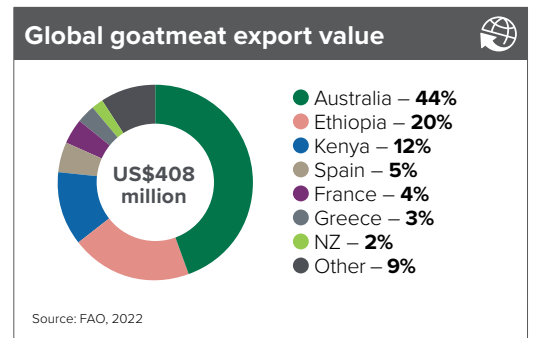
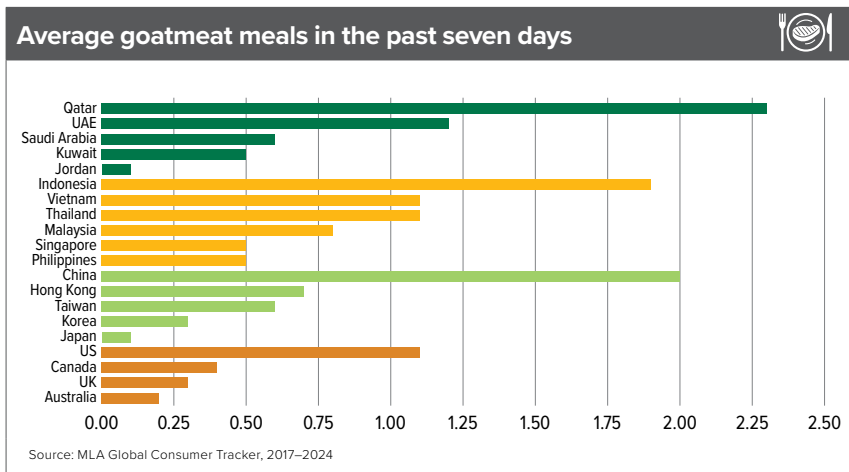
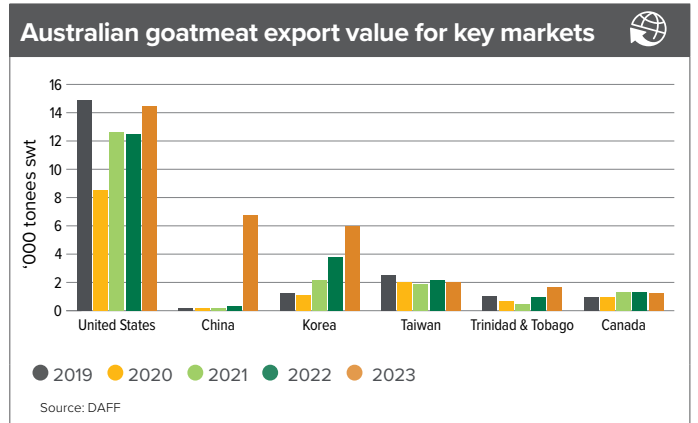
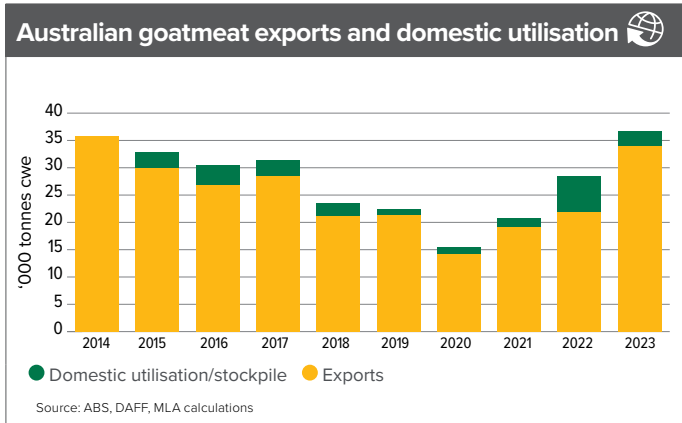
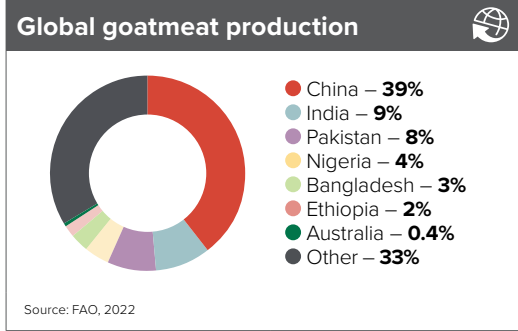




GLOBAL SNAPSHOT | GOATMEAT



Goatmeat is a niche protein consumed around the world that has no associated religious or cultural restrictions. There is great variability in per capita consumption between countries, driven mostly by local production volumes and tradition. Goatmeat is often associated with specific cooking methods, dishes and cuisines and hence is more popular in certain ethnic communities. In a global context, while Australia has a small flock, it is the largest goatmeat exporter, supplying high-value markets such as the US and Korea. Australian goatmeat is primarily sold through food service channels, although it is increasingly available in retail outlets. Growing health concerns and consumer interest in novel and exciting ingredients are contributing to a positive outlook for higher demand in key markets.



