

The balance of about 0.10 million kgs came from Brazil, Canada, and Uruguay. For further details on imports of beef under various categories, kindly refer to Appendix 7.

Importation of Indian beef is generally to meet the lean beef requirement and is mainly used by the lower income group and meat processing sector to produce burgers, frankfurters, and other meat-based products. Imports of specialized cuts (from USA, New Zealand, Australia, and Canada) are mainly for the hotels, restaurants, supermarkets, and the middle and upper income groups. Indian beef is mostly derived from buffaloes.

Although Indian beef is said to be of poor quality, it is safe for human consumption. Officials from the Department of Veterinary Services of Malaysia conduct regular checks on all imported meat to ensure that the meat is processed and packed under hygienic conditions. The meat exported from India comes from government-run abattoirs approved by the Department of Veterinary Services Malaysia. A study carried out by Dr. Salam Babji, a food scientist at the University Kebangsaan Malaysia, entitled "Some Physico-Chemical Characteristics of Malaysian, Indian, and Australian Beef," showed no significant difference among the three, except for their price.

iv) Promotional activities of competitors.

Australia, USA, and New Zealand are aggressive in promoting their premium grade beef at major retail outlets, hotels, and restaurants. They have yearly food promotions where beef is one of the major food items.

D. Country Exports:

A very small amount of beef is exported to countries like Brunei, Singapore, Indonesia, and the Middle East where direct exports to some countries from the country of origin are not permissible because of policy matters (e.g. Indian beef cannot enter direct into the Middle East market as reported by the Department of Veterinary Services Malaysia). There are no beef exports to Canada from Malaysia.