



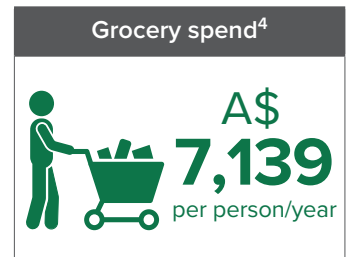
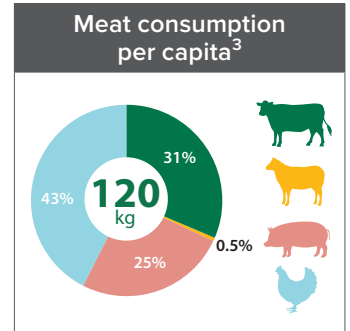
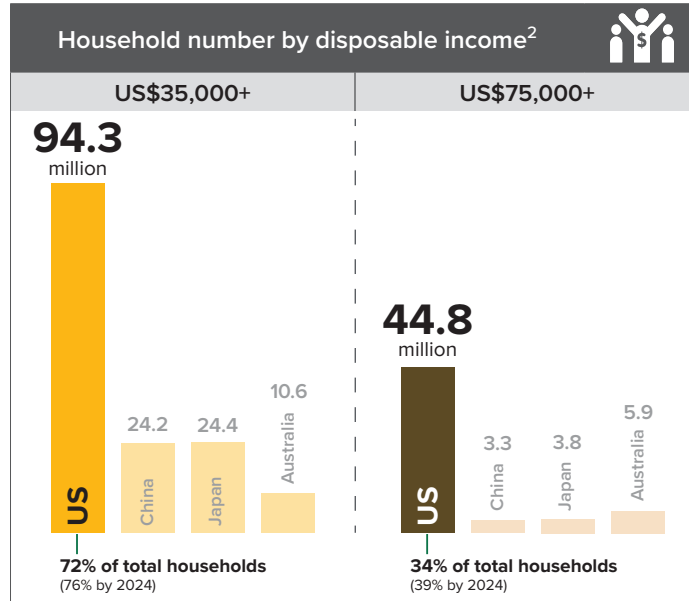
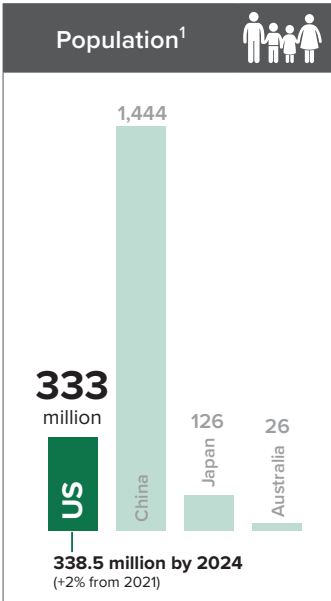
MARKET SNAPSHOT | BEEF & SHEEPMEAT

# North America

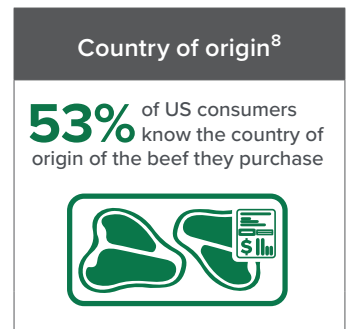
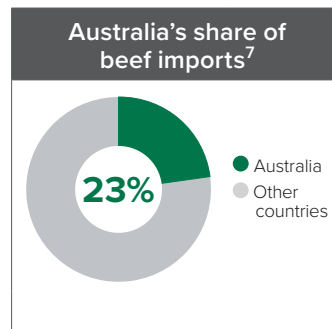
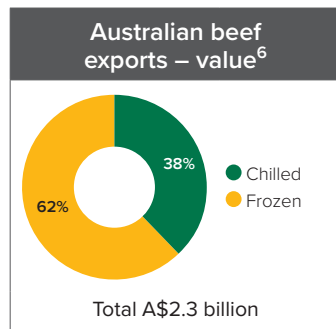
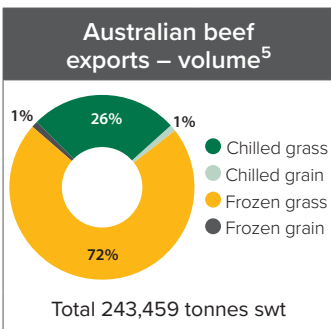
(United States, Canada and Mexico)

Globally, the United States (US) has the highest number of households earning disposable incomes over US\$35,000 and US\$75,000 per year. This affluent consumer base, combined with large and increasing meat consumption, means the country remains highly attractive and influential in the global protein trade landscape.