Australian goatmeat demand will continue to benefit from opportunities in domestic and key global markets by leveraging its strengths and addressing some barriers:

- Goatmeat is a meat protein considered to be highly nutritious.
- The widely acknowledged health benefits of goatmeat can be leveraged to meet growing global demand for health, wellness and nutrition.
- Goatmeat is generally considered most suitable for slow, wet cooking methods.
- Opportunities to increase trial and consumption of goatmeat could tap into the appeal of cuisines that traditionally utilise goatmeat, such as South Asian (Indian, Pakistani, Nepalese), Caribbean, Middle Eastern and some Asian and South American cuisines.

- Australian goatmeat quality presents opportunities to expand utilisation of the product in western style dishes such as pan-fry, grill, steak or burger.
- The growing number of managed and semi-managed goats will provide a more stable goatmeat supply, increasing confidence in foodservice operators to include it on-menu and for retailers to stock it.
- A challenge across many markets is consumers' lack of access to and familiarity with goatmeat, and their consequently low levels of confidence in preparing and cooking it.
- On menus, goat is often seen as interchangeable with sheepmeat and other red meats, in part driven by a lack of availability, price and differentiation (Source: GlobalData Menu Intelligence, 2022).



Production and supply

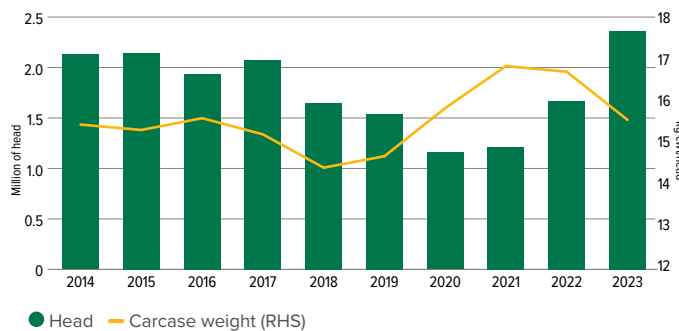
- The Australian goat industry has experienced a remarkable turnaround since 2020. After facing the lowest production volumes in over two decades due to prolonged drought conditions, the sector saw a rapid expansion thanks to more favorable weather and the inherent short breeding cycle of goats. This recovery was reflected in a 136% increase in production volume since 2020, culminating in a record-breaking year in 2023.
- According to the Australian Bureau of Statistics (ABS), in 2023 goat slaughter increased 41% year-on-year to a total of 2,364,307 head.

Australian goat slaughter by state, 2023		
State	Processed number of head	% change 2022–2023
Victoria	1,103,283	+18%
Queensland	713,702	+57%
NSW	420,280	+1,284%
SA	109,407	-53%
WA	17,635	+2%
National total	2,364,307	+41%

Source: ABS

- Goatmeat production in 2023 increased 29% from 2022 levels, totalling 36,903 tonnes carcass weight (cwt). Higher slaughter in 2023 saw average carcass weights dip closer to 15.5kg per head. NSW is considered Australia's largest source of goats, supplying abattoirs in Victoria, Queensland and South Australia.

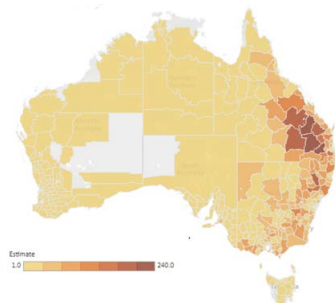
Australian goat slaughter and carcass weight



Source: ABS, MLA calculations

- The majority of Australian goatmeat comes from rangeland harvest goats. However, the number of animals coming from a managed production system has been increasing over the years. The Australian Agricultural Census estimates the number of goats under a managed or semi-managed production system grew 82% from 2015–16 to 2020–21.

