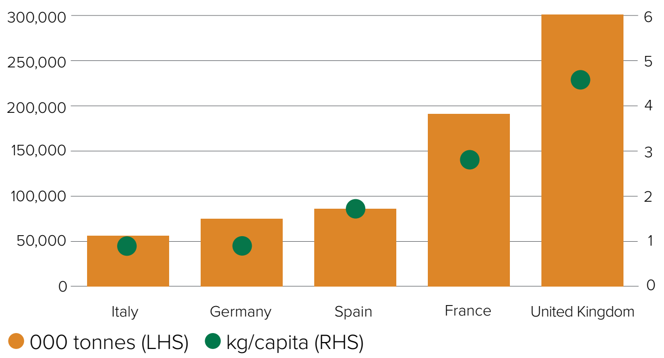
### EU per capita meat consumption




*Source: European Commission, Prospects for EU agriculture markets and income 2017-2030, MLA rwt to cwt conversion*
* Western Europe, includes (country codes) BE, DK, FR, DE, EL, IE, IT, LU, NL, PT, ES, UK, AT, FI and SE
* Eastern Europe, includes CY, CZ, EE, HU, LV, LT, MT, PL, SK SI, BG, RO and HR

- The UK remains the largest regional consumer of sheepmeat, accounting for a quarter of total EU consumption in 2017. However, at 12.3kg, Greece was the per capita leader in consumption (including goatmeat) in 2017.

### Sheepmeat* consumption across the EU



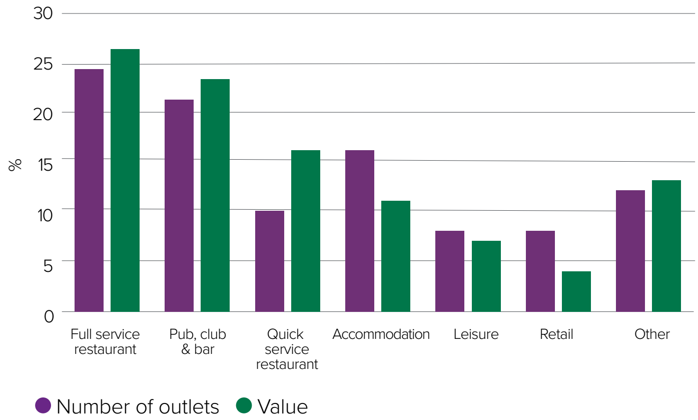

*Source: BMI 2018 estimate*
* Figures include goatmeat

- Similar to other developed markets, social factors – such health concerns with consuming red meat, animal welfare and environmental issues – remain a challenge for the red meat industry.

# Foodservice

- The majority of Australian lamb exported to the EU is made up of leg cuts, directed into the foodservice channel. Product from New Zealand (NZ), in contrast, has a larger footprint in retail as it has historically had greater preferential access.
- The foodservice sector (inclusive of the UK, Spain, Germany, Italy, France and the Netherlands) is dominated by full service restaurants, pubs and clubs and quick service restaurants.

### Outlet number and value by key foodservice channel

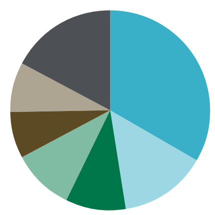



*Source: GlobalData. Inclusive of the UK, Spain, Germany, Italy, France and the Netherlands.*

# Production

- After declining 25% over the ten years to 2014, EU sheepmeat production has since stabilised and increased throughout 2017.
- The EU is not self-sufficient in sheepmeat, with consumption outstripping production capabilities. While a modest increase in production is forecast over the next decade, the EU is estimated to require in excess of 200,000 tonnes cwe of sheepmeat imports per year to meet domestic requirements.
- The UK is the powerhouse of EU sheepmeat production, accounting for one third of production, followed by Spain and France.
- EU sheepmeat production is likely to be impacted by the evolution of the Common Agriculture Policy and the future relationship between the EU and UK post-Brexit.