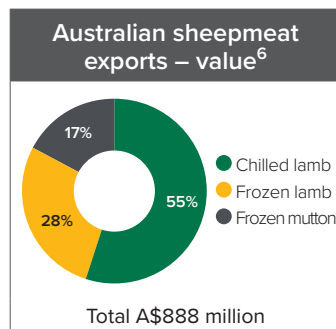
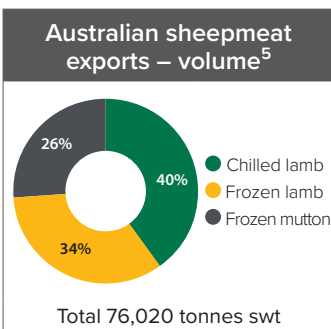
While the COVID-19 pandemic continues to cast a shadow on the US economic recovery and its foodservice sector, fundamental consumer needs for quality and healthy lifestyles remain strong. Opportunities exist for Australian red meat to enhance its profile in the US, on the back of growing demand from consumers for natural, healthy and environmentally sustainable products.



The US is Australia's third largest export market for beef in both volume and value. Traditionally a manufacturing beef market, the country is also the largest export destination for chilled grassfed beef.



The US is the second largest export customer for Australian lamb, growing almost 70% in volume during the last decade. It is also the second highest value destination for Australian sheepmeat, superseded by China.



Data source for charts: <sup>1</sup>Fitch Solutions, <sup>2</sup>Fitch Solutions (Disposable income = earnings after taxes and social security charges), <sup>3</sup>Fitch Solutions, GIRA (US data only, per person per year in cwt excluding fish/seafood), <sup>4</sup>IGD, 2021f, (US data only. It is defined as the total annual grocery retail market turnover in a given year, divided by the population for the same year. Grocery retail market data excludes VAT/sales tax), <sup>5</sup>DAWE (2019–20), <sup>6</sup>ABS/IHS Markit (FY 2019–20), <sup>7</sup>IHS Markit, (FY 2019–20), <sup>8</sup>Global Tracker 2019, note there is no country-of-origin labelling requirements in the US for beef



## CONSUMERS

- The US is one of the largest global consumers of animal protein, with the level of meat consumption near maturity. Going forward, within the beef category, the growth opportunity will be to grow value, through premium products like chilled grassfed beef, rather than grow volume of more conventional beef.
- Beef consumption has increased since 2015, in line with higher US beef production and a return to a more favourable price point for US consumers, especially in the 'better for me' category, which includes grassfed beef, organic beef and beef with no added hormones or antibiotics.
- However, due to the impact of COVID-19 on many consumers' financial situations, some shoppers will return to more cost-effective options for a while.
- The majority of US consumers would consider buying imported beef and are aware of grassfed beef.
- Two-thirds of US shoppers are looking for 'better for me' options at the meat case and tie production claims to both their own health and animal welfare. During the COVID-19 pandemic this trend has also been evident, with grassfed beef growing much faster than conventional beef, with sales up by 60–70%, while conventional beef has increased by around 40% (from March to August 2020) (Source: IRI).
- Purchasers of grassfed beef are more interested in quality and 'naturally raised', with concerns for animal welfare and environmental sustainability also being major factors considered when purchasing grassfed beef.
- Australia is well positioned to meet the demands for quality and animal welfare with superior food safety, traceability protocols and a unique quality grading system (Source: MLA Global Tracker 2018, Voice of Consumers 2018, Menu Matters 2018, USDA).

### Awareness of different types of beef – top four in US



Source: MLA Global Consumer Tracker US, 2019

### Top three reasons to buy grassfed beef

- Better quality beef
- Natural
- Better for my health

### Top three perceptions of Australian grassfed beef

- Consistent quality
- Higher quality than beef from other countries
- Better taste than beef from other countries

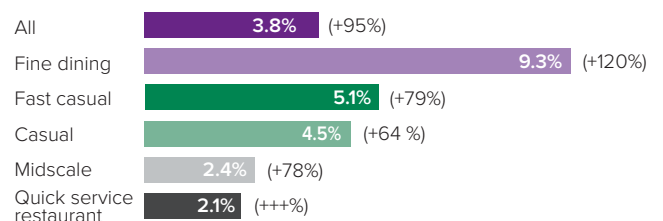
Source: Voice of consumer 2018

## FOODSERVICE



- Pre-COVID saw stable foodservice growth, especially for full-service restaurants. Retail foodservice has seen strong expansion. However, the COVID-19 outbreak has had an impact, especially for high-end restaurants.
- The COVID-19 outbreak has impacted foodservice, with restrictive dine-in regulations and consumers' rising health concerns becoming a challenge for the sector. Foodservice has seen a significant decline, which has not been offset by the increase in delivery. Dining-in will remain a concern in the near future.
- Manufacturing beef for burgers and other processed beef products make up a large proportion of Australian beef sold into the foodservice sector in the US, while chilled grassfed beef is largely destined for full-service restaurants and retail.
- Grassfed beef is most common in fast-casual and fine dining restaurants, however, growth is solid across all segments, tripling within the last 10 years. In fact prior to COVID-19, US industry researcher, Datassential predicted grassfed beef will grow by 27.9% over the next four years to achieve 4.9% penetration across foodservice operations overall. Post COVID-19, it is predicted that some high-income consumers will look for healthy comfort foods, like grassfed beef.