Distribution of enterprises producing managed or semi-managed goats*

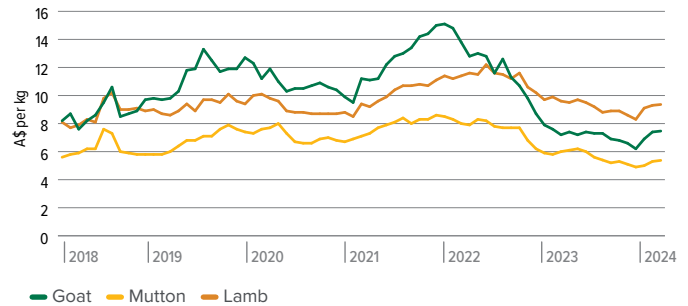


Source: ABS *Includes horse and buffalo enterprises

- Australia's goatmeat industry sustained high export prices from 2019 to the first half of 2022, consistently trading at higher rates than lamb and mutton. However, in the second half of 2022, record

high supply and inventories of goatmeat, alongside softer demand in the key export market of the US, saw goatmeat prices fall to their lowest in a decade. In 2022, sheepmeat also suffered a price correction due to high production.

Average Australian goatmeat and sheepmeat export price

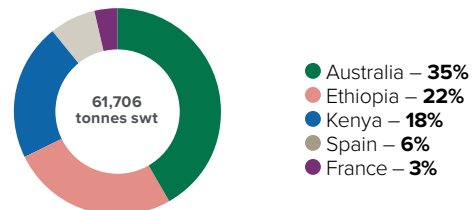


Source: S&P Global MI Global Trade Atlas (GTA)

Exports

- Globally, Australia is a minor producer of goatmeat but the largest exporter, with a 35% volume share of global goatmeat exports in 2022. Furthermore, the premium export prices of Australian goatmeat led Australia to capture 44% of the global goatmeat export value of US\$408 million in 2022 (Source: FAO). Australian goatmeat is almost exclusively (99%) exported as frozen whole carcass (Source: DAFF).
- Ethiopia and Kenya are the second and third largest global goatmeat exporters, with a 2022 volume share of 20% and 12% respectively (Source: FAO). While not directly competing in the same markets as Australia, they supply markets in Africa and the Middle East.

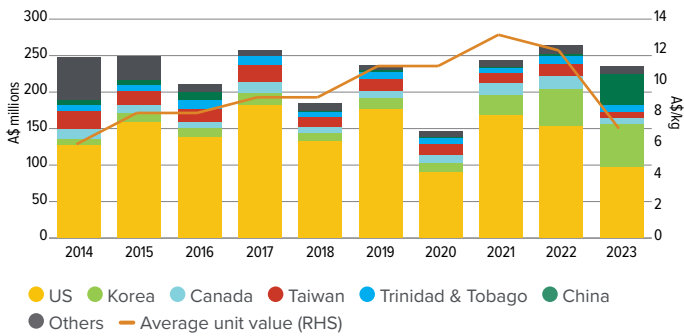
Top global goatmeat exporters by volume



Source: FAO, 2022

- In 2023, Australia recorded the second highest export volume with a total of 33,891 tonnes shipped weight (swt) of goatmeat, up 55% on 2022. A surge in production coupled with competitive prices supported export growth. Australian goatmeat exports were valued at \$235 million in 2023, down 10% on a record high export value in 2022, driven by the drop in unit price.
- The US is the largest single export market for Australia, averaging almost 60% volume share over the past five years. In 2023, 14,477 tonnes swt was shipped to the US, accounting for 43% of total export volume, the lowest market share in 20 years.
- In 2023, South Korea further grew demand for Australian goatmeat, rising 18% year-on-year to 5,993 tonnes. Exports to Korea experienced a 437% volume increase since 2020.
- In 2023, China Mainland emerged as the second-largest importer of goatmeat, accounting for 20% of Australia's total exports. Australian exports to China saw a 2,234% increase year-on-year to reach a total of 6,757 tonnes swt.
- Trinidad & Tobago imported 74% more Australian goatmeat in 2023 compared to 2022, becoming Australia's fourth largest goatmeat market. Other markets such as Taiwan and Canada had softer demand in 2023.

Australian goatmeat exports by value



Source: S&P Global MI Global Trade Atlas (GTA)

Australian goat market summary

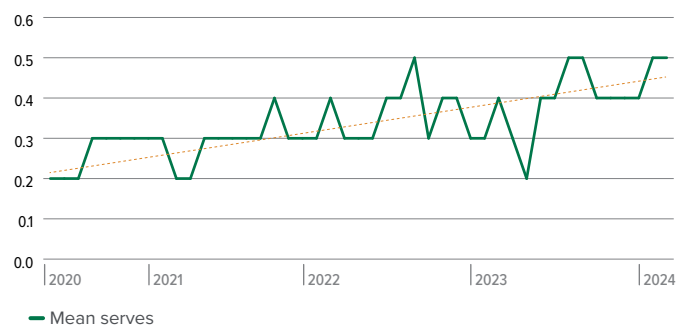
Calendar year	2022	2023	% change 2022-23
Slaughters ('000 head)	1,671	2,358	+41%
Average carcase weight (kg/head)	17.02	15.6	-8.4%
Production ('000 tonnes carcase weight)	28.5	36.8	+29%
Goatmeat exports ('000 tonnes swt)	21.8	33.9	+55%
Goatmeat exports (A\$ millions)	262.5	235.6	-10%
Live goat exports ('000 head)	4.8	18.3	+2,769%
Live goat exports (A\$ millions)	3.8	7.1	+83%