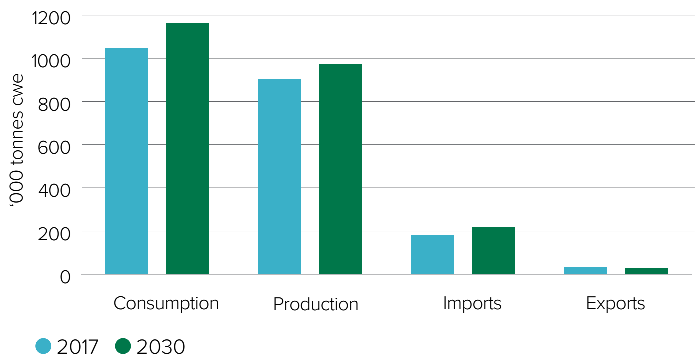
### EU Sheepmeat Production – 2017



- UK – **33%**
- Spain – **14%**
- France – **10%**
- Greece – **10%**
- Ireland – **8%**
- Romania – **8%**
- Other – **17%**

*Source: European Commission*

### EU sheepmeat

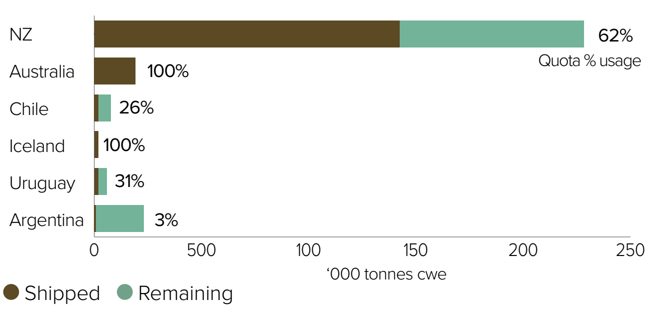



*Source: European Commission, Prospects for EU agriculture markets and income 2017-2030. All volumes are in carcase weight equivalent. Imports and exports are EU-external trade only.*

## Market access

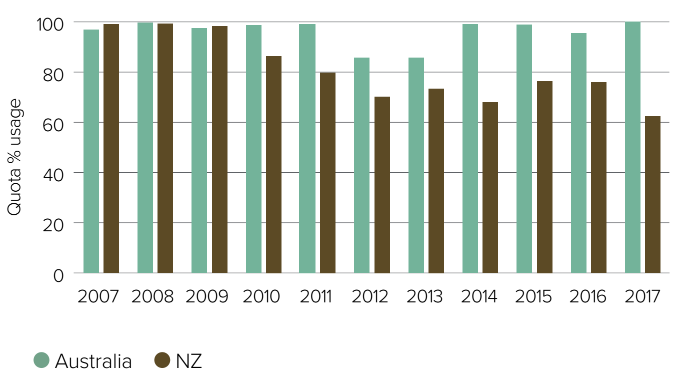
- Australia has a 19,186 tonne country-specific (carcase weight equivalent combined sheepmeat/goatmeat) import quota into the EU with 0% in-quota duty. However, out of quota imports from Australia incur prohibitive import duties of 12.8% plus up to an additional €3.1/kg, which effectively stifles most above-quota trade opportunities.
- Australia is currently disadvantaged compared to its competitors who have greater preferential access. NZ's sheepmeat quota, at 228,254 tonnes, is more than 11 times larger than Australia's but has been underutilised in recent years.
- Australia has consistently filled its allocated quota over the past decade, with occasional supply constraints the only limiting factor.

### Sheepmeat quota allocation by country




*Source: European Commission, 2017 figures*

### EU import quota utilisation

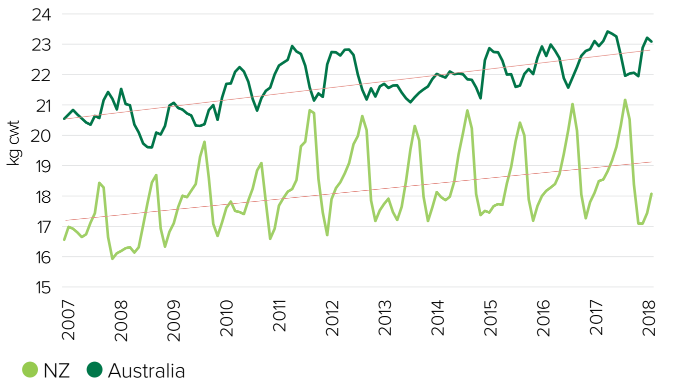



*Source: European Commission*

## Other suppliers

- Imports have accounted for 19% of EU sheepmeat consumption over the last decade, and Australia and NZ have remained the only significant external suppliers.
- NZ's preferential trading conditions over the past 40 years have allowed it to capture the majority of the import market.
- NZ is also able to produce a lighter carcase than Australia, resulting in cut sizes more in line with local product and, particularly, provides an advantage into the imported UK leg roast market.

