

"Halal" beef meat to Indonesia (volume/value undetected). Certification was provided by the Canadian Islamic Centre.

iii) Imports from major suppliers, quantity and value.

The majority of beef is imported from New Zealand, Australia, and USA.

iv) Promotional activities of competitors.

- ▶ cooking demonstration at supermarkets that use imported meat to introduce western food recipes
- ▶ food bazaars/festivals at hotels
- ▶ "Beef Week" with special prices for imported meat
- ▶ free testing campaign
- ▶ advertising in magazines

D. Country Exports:

i) Total exports by quantity and value.

1992 Indonesian exports of bovine meat: destination - Philippines.

	Volume (MT)	Value (Cdn\$000)
Bovine carcasses (&half), fresh/chilled	91	24
Bovine meat, cured	12	220

ii) Trends.

To satisfy the market demand for prime meat, the Government of Indonesia has, encouraged local farmers through the fattening programs. In the future, Indonesia may become relatively self-sufficient in high quality meat and may also be a meat exporting country to the ASEAN countries in this region. However, due to the perceived superiority of meat imported from the "west", opportunities will remain in this area.