Sources: ABS, DAFF, S&P Global MI Global Trade Atlas (GTA)

Australia – the market

- Goatmeat has relatively low consumer awareness and limited availability in Australia's major retail and foodservice channels. Historically, only about 9% of domestic production is consumed in Australia, with the rest exported.
- A survey of Australian consumers in 2018 showed that over a quarter say the main reason they had not bought goatmeat was that it was unavailable where they shopped. The growing number of managed and semi-managed production systems provide steadier production, reducing challenges for foodservice and retail due to supply volatility. This should improve the consistent presence of goatmeat in these channels.
- Small young Australian families consume somewhat more goatmeat meals than average and goatmeat is particularly popular in communities with various ethnic backgrounds, especially Southern Asian, as well as those who simply enjoy cuisines that feature goatmeat.
- In comparison to other proteins, goatmeat is less prevalent in Australian culinary repertoire. However, there has been a steady upward trend in the average goatmeat serves over the years. Annual ethnic celebrations contribute to spike the demand for this protein, highlighting its cultural importance.

Australia's monthly goatmeat mean serves



Source: MLA Domestic Tracker 2024

Sydney Goat Trail

Many consumers may not realise that Australia leads the world in goatmeat exports. Indeed, the idea of consuming goat as a protein source is unfamiliar to many. To help drive awareness and make it more accessible, Meat & Livestock Australia (MLA) is proud to share the 'Sydney Goat Trail' as a key activity in 2024. The new initiative aims to drive awareness for goatmeat and show consumers where to find and experience it via an engaging 15-minute content piece (see links below). Hosted by Sarah Tiong, a two-time MasterChef contestant and co-owner of Ogni restaurant in Surry Hills, the Sydney Goat Trail takes diners on a journey to six distinct restaurants. Each venue presents the versatility of goatmeat, narrates the stories behind the dishes, and demonstrates how goatmeat can be savoured across various cooking styles and cuisines.

Embrace the culinary adventure.

Give goat a go!

Watch the [trailer](#), or see the [full video](#).



MLA marketing campaign



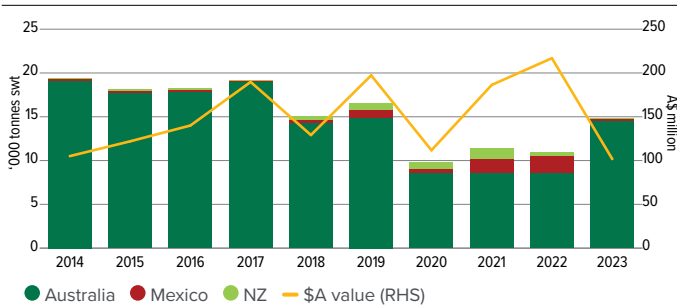
Goatmeat pie





- The US is Australia's single largest export market, taking 14,477 tonnes swt in 2023, up 16% year-on-year.
- Canada is a notable export market. In 2023, Canada imported a total of 1,243 tonnes swt of Australian goatmeat, a 7% drop on 2022.
- North America has been the largest market for Australian goatmeat for over two decades. This is set to continue and is driven by population growth, demographic change and evolving consumer tastes.
- In recent years, competitors benefited from Australia's low export volumes to develop their goatmeat exports, reaching a 19% combined share of total US imports of a record 2,928 tonnes swt in 2021. However, as Australian exports recovered and offered more competitive prices, demand for Mexican and New Zealand goatmeat plummeted to 371 tonnes swt in 2023.

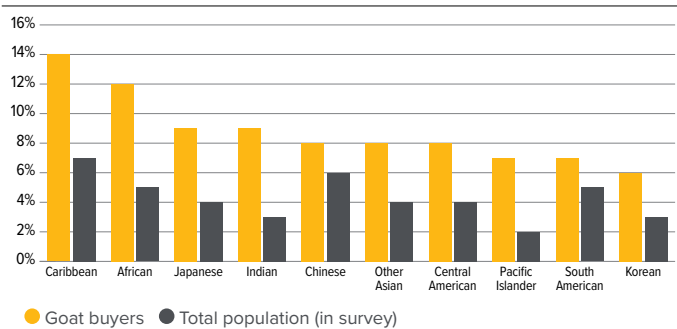
US goatmeat imports by supplier



Source: S&P Global MI Global Trade Atlas (GTA)