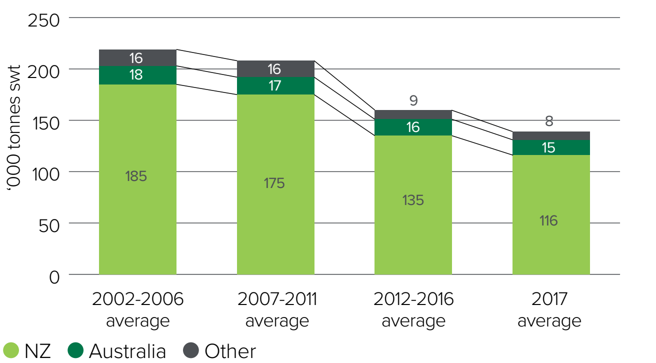
### NZ and Australia lamb carcase weights




*Source: Statistics NZ, ABS*

- However, imports from NZ over the last five years have been stretched by supply constraints (land in NZ is increasingly being reallocated to the dairy sector) and as China has expanded onto the global stage as a competing importer of sheepmeat.
- The EU represented 31% of NZ's overall sheepmeat exports in 2017, with about half of this trade destined for the UK.

### EU sheepmeat imports – NZ in decline

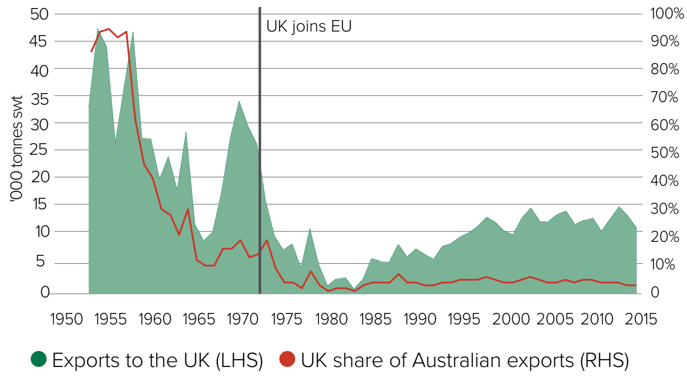



*Source: Global Trade Atlas*

## Brexit

- Prior to the UK's exit from the EU (expected in March 2019) it must agree to the terms of departure and renegotiate its future trade relationship with the single market.
- The UK will need to develop a new trading regime incorporating its own World Trade Organization (WTO) tariff schedule, as well as adjusting its bilateral relations accordingly. This has the potential to have a significant effect on Australia's red meat access, as does the possibility of a 'hard' Brexit after March 2019, or a 'soft' Brexit after December 2020.
- The UK is Australia's largest primary sheepmeat market within the EU; however, product is often re-exported and consumed in other member countries after entering the single market.
- Australia has strong historical ties with the country. In the decade prior to it joining the EU, the UK accounted for as much as 30% of Australian sheepmeat exports.

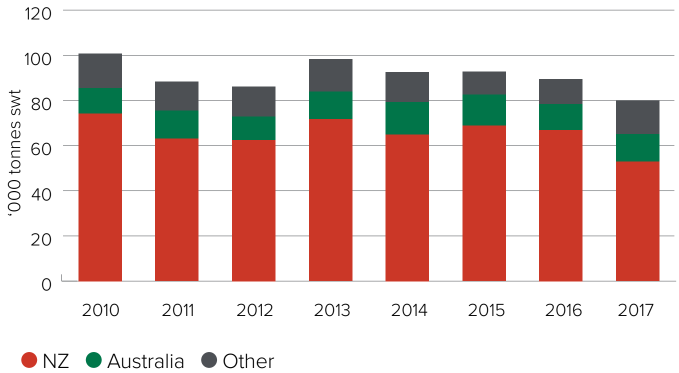
### Australian sheepmeat exports to the UK




Source: AMB, AMLC, DAWR

- The UK has a large population of wealthy consumers. Although the outlook for red meat consumption growth appears limited, imported product will likely remain considerable.
- The UK is a large producer, importer and exporter of sheepmeat. Inflows of sheepmeat typically come from NZ and Australia and outflows are destined for other EU member states.

### UK sheepmeat imports




Source: GTA

- Shifts in UK-EU market access may disrupt this historical flow of sheepmeat, resulting in more UK sheepmeat on the domestic market or seeking additional non-EU export destinations.
- The EU is the UK's single largest trading partner (overall and in the case of sheepmeat) and the future structure hinges on whether the exit is smooth or disorderly.
- The UK must finish negotiating the terms of its exit from the EU, prior to engaging other countries in formal trade negotiations. The Australian Government has expressed an appetite to pursue future trade opportunities with the UK through an eventual FTA.
- The UK economy has been resilient post-Brexit vote – in part supported by a significant devaluation of the pound sterling – however, there is still a risk that a disorderly Brexit could result in an economic slowdown, which could impact overall demand for meat.