### Penetration by restaurant segment – Grassfed beef



(Bracket percentage) = 4 year % change 2018 vs. 2014, +++ indicates growth over 200%

Source: Datassential, beef and lamb menu analysis, 2018

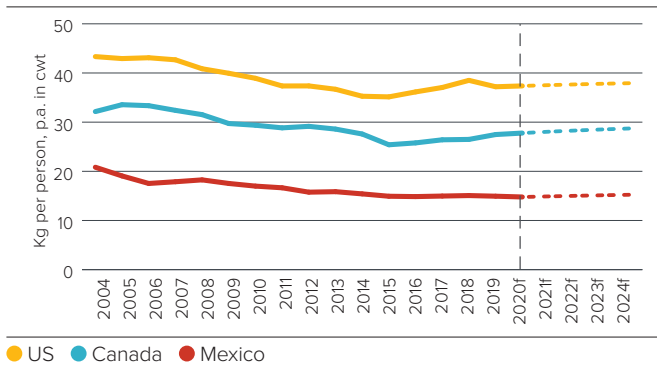
- Wagyu is another fast growing product in foodservice, with a high conversion rate from 'tried' to 'liked', especially in fine dining (Source: Datassential, beef and lamb menu analysis 2019).





- Although grassfed beef in US retail is a relatively small offering, it has seen some of the strongest growth in the meat case, with predictions indicating no slow down in demand for the coming year. While ground grassfed beef is now quite common, demand for higher value chilled grassfed beef is increasing. Some of the most popular cuts include tenderloin, striploin and ribeye.
- Limited 'country of origin' labelling at point of purchase is a challenge for Australian product to be differentiated in the sector, with retailers preferring 'local' callouts in their meat case. On the contrary, research indicates US consumers consider Australia as aspirational and able to deliver ethical production claims on their grassfed beef purchases.

## North American beef consumption



Source: Fitch Solutions

- Reflecting the retail environment in the US, supermarkets are the main purchase channel for Australian grassfed beef, followed by independent and regional butchers, online retailers and warehouse club stores.
- Australian grassfed beef is perceived to provide higher quality steak than other imported products (Source: MLA Global Tracker, 2019, Voice of consumers 2018, Grassfed Shop-a-long research, 2018).

- Grassfed beef is perceived as healthy and natural which matches rising consumer needs. However, the trend of localism may continue to grow in the advent of COVID-19, which could act as a barrier to Australian beef.

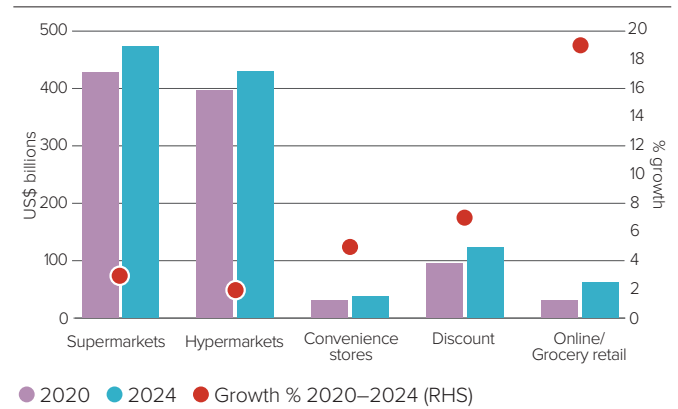
## Motivation to choose and eat beef – top five

Important themes ranked by relative importance



Source: MLA Global Consumer Tracker US, 2019

## Grocery retail sales by channel



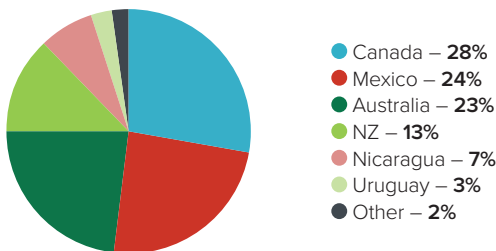
Source: IGD, Growth % = Compound annual growth rate (CAGR) 2020–2024, IGD forecast

# COMPETITIVE LANDSCAPE



- The main competitors in the US market are US domestic beef and imported beef from Canada and Mexico.