- During Australia's low production years, Mexico significantly increased its goatmeat exports to the US, benefiting from its close proximity and substantial production capacity. Although exports reached a peak of 1,945 tonnes swt in 2022, there was an 88% decline in Mexican exports to the US the following year. Mexico is a large goatmeat producer in its own right, with an average annual production of around 40,000 tonnes of goatmeat. However, they have a large domestic market where most of the production is consumed.
- Following five years of consecutive growth in goatmeat demand in Canada, there was a 47% year-on-year decline in 2023, due to a decrease in consumer demand. Australia, the dominant supplier, saw its exports to the market decline 7% to 1,242 tonnes swt in the same year.
- Although goatmeat consumption in North America is growing, as a niche protein it has relatively low awareness in consumers' minds, with lack of familiarity the main reason – having not grown up eating goat as a part of their protein repertoire, many don't know how to cook it.

Ethnic background of US goatmeat buyers



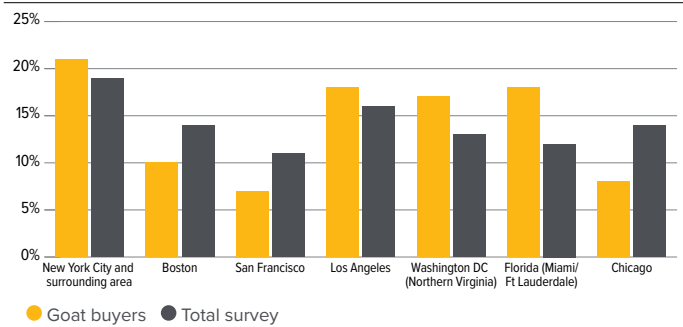
Source: MLA Global Consumer Tracker 2023. Self-reported ethnic background. Caution: indicative data – small sample sizes.

- Goatmeat buyers are more likely to have Caribbean, African, Asian, Pacific Islander and Central American cultural backgrounds, where goatmeat is part of traditional cuisines. It is also more

frequently consumed by those who identify as Hindu and Muslim, with those consumers enjoying more than twice as many goatmeat meals per week than the country average (Source: MLA Global Consumer Tracker, 2023).

- Among some groups, goatmeat is seen as interchangeable with mutton and even lamb. A survey of menus featuring goatmeat indicates it often features in curries, stews and other slow-cook dishes and is frequently offered as a protein choice alongside lamb or beef. Cuisines that utilise goatmeat include Indian, Southern Asian, Caribbean, Mexican and Middle Eastern.

Goatmeat buyers across US cities



Source: MLA Global Consumer Tracker 2023

- Cities with a diverse cultural mix and a higher concentration of populations from various ethnic backgrounds often exhibit higher demand for goatmeat. These groups often maintain their culinary traditions and preferences after migrating (Source: MLA Global Consumer Tracker 2023).
- Goatmeat tends to be bought by those who love meat of all kinds and are looking to expand their protein and cuisine repertoires. Goatmeat buyers are twice as likely to have also bought lamb in the past month (Source: MLA Global Consumer Tracker 2023).
- More frequent goatmeat buyers tend to be younger, affluent consumers looking for novelty, variety, healthiness and meat raised with high animal welfare standards (Source: MLA Global Consumer Tracker 2023).
- The majority of goatmeat entering the US is sold through foodservice. The inclusion of goatmeat on-menu increased over the past few years beyond fine dining, driven by growing interest from operators looking for something different to attract diners (Datassential Menu Matters 2022).
- As many consumers are still largely unfamiliar with goatmeat, some restaurants are using goat in familiar dishes such as grills, burgers and sandwiches to boost consumption. Goat is increasingly promoted as a 'new protein', similar to Wagyu beef, particularly in trendy restaurants and specialty grocery stores (Source: Datassential MenuTrends 2021).
- Foodservice trends in the US present a potential opportunity for expansion of goatmeat. There has been considerable growth in medium to high-end Indian restaurants nationwide, a cuisine well-known for its use of goatmeat. Increasing popularity of dishes that feature goat such as birria, are shifting the dial on demand.



