

MALAYSIA

1. GENERAL OVERVIEW

Beef in Malaysia refers to the meat from cattle and buffaloes. The Malaysian population is very fond of beef. Even though the government has taken steps to encourage commercial farming, local production has only managed to contribute approximately 20% of the total beef requirement of 56,942 MT in 1991. Based on the consumption trend, the demand for beef is expected to increase, indicating that there are excellent opportunities for Canadians to supply premium grade beef and processed beef products to Malaysia.

2. CHARACTERISTICS OF THE MARKET

A. *Domestic Production:*

i) *Production in MT and number of slaughtered cattle.*

Domestic beef production has been small, averaging 12,754 MT per annum since 1981 to 1991 as shown in Appendix 1 (at the end of this country profile). For the past 2 years (1991 and 1990), domestic production showed an average increase of approximately 3%, compared to an average increase of approximately 15% for imported beef per annum. For further details on domestic production and the number of slaughtered cattle, please refer to Appendix 1, 2, and 3.

ii) *Prices at wholesale level for an equivalent of U.S. choice striploin.*

For comparative purposes, please refer to Appendix 4. On average, wholesale price is approximately 25% cheaper than retail price.

iii) *Types of cuts.*

Available in various cuts as per Appendix 4.

iv) *Government policies which impact significantly.*

There are no direct price supports, production incentives, subsidies, nor marketing incentives provided by the government. However, there are indirect government policies that promote local production, namely through the extension services provided by the Department of Veterinary