## US beef imports by market share – 2019–20

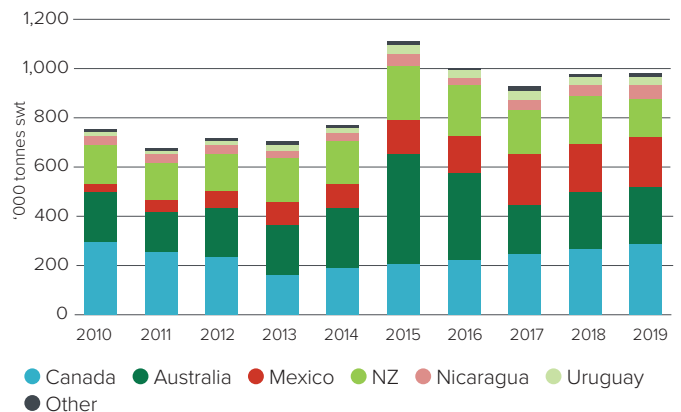


Source: IHS Markit

- As most of the Australian beef into the market is grassfed beef, the key competitors are New Zealand, and increasingly the growing mobilisation of local US grassfed beef production. Other smaller suppliers include Uruguay and Nicaragua, which have access to smaller quotas.
- Australia maintains its preferred access status to the US, only behind United States-Mexico-Canada Agreement (USMCA) partners (Canada and Mexico – with no quota restrictions). New Zealand has an annual quota of 213,402 tonnes tonnes shipped weight (swt), with an out-of-quota tariff of 26.4% (within quota 4.4¢/kg).

- Australia is one of the largest importers of grassfed beef, and is growing faster than its largest competitor, New Zealand. In addition, 99% of New Zealand imports are manufacturing beef, whereas 26% of Australian exports are chilled cuts.
- In recent years imports from South American countries have seen continued growth in volume, although they are still coming from a smaller base.

## US beef imports by major supplier



Source: IHS Markit



# US – Market access overview

Trade agreements	Import tariffs	Competitors	Volume restrictions	Technical access
Australia-United States Free Trade Agreement (AUSFTA)	Zero within quota (7.04% above quota)	<p><b>Canada and Mexico:</b> USMCA, no quota;</p> <p><b>New Zealand:</b> 213,402 tonnes quota, with an in-quota tariff of US\$4.4/kg</p> <p><b>Nicaragua and Costa Rica:</b> CAFTA-DR with US, shares the same 65,000 tonnes with other countries, in quota 4–4.4¢/kg, 26.4% out of quota tariff</p> <p><b>Uruguay and Argentina:</b> no FTA, quota of 20,000 tonnes each, tariff 4–4.4¢/kg in quota and 26.4% out of quota</p>	<b>Australian beef quota:</b> 43,214 tonnes swt	E. coli and Salmonella sampling programs, label approvals and port mark compliance

Best access Major challenges

Source: Trade agreements DFAT, MLA

## Australian beef exports to North America – summary table



Volume – in tonnes swt

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			% of total		% of total		% of total	%	in tonnes swt
<b>Total</b>		<b>259,092</b>		<b>259,904</b>		<b>324,323</b>		<b>-20</b>	<b>-65,231</b>
Storage	Chilled	69,919	27	66,916	26	72,087	22	-3	-2,169
	Frozen	189,173	73	192,988	74	252,236	78	-25	-63,063
Meat type	Grassfed	253,285	98	253,479	98	313,495	97	-19	-60,209
	Grainfed	5,807	2	6,425	2	10,829	3	-46	-5,022
Storage/meat type	Chilled grassfed	65,657	25	62,463	24	64,027	20	3	1,630
	Chilled grainfed	4,262	2	4,453	2	8,061	2	-47	-3,799
	Frozen grassfed	187,628	72	191,016	73	249,468	77	-25	-61,839
	Frozen grainfed	1,545	1	1,972	1	2,768	1	-44	-1,223

Source: DAWE

Value – in A\$ 000

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			%		%		%	%	in A\$ 000
<b>Total</b>		<b>2,452,653</b>		<b>2,060,544</b>		<b>2,327,541</b>		<b>5</b>	<b>125,112</b>
Storage	Chilled	927,968	38	765,328	37	727,568	31	28	200,400
	Frozen	1,524,685	62	1,295,216	63	1,599,973	69	-5	-75,288

Source: ABS/IHS Markit

## Australian beef exports to US – by major cut

Volume – in tonnes swt

	2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
		%		%		%	%	in tonnes swt
Manufacturing	143,496	59	146,981	61	191,855	64	-25	-48,359
Fullset	39,606	16	27,349	11	16,683	6	137	22,923
Thin flank	16,854	7	16,727	7	19,229	6	-12	-2,375
Topside/inside	10,953	4	15,750	7	21,063	7	-48	-10,110
Striploin	5,809	2	5,275	2	4,772	2	22	1,037
Other	26,741	11	28,287	12	44,458	15	-40	-17,716
<b>Total</b>	<b>243,459</b>		<b>240,368</b>		<b>298,060</b>		<b>-18</b>	<b>-54,600</b>

Source: DAWE

## Australian beef exports to Canada – by major cut

Volume – in tonnes swt

	2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
		%		%		%	%	in tonnes swt
Manufacturing	10,820	72	12,306	66	18,305	71	-41	-7,484
Cube roll/ribeye roll	1,377	9	1,531	8	1,131	4	22	245
Striploin	1,101	7	1,471	8	928	1	19	172
Other	1,826	12	3,239	17	5,377	21	-66	-3,551
<b>Total</b>	<b>15,124</b>		<b>18,547</b>		<b>25,741</b>		<b>-41</b>	<b>-10,617</b>

Source: DAWE Note: Import tariff on Australian beef is 0% within quota (35,000 tonnes swt) and 17.6% for over quota. Canada is a member of the Comprehensive and Progressive Agreement for Trans Pacific Partnership (CPTPP).