Goatmeat birria

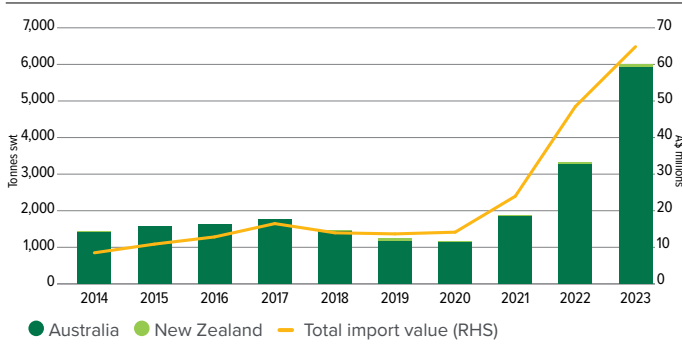


South Korea



- Despite being a niche protein, Korea has a long tradition of consuming goatmeat from both domestic and import sources. Australia has been a long-standing key trading partner for many years. In 2023, Australian goatmeat exports to Korea surged 81% year-on-year, setting a new record high volume of 5,994 tonnes swt.
- There has been a four-fold increase in imports since 2020, positioning Korea as Australia's third-largest export destination. As the dominant player in the Korean import market, Australian product accounted for 99% of import volume in 2023 (Source: S&P Global MI Global Trade Atlas (GTA)).
- Australian goatmeat export value to Korea also reached a new record high after a 34% increase on 2022 to total A\$64.5 million. Indicative of the strength of demand, Korea's import unit price is the highest among the largest import markets (Source: S&P Global MI Global Trade Atlas (GTA)).

Korean goatmeat imports



Source: S&P Global MI Global Trade Atlas (GTA)

- Korean consumers' increasing interest in maintaining overall health has been growing demand for food with medicinal properties. Although goatmeat is not a common protein in daily diets, it is consumed by many older Koreans for health benefits. It is typically consumed more during the *Sambok* period (the hottest days of summer from mid-July to mid-August) in the popular dish *Yeomso Tang* (goatmeat stew). Furthermore, a recent trend to goatmeat use in health and immunity boosting dishes has further boosted demand for Australian imports.
- Increased interest in health has also grown demand for goat extract ingredients. High and rising prices of local black goats used for medicinal purposes had the effect of increasing demand for alternative imported product, mainly from Australia. In oriental medicine, goat extract is associated with functional health benefits such as stamina and revitalisation of the body.
- The highly competitive and fast-paced dynamics of the Korean market has incentivised importers to import more goatmeat while looking to create new market opportunities, capitalising on both good import prices and strong consumer demand. This represents an opportunity for Australian goatmeat exporters to explore further growth opportunities in the Korean market.
- Korean consumers prefer skin-on goatmeat, which is typically served in specialised restaurants and in wet slow-cook dishes such as stews and soups. However, the rising popularity of goatmeat, coupled with consumers' limited knowledge of its preparation, has created a market opportunity for more convenient and accessible goatmeat products.

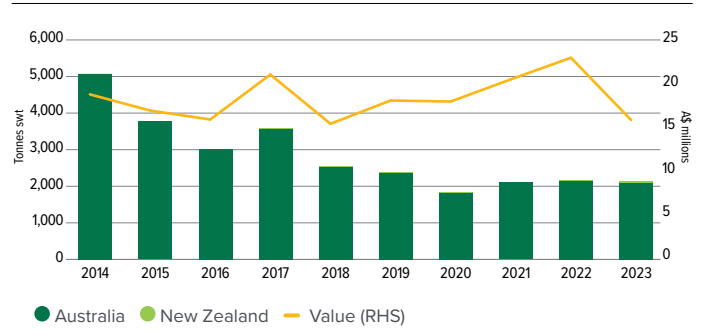


Korean goatmeat soup

Taiwan

- Taiwan has been a major long-standing market for Australian goatmeat. However, since peaking in 2014, import volumes declined up to 2020. Since then, import volumes have stabilised, accounting for 2,130 tonnes swt in 2023. Australia supplies almost all of Taiwan's imports, with New Zealand being a minor supplier.
- The value of Australian exports has trended up since 2018, culminating in a record value of \$22.8 million in 2022. However, there was a 31% decline in 2023, attributed to a decrease in the unit price of Australian exports.
- Import volumes in 2023 accounted for about two thirds of domestic consumption. Goatmeat is shipped to Taiwan as frozen skin-on carcasses, processed in market and sold with the skin on.
- Identified as a 'warming tonic' food due to its ability to strengthen and warm the body, goat is typically served in specialised restaurants during winter in traditional slow-cook dishes such as herbal stews and hotpots.
- Foodservice is the main sales channel for goatmeat in Taiwan. However, large supermarkets have been stocking small volumes of skin-on goatmeat products for sale.

Taiwan's goatmeat imports volume and value



Source: DAFF, S&P Global MI Global Trade Atlas (GTA)