## UK figures

### Population

**66.2** in 2018

**67.3** in 2022

In millions

Source: BMI Research, 2018 estimate & 2022 forecast

### Households earning*

>US$35,000/year

**24.0** in 2018

**25.8** in 2022

In million households

Source: BMI Research, 2018 estimate & 2022 forecast

*Disposable income

### Households earning*

>US$50,000/year

**15.5** in 2018

**19.4** in 2022

In million households

Source: BMI Research, 2018 estimate & 2022 forecast

*Disposable income

# Market access overview

| Trade agreements | Import tariffs | Competitors | Volume restrictions | Technical access |
|---|---|---|---|---|
| Australia-EU Free Trade Agreement commenced in July 2018 | In quota – 0%<br>Above quota – 12.8% + 90.2~311.8 euro/100kg | **NZ**<br>Has a quota of 228,254 tonnes | Access remains limited to 19,186 tonnes country-specific quota (carcase weight equivalent, calendar year basis) | No trade restrictive non-tariff barriers currently operational |

Best access — Major challenges

*Source: Trade agreements, DFAT, MLA*

# Australian sheepmeat exports to EU – summary table

**Volume – in tonnes swt**

| | | 2017–18 | % out of total | 2016–17 | % out of total | 5-year average (2012–13 to 2016–17) | % out of total | change 2017–18 vs 5-year average % | change 2017–18 vs 5-year average in tonnes swt |
|---|---|---|---|---|---|---|---|---|---|
| | **Total** | **16,960** | **100** | **16,029** | **100** | **16,802** | **100** | **1** | **158** |
| Storage | Chilled | 3,998 | 24 | 4,974 | 31 | 5,740 | 34 | -30 | -1,741 |
| | Frozen | 12,961 | 76 | 11,055 | 69 | 11,062 | 66 | 17 | 1,899 |
| Meat type | Lamb | 11,006 | 65 | 11,579 | 72 | 12,012 | 71 | -8 | -1,006 |
| | Mutton | 5,954 | 35 | 4,450 | 28 | 4,790 | 29 | 24 | 1,164 |
| Storage/meat type | Chilled lamb | 3,998 | 24 | 4,974 | 31 | 5,740 | 34 | -30 | -1,741 |
| | Chilled mutton | 0 | 0 | 0 | 0 | 0 | 0 | 2244 | 0 |
| | Frozen lamb | 7,008 | 41 | 6,605 | 41 | 6,272 | 37 | 12 | 736 |
| | Frozen mutton | 5,953 | 35 | 4,450 | 28 | 4,790 | 29 | 24 | 1,164 |

*Source: DAWR*

**Value – in A$ 000**

| | | 2017–18 | % out of total | 2016–17 | % out of total | 5-year average | % out of total | % | in A$ 000 |
|---|---|---|---|---|---|---|---|---|---|
| | **Total** | **176,640** | **100** | **139,368** | **100** | **132,628** | **100** | **33** | **44,012** |
| Meat type | Lamb | 119,704 | 68 | 105,793 | 76 | 99,916 | 75 | 20 | 19,788 |
| | Mutton | 56,936 | 32 | 33,575 | 24 | 32,711 | 25 | 74 | 24,224 |

*Source: ABS/GTA*

**Australian lamb exports to EU – by major cut (in tonnes swt)**

| | 2017–18 | % out of total | 2016–17 | % out of total | 5-year average | % out of total | % | in tonnes swt |
|---|---|---|---|---|---|---|---|---|
| Leg | 5,545 | 50 | 6,934 | 60 | 6,853 | 57 | -19 | -1,308 |
| Shank | 2,544 | 23 | 1,910 | 16 | 2,415 | 20 | 5 | 129 |
| Boneless loin | 861 | 8 | 382 | 3 | 239 | 2 | 261 | 622 |
| Chump | 698 | 6 | 740 | 6 | 799 | 7 | -13 | -101 |
| Manufacturing | 670 | 6 | 1,051 | 9 | 1,269 | 11 | -47 | -598 |
| Other | 688 | 6 | 562 | 5 | 437 | 4 | 57 | 251 |
| **Total** | **11,006** | **100** | **11,579** | **100** | **12,012** | **100** | **-8** | **-1,006** |

*Source: DAWR*