## Australian beef exports to Mexico – by major cut

Volume – in tonnes swt

	2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
		%		%		%	%	in tonnes swt
Thin flank	424	83	955	97	508	97	-17	84
Other	84	17	33	3	14	3	501	70
<b>Total</b>	<b>508</b>		<b>988</b>		<b>522</b>		<b>-3</b>	<b>-14</b>

Source: DAWE Note: Australia shares 200,000 tonnes swt quota with other non-NAFTA countries. Import tariff within quota is 0% (over quota is 16% for chilled and 20% for frozen beef). Mexico is a member of the Comprehensive and Progressive Agreement for Trans Pacific Partnership (CPTPP).

## CONSUMERS



- Most Canadian consumers already buy imported beef. The growing majority of grassfed beef buyers are aware of the 'country of origin' (68%), and most would consider buying imported beef (82%) (Source: MLA Global Tracker).
- Compared to global consumers, Canadian beef buyers are more concerned about 'naturalness', price and no added hormones.
- When purchasing beef, 'naturalness' is something buyers look for, and grassfed is seen as an authentic differentiator. However, the appeal of grassfed beef has plateaued. At the same time, newer descriptors have become more prevalent like organic, hormone-free, non-GMO and antibiotic-free. It appears consumers are not fully aware of the differences between these types of beef.

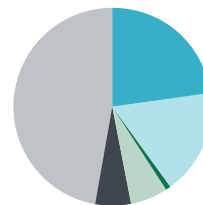
## FOODSERVICE & RETAIL



- Full-service and quick service restaurant channels continue to lead the Canadian foodservice sector, generating more than 60% of total revenue.
- Beef is the most valuable meat category for commercial foodservice operators (such as restaurants, cafés, hotels and leisure venues etc.), and is forecast to represent a 37% value share of total animal protein in this channel in 2021 (Source: GlobalData – Canada, The future of foodservice to 2021).
- The majority of imported Australian grassfed beef is 'manufacturing' grade and is used in quick service restaurants.
- At the retail level, Australian beef is mainly purchased from supermarkets, and as the retail sector is quite fragmented in Canada, each city has a different leader in claimed total beef sales (Source: MLA Global Tracker Canada).
- The COVID-19 outbreak will likely have a lasting effect on foodservice, with consumers focusing more on healthy and cost-effective products.

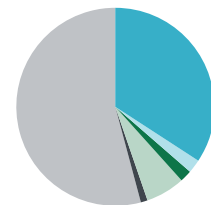
### Main supermarkets for purchasing beef

#### TORONTO



- Loblaws – 23%
- Metro – 17%
- WholeFoods – 1%
- Longos – 6%
- Sobeys – 6%
- Other – 47%

#### VANCOUVER



- Safeway Canada – 33%
- Fairway – 2%
- Buy Low – 2%
- IGA – 6%
- Urban Fair – 1%
- Other – 52%

Source: MLA Global Tracker Canada

## COMPETITIVE LANDSCAPE



- The Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) is a free trade agreement (FTA) between Australia and another 11 countries, including Canada and Mexico, signed in 2018.
- Under the trade agreement, Australia has favourable market access into Canada and a good trading environment, with no tariff in 2023. The majority of Australian beef exports to Canada are grassfed and follow a similar trend to the US.
- The main competitors are US beef and product from New Zealand. Australia is a modest supplier of beef to Canada.



## Canada – Market access overview



Trade agreements	Import tariffs	Competitors	Volume restrictions	Technical access
Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)	Current tariff at 13.2%, 0% in 2022	<b>US and Mexico:</b> USMCA, no quota; <b>New Zealand:</b> 29,600 tonnes quota, in quota 0% tariff, out 13.2%	<b>35,000 tonnes</b> out of quota pays tariff	E. coli and Salmonella sampling programs, label approvals and port mark compliance

Best access  Major challenges

Source: Trade agreements DFAT, MLA

# Mexico – Beef

## CONSUMERS



- Mexican consumers are expected to consume approximately 2.07 million tonnes carcass weight equivalent (cwe) of beef in 2020. Demand is also projected to rise, as the Mexican peso strengthens and the middle class grows (Source: United States Department of Agriculture – USDA).
- Beef is the largest animal protein in Mexico, in terms of value, compared to chicken and pork.
- Young, wealthy consumers are driving beef consumption growth in Mexico. Younger consumers with more money to spend are fuelling the demand for high quality food and more formal dining experiences.
- The number of households with a higher income (over US\$75,000/year) is expected to register notable growth of 10% compound annual growth rate (CAGR) from 2020 to 2024. In addition, hotel and restaurant expenditure is also set to increase, creating new opportunities for high-value products such as Australian beef and lamb.