China Mainland

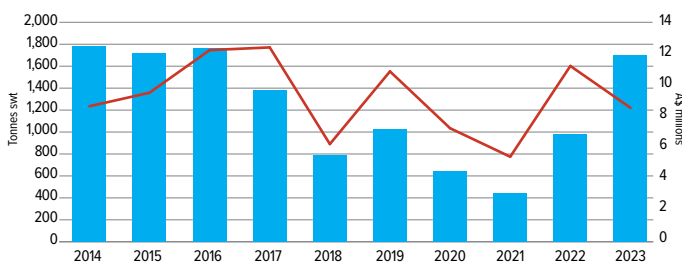
- In 2023, Australian exports to China Mainland surged 2,234% year-on-year to a total of 6,757 tonnes swt, positioning it as the second-largest Australian export market after the US for this period. Favourable price was the main demand driver, supported by zero tariffs from 1 January 2023 as part of the China-Australia Free Trade Agreement. A barbecue event held during the 2023 May Day holiday in Shandong Province was a notable demand driver of exports in March and April, which promoted a non-traditional goat cooking method to showcase the high quality of Australian goatmeat.
- China stands as the world's leading global producer of goatmeat, with the majority consumed domestically. Within the country, goatmeat has tended to be more popular in the colder northern region of the country as well as in some southern provinces such as Fujian.
- In China, goatmeat is known as a nutritious and 'warming' meat, with consumption tending to be occasional and seasonal, and traditionally prepared skin-on in dishes using slow wet cooking methods.
- Foodservice is the primary channel through which consumers enjoy goatmeat. Imported goatmeat undergoes further processing into easy-to-cook products, which are then distributed across both retail and foodservice channels.



Goatmeat curry with roti

- The Caribbean region's domestic goat flock size was estimated at 2.8 million head in 2021, with a total annual production of 15,000 tonnes (Source: FAO). Goatmeat is enjoyed across the region, often in the form of a traditional Indo-Caribbean goat curry served with roti, or in a roti wrap, which is a popular street-food.
- Despite Trinidad & Tobago (T&T) having only 0.4% of the total Caribbean flock, it has been the region's largest goatmeat exporter. The twin islands located just off the northeast coast of Venezuela in the Lesser Antilles are a major financial centre in the Caribbean and Australia's largest trading partner in the region.
- Australia has exported goatmeat to T&T for decades, contributing to red meat being Australia's largest value export to the market. In 2023, the Caribbean region represented around 6.3% of Australia's goatmeat exports and T&T accounted for 80% of the total exported to the region.

Australian goatmeat exports to Trinidad & Tobago



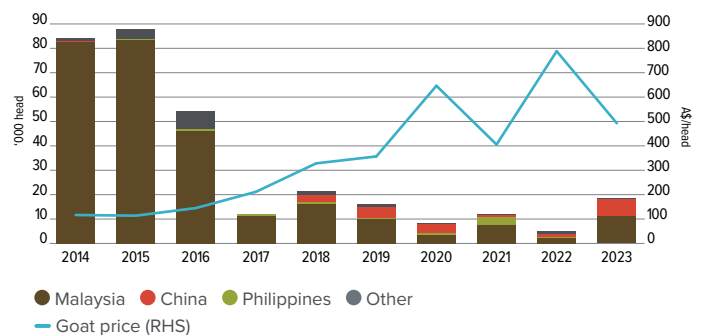
● Volume — Value (RHS)

Source: DAFF, S&P Global MI Global Trade Atlas (GTA)

- In 2023, Australia exported 1,697 tonnes swt of goatmeat to T&T, marking a 74% increase on 2022 following historically low exports in 2021. The volume shipped in 2023 rebounded to pre-pandemic levels, surpassing the 10-year average. However, despite the volume increase, the total value of the exports fell by 24%, totalling A\$8.5 million.
- T&T consumers have a preference for locally-produced fresh goatmeat, with demand surging during cultural and religious festivals and celebrations. However, despite this preference, local production struggles to compete with imported products in terms of price and volume.

- Australia's total live goat export value increased 83% in 2023 year-on-year to total A\$7 million. This figure represents 3% of the overall goat export value, combining both meat and live exports.
- In 2022, Australian live goat exports saw low export volumes, with only 4,869 goats air-freighted internationally. This decline was attributed to high goat prices, a significant price disparity with sheep, and prevailing global economic uncertainty. Conversely, 2023 saw a remarkable turnaround as goat prices fell, narrowing the price gap with sheep. This made Australian goats more competitive and appealing in key markets, leading to a substantial 277% surge in exports, totaling 18,356 head in 2023.
- Malaysia and China are Australia's top live goat export destinations. Malaysia imports mostly slaughter animals while China imports breeders.
- Historically, Malaysia has been the largest export market for Australian live goats. Despite the increase in supply, high prices have made live goats less competitive compared to domestic goats, domestic sheepmeat and imported mutton. While consumers prefer goatmeat for its leanness, sheepmeat can be used interchangeably with goatmeat in many Malaysian dishes when goatmeat prices become too high.
- Malaysia's demand significantly influences Australia's total live goat exports, being the leading destination. Despite starting from a low base, in 2023 Malaysia's imports surged 385% year-on-year, reaching a total of 11,043 head. The majority of these imports were for slaughter purposes, while breeders constituted 13% of the total in 2023.
- In 2023, exports to China more than tripled from 2022 to reach a record high of 6,675 breeders, holding the title of Australia's largest market for breeder goats.

