

B. Domestic Consumption:

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

Total meat consumption (TMC) and annual meat consumption per capita (AMCC) 1989 - 1992:

	TMC (in 000 tons)	Projected AMCC (in kgs)	AMCC (in kgs)
1989	973.10	5.69	5.80
1990	1,031.70	5.70	6.03
1991	1,105.20	5.99	6.27
1992	1,196.40	6.34	6.53
1993	--	--	6.70

ii) Self-sufficiency ratio.

29% in 1992.

iii) Brief description of consumer attitudes toward domestic and imported products.

80% of Indonesian population is Moslem - 50% live in rural areas and have no knowledge about meat quality - most of them prefer to have 'Halal' meat which is slaughtered locally and easy to find in every rural local market. Relatively few Indonesians, mostly from urban areas, are knowledgeable about meat, its quality, texture, and tenderness, etc. However, this urban based consumer group offers a market for imported beef which is growing in significance. As well, imported beef enjoys a certain "snob appeal", which means that wealthy consumers are willing to pay more for imported beef.

iv) Trends.

Indonesia is experiencing the rapid development of a middle class. This fact, combined with an increased tendency to shop in supermarkets, means that increasing amounts of imported beef are being consumed.