## FOODSERVICE & RETAIL



- Mexico's spend in the foodservice sector is expected to grow by 7% each year (CAGR) from 2019 to 2024 (COVID-19 adjusted), with the growing working-age population and urbanisation lifting demand for more convenience among foodservice customers.
- Full-service and quick service restaurants dominate the channel, holding around a 70% share of sales. Full-service restaurants are set to be the main beneficiary of Mexico's positive economic scenario, with rising disposable incomes allowing families to trade up from quick service restaurants and become more receptive to higher value imported beef (Source: GlobalData – Mexico, The future of foodservice to 2021).
- Pre-COVID-19, the foodservice sector was growing, with younger consumers willing to eat out more and try new things.
- Top steakhouses are dominated by USDA graded prime steaks, as grainfed product is more preferred than grassfed. However, there is high potential for Australian grassfed beef to enter the market.
- Uniquely in this market, the most common cut used in foodservice is *arrachera*, or hanger steak, normally marinated in spices.
- In the retail sector, hypermarkets are the most prevalent outlet type in the country. Retailers will increasingly target the upper middle class segment in the coming years, through premium formats that offer popular imported produce (Source: Fitch Solutions).

## COMPETITIVE LANDSCAPE



- Mexico is also a member of the CPTPP (The Comprehensive and Progressive Agreement for Trans-Pacific Partnership).
- There is still restricted market access and a mixed trading environment.
- The main competitors are the US, Japan and Canada. Australia is a very small part of the beef market and competing at the top end. The future is bright for premium beef (mostly grainfed) but current circumstances have put a dent in economic growth, with potential likely put back.



## Mexico – Market access overview



Trade agreements	Import tariffs	Competitors	Volume restrictions	Technical access
Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)	Current tariff 14 to 17.5%, 0% in 2027	<b>US and Canada:</b> USMCA, no quota  <b>New Zealand:</b> no quota and tariff 14%	No quota	Labelling, restriction on ports of entry, health certificates extra information required compared with other markets

Best access  Major challenges

Source: Trade agreements DFAT, MLA



## CONSUMERS

- Lamb remains a niche and unfamiliar protein to around 40% of US consumers, driven by the lack of familiarity, taste concerns and limited knowledge on how to prepare. However, US consumers are progressively increasing their willingness to try lamb, particularly the millennial generation (Source: *MLA Global Tracker 2019*).
- Lamb has been regarded as a seasonal food for specific holidays and is often eaten out-of-home. Most consumers who eat lamb when dining out are more likely to try cooking lamb at home, if it is available (Source: *Voice of consumer 2018*).
- Without any real knowledge of lamb, Americans are much more likely to consider 'naturalness', safety and freshness ahead of 'country of origin' when purchasing lamb (Source: *Voice of consumer 2018*).
- Consumers who purchase chilled lamb are generally premium shoppers, spend more in store and prefer healthier, homecooked items. According to IRI, loin and leg are the most consumed cuts, accounting for 47% of volume share (another 21% from shoulders) (Source: *IRI*).
- Lamb consumption patterns vary by region in the US, according to IRI, California, the Great Lakes region and the North East are the areas that are seeing faster growth than the national rate.

### Top five factors influencing lamb purchases and top five barriers to purchasing lamb

Important factors influencing lamb purchase – top five	Reasons don't buy lamb – top five
Price	Don't know how to cook lamb
Colour of meat	Too expensive
All natural	It is not available where I shop
USDA grade or a rating from another independent grading system	Not familiar with lamb enough to buy
Natural ingredients	I like the taste but other family members don't

Source: *Voice of consumers 2018*

- Australia has started to close the gap and has increased consumer awareness and frequency of consumption compared to both American and New Zealand lamb.

## RETAIL



- At retail, while supermarkets are still the main purchase channel for Australian lamb, sales are also highly skewed to online retailers and club store warehouses.
- Stores such as Costco attract a younger, more affluent consumer, who seeks more ethnically diverse cuisine and more exciting 'non-traditional' flavours, with lamb recognised as a viable option.
- Although there were significant barriers to purchasing meat online pre-COVID, recent research from Midan stated that 26% shoppers say online will become their regular way to purchase meat (more than once every week). It is a growth area and Australian lamb is well placed in this space.
- More than 40% of Americans bought a meal kit in 2018, mostly from grocery stores. Compared to 25% in 2016, meal kit shoppers have grown by 60% over two years, skewing to younger families, higher income and multicultural shoppers.

