



## Indian Meat for Developing Markets

Although India pioneered buffalo meat exports in 1969, since 2000 rapid strides have been made. It has occupied the coveted No.3 position amongst bovine meat exporting countries since 2006. The markets for Indian halal buffalo meat are the developing countries of Asia, Middle East, CIS countries and Africa, majority of which are Islamic, where the supply of genuine halal meat is important. The per capita consumption in India's target markets are low, but growing and hence the potential is substantial.

The characteristics of Indian halal buffalo meat, advantages in processing and being healthier than beef, is addressed. The development of buffalo meat export industry in India has been fostered by strict government regulatory mechanism; coordinated communication efforts by the government agencies, export abattoir establishments and industry Association (AIMLEA) have helped Communication addresses all interest groups and parameters; inspection visits by the regulatory authorities of target markets build confidence and provide effective communication platform.

The vast veterinary infrastructure in India and the rapidly improving livestock health status, are important elements which help export efforts; equally important is full utilization of carcass and value addition covering range of by-products, which lowers the cost of meat. However the meat export industry has to grapple with a range of sensitive issues, both within the country and in various markets.



**International Meat Secretariat**  
6 rue de la Victoire | 75009 Paris, France  
Tel : 33.1.45 26 68 97 | Fax : 33.1.45 26 68 98  
info@meat-ims.org | www.meat-ims.org

Organizers



**Argentine Beef Promotion Institute**

Esmeralda 130, Piso 22 | (C1035ABD)  
Buenos Aires, Argentina | Tel. (54-11) 5353-5090

**More information:**

worldmeatcongress2010@ipcva.com.ar  
congresomundialdelacarne2010@ipcva.com.ar