Australian live goat exports



Source: Volume – ABS (2010–14), DAFF (2015–22)
Value: ABS



Rangeland goats in a saleyard

Market access overview



	Trade agreement			Import tariffs		Technical access	
North America	US – Australia-United States Free Trade Agreement (AUSFTA)	Canada – CP-TPP	Mexico – CP-TPP	0%		US – issues include port mark compliance	Mexico – flat stacking of carcasses
Greater China	China mainland – Australia Free Trade Agreement (ChAFTA)	Taiwan – no free trade agreement		China mainland Goatmeat – 0% since Jan 2023 Live goats – 0% since 2019	Taiwan – NT\$11.30/kg or 15%, whichever is higher		
Korea	Australia Free Trade Agreement (KAFTA)			0% for goatmeat and live milk goats since Jan 2023			
Trinidad & Tobago	No free trade agreement			0% (under Common external tariff of the Caribbean Community (CARICOM CET))			
Malaysia	ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA) and Malaysia-Australia Free Trade Agreement (MAFTA)			0% (for meat of goat and live goat)		Maintains import regulations in accordance with Halal labelling requirements	
United Kingdom	A-UK FTA			From 1 Jan 2024 – 9% + 107.25 GBP/100kg From 1 Jan 2025 – 7.50% + 89.37 GBP/100kg			

Source: World Trade Organization, Canada Border Services Agency, MLA, Customs Administration, DFAT, Customs Administration – Republic of China, St. Lucia Customs & Excise Department.

Australian goatmeat – summary table

Volume – tonnes shipped weight

		2023		2022		5-year average (2019–2023)		Change 2023 vs 5-yr av.	
		2023	% out of total	2022	% out of total	5-year average (2019–2023)	% out of total	%	in tonnes swt/A\$
Storage	Total	33,891	100%	21,831	64%	22,033	100%	54%	11,858
	Chilled	27	0.1%	1	<0.1%	12	0.1%	125%	15
	Frozen	33,864	100%	21,830	64%	22,021	100%	54%	11,843

Source: DAFF

Value – in A\$ '000

		2023		2022		5-year average (2019–2023)		Change 2023 vs 5-yr av.	
		2023	%	2022	%	5-year average (2019–2023)	%	%	in A\$ '000
Total		235,645		261,536		223,721		5%	11,924

Source: S&P Global MI Global Trade Atlas (GTA)

Australian goatmeat exports – volume (tonnes swt)

	2023		2022		5-year average (2019–2023)		Change 2023 vs 5-yr av.	
	2023	%	2022	%	5-year average (2019–2023)	%	%	in tonnes swt/A\$
US	14,477	43%	12,505	57%	12,594	57%	15%	1,884
China	6,757	20%	290	1%	1,503	7%	349%	5,254
South Korea	5,994	18%	3,757	17%	2,842	13%	111%	3,152
Taiwan	2,003	6%	2,150	10%	2,107	10%	-5%	-104
Canada	1,697	5%	1,339	6%	955	4%	78%	743
Trinidad & Tobago	1,243	4%	976	4%	1,146	5%	8%	97
Other	1,719	5%	815	4%	886	4%	94%	833

Source: DAFF

Australian goatmeat exports – value (A\$ '000)

	2023		2022		5-year average (2019–2023)		Change 2023 vs 5-yr av.	
	2023	%	2022	%	5-year average (2019–2023)	%	%	in tonnes swt/A\$
US	96,287	41%	153,043	59%	136,563	61%	-29%	-40,276
South Korea	59,251	25%	51,475	20%	33,331	15%	78%	25,920
China	43,642	19%	2,594	1%	10,278	5%	325%	33,365
Taiwan	8,917	4%	16,825	6%	14,212	6%	-37%	-5,295
Canada	8,554	4%	16,567	6%	12,624	6%	-32%	-4,069
Trinidad & Tobago	8,583	4%	11,406	4%	8,728	4%	-2%	-145
Other	10,410	4%	9,626	4%	7,985	4%	30%	2,425

Source: S&P Global MI Global Trade Atlas (GTA)

Australia live goat exports total

	2023		2022		5-year average (2019–2023)		Change 2023 vs 5-yr av.	
	2023	%	2022	%	5-year average (2019–2023)	%	%	in tonnes swt/A\$
Total volume in head	18,356		4,869		11,940		54%	6,416
Total value A\$ '000	7,077		3,862		5,565		27%	1,512
Malaysia								
volume in head	11,043	60%	2,276	47%	6,809	57%	-67%	4,234
value A\$ '000	1,380	19%	1,172	30%	1,607	29%	-27%	-228

Source: DAFF (volume); S&P Global MI Global Trade Atlas (GTA) (value).