- According to a Globaldata COVID survey, in the recovery phase of the pandemic, consumers agreed that they will order grocery deliveries from online meal delivery services (e.g. UberEats) more often than before. Moreover, 44% of respondents say that they will buy more products online rather than visiting a store post COVID-19.
- In general, American lamb buyers are willing to pay more for better quality meat and are more adventurous in their (meat) purchasing habits (Source: *Voice of consumers, 2018*).

### What things do consumers look for on lamb retail packs?

✓	100% All natural
✓	Quality grading or guarantee
✓	Colour of the meat
✓	Safety certification
✓	No added hormones
✓	Grassfed
✓	Use by date/sell by date

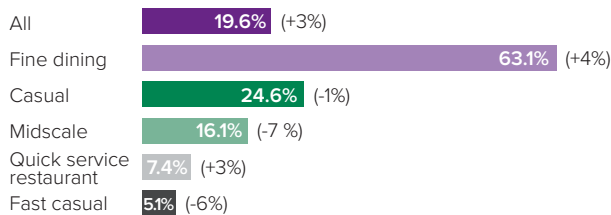
Source: *MLA Global Consumer Tracker US, 2018*





- Prior to COVID-19, lamb had seen steady growth across foodservice operations. Lamb performs steadily in foodservice, although there had been some market correction on fast and casual channels, however, lamb gains were made strongly in fine-dining and quick service restaurants.
- The foodservice sector is driven by changing demographics and the shift in demand for more convenient and affordable meals, however lamb growth opportunities are more prominent among millennials, who are very much interested in exploring their ethnic heritage.
- The penetration of lamb on US restaurant menus has grown steadily over the last decade, underpinned by growth in casual, fine dining and quick service restaurants (Source: *Datassential menu monitor, 2019*).

### Quick service restaurants (QSR) are increasing the appearance of lamb on menus



(Bracket percentage) = 4 year % change 2017 vs. 2013  
 Source: *Dataessential, beef and lamb menu analysis, 2018*

- Another interesting growth area is the non-commercial long-term care segment, which saw 15% penetration of lamb in the area in 2019, reflecting an older, more affluent demographic's demand for natural, healthy and interesting protein options (Source: *Datassential menu monitor, 2018*). However, the US foodservice industry has experienced a flux, with a decline in the number of full-service restaurants, as well as upheaval in fast casual restaurants. Due to COVID-19, outlet numbers and turnover have both been impacted, with some restaurants having to close permanently. It will take some time for consumers to feel comfortable enough to return to dining-in.

- The impacts of COVID-19 to the foodservice sector may have some flow on effects for Australian lamb, as it is estimated that 60% of total Australian lamb imports are consumed in the foodservice channel.

### Lamb popularity increases

Interest in international cuisines and upscaling traditional American fare have been driving lamb menu placements recently. Ethnic cuisines are likely to be a key tool in driving lamb usage and those ethnic cuisines poised to grow over the next few years are heavier users of lamb – mostly Middle Eastern and North African. Lamb has also gained some ground with consumers through more familiar and approachable applications such as burgers and flatbreads, although the versatility of lamb is underleveraged currently in foodservice.

Continuing to place lamb in comfortable and familiar applications could facilitate experimentation among consumers and make it a more relevant protein for a broader array of operators.

(Source: *Datassential, Menu Matters beef and lamb 2019*).

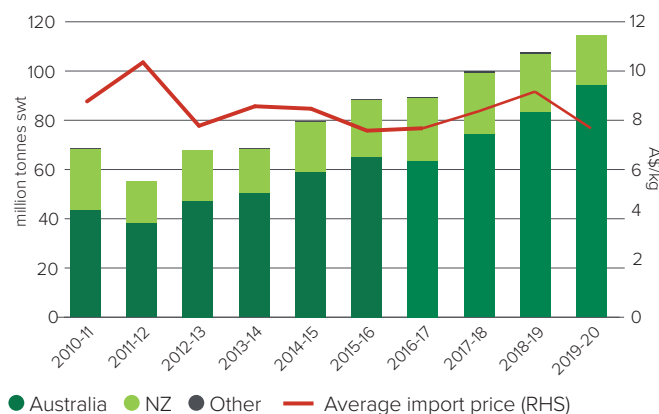


## COMPETITIVE LANDSCAPE



- Imports make a significant contribution to the lamb and mutton supply in the US. In 2019, imports accounted for approximately 70% of total sheepmeat consumed in the US (Source: *IHS Markit, calculated based on OECD-FAO consumption and total sheepmeat imports*).

