

Services (DVS). Some of the services offered are: improved feeding, husbandry, breeding, and veterinary health.

v) *Trends.*

It is estimated that there will be a steady increase of approximately 4% per annum in local production as follows:

1992 - 13,212 MT

1993 - 13,740 MT

B. Domestic Consumption:

Traditionally, the Bumiputras (i.e. ethnic Malays) are the major consumers of beef and account for about 90% of the national beef consumption. However, changing dietary habits, growing affluence among the population, and the exposure to western cuisine have made beef a common feature in the diet for a larger section of the society, despite the increasing average retail price of beef.

i) *Annual total, MT; annual per capita consumption, kgs.*

Annual beef consumption has increased from 32,973 MT in 1985 to 56,942 MT in 1991, representing an average annual rate of increase of approximately 10.4% as shown in Appendix 5. Over the same period, the estimated per capita consumption rose from 2.54 kgs per year in 1985 to 3.82 kgs per year in 1991 as per Appendix 5 and 6 in response to rising incomes and changing dietary practice.

ii) *Self-sufficiency ratio.*

Domestic beef production has not been able to keep pace with the increasing demand as indicated by Appendix 6 where the self-sufficiency ratio deteriorated from 59.16 in 1981 to 22.31 in 1991. As such, the prospects for imported beef, primarily from Canada, to enter this market in a bigger way look favourable.

iii) *Consumer attitudes toward domestic and imported products.*

Locals still prefer the fresh local beef, but the availability of high quality imported beef, at a competitive price, is an alternative.