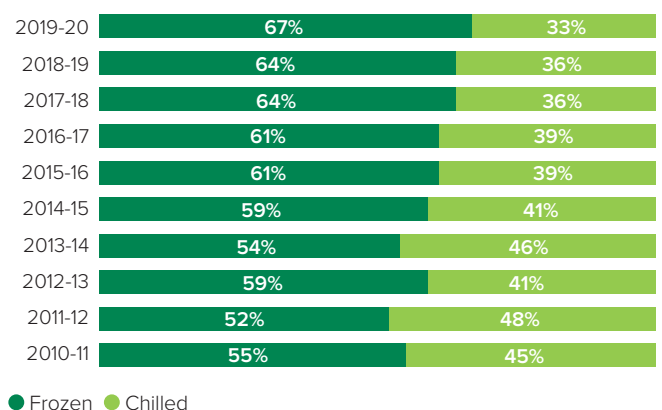
### Sheepmeat imports into US by major supplier



Source: *IHS Markit*

- Australia is the major supplier of lamb in the US (79% of imported lamb), and the fastest growing major importer (127% growth compared to 2012). The second largest supplier is New Zealand, accounting for 20% of total imports, and growing by 105% since 2012 (Source: *IHS Markit*).

### % of imported chilled and frozen sheepmeat volume to the US



Source: *IHS Markit*





## Market access overview

Trade agreements	Import tariffs	Competitors	Volume restrictions	Technical access
Australia-United States Free Trade Agreement (AUSFTA)	Zero	<b>NZ, Uruguay and Chile:</b> has a tariff of US 0.7¢/kg for lamb and US 2.8¢/kg for mutton	Zero	Point of entry inspection, label approvals and port mark compliance

Best access Major challenges

Source: Trade agreements, DFAT, MLA

## Australian sheepmeat exports to US – summary table



### Volume – in tonnes swt

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			% of total		% of total		% of total	%	in tonnes swt
<b>Total</b>		<b>76,020</b>		<b>79,258</b>		<b>68,556</b>		<b>11</b>	<b>7,465</b>
Storage	Chilled	30,273	40	29,636	37	27,528	40	10	2,745
	Frozen	45,747	60	49,622	63	41,027	60	12	4,720
Meat type	Lamb	55,833	73	59,954	76	54,523	80	2	1,310
	Mutton	20,187	27	19,304	24	14,033	20	44	6,155
Storage/meat type	Chilled lamb	30,273	40	29,636	37	27,526	40	10	2,747
	Chilled mutton	0	0	0	0	6	0	-100	-6
	Frozen lamb	25,560	34	30,317	38	26,997	39	-5	-1,437
	Frozen mutton	20,187	27	19,304	24	14,030	20	44	6,157

Source: DAWE

### Value – in A\$ 000

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			%		%		%	%	in A\$ 000
<b>Total</b>		<b>887,572</b>		<b>931,196</b>		<b>744,609</b>		<b>19</b>	<b>142,963</b>
Meat type	Lamb	737,519	83	796,303	86	642,743	86	15	94,776
	Mutton	150,053	17	134,893	14	101,866	14	47	48,187

Source: ABS/IHS Markit

### Australian lamb exports to US – by major cut (in tonnes swt)

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			%		%		%	%	in tonnes swt
Carcase		15,827	28	18,578	31	16,761	31	-6	-933
Leg		14,191	25	15,259	25	15,274	28	-7	-1,083
Rack		6,674	12	6,335	11	5,066	9	32	1,608
Shoulder		5,916	11	6,242	10	5,777	11	2	139
Shortloin		5,911	11	5,258	9	4,607	8	28	1,304
Other		7,314	13	8,283	14	7,038	13	4	275
<b>Total</b>		<b>55,833</b>		<b>59,954</b>		<b>54,523</b>		<b>2</b>	<b>1,310</b>

Source: DAWE

## Australian sheepmeat exports to Canada

### Volume – in tonnes swt

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			%		%		%	%	in tonnes swt
<b>Total</b>		<b>8,902</b>		<b>9,556</b>		<b>8,560</b>		<b>4</b>	<b>343</b>
Storage/meat type	Chilled lamb	3,813	43	3,834	40	3,833	45	-1	-21
	Chilled mutton	0	0	0	0	1	0	-100	-1
	Frozen lamb	3,755	42	4,437	46	3,784	44	-1	-29
	Frozen mutton	1,334	15	1,285	13	942	11	42	393

Source: DAWE

## Australian sheepmeat exports to Mexico

### Volume – in tonnes swt

		2019–20		2018–19		five-year average (2014–15 to 2018–19)		change 2019–20 vs five-year average	
			%		%		%	%	in tonnes swt
<b>Total</b>		<b>1,543</b>		<b>3,104</b>		<b>3,783</b>		<b>-59</b>	<b>-2,240</b>
Storage/meat type	Chilled lamb	0	0	0	0	1	0	-100	-1
	Frozen lamb	619	40	836	27	996	26	-38	-378
	Frozen mutton	924	60	2,268	73	2,786	74	-67	-1,862

Source: DAWE