



Voluntary Report - public distribution

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GAIN Report #RP2069

## Philippines

### Livestock and Products

# Lamb Exports Expected to Increase 2002

Approved by:  
**David C. Miller**  
US Embassy  
Prepared by:  
Perfecto G. Corpuz

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#### Report Highlights:

**Although currently a minor consumer, consumption of lamb meat and meat products is expected to grow 30 percent this year, according to the South Asia regional manager of Meat and Livestock Australia (MLA).**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Manila [RP1], RP

Consumer interest in Australian lamb meat is growing and expected to increase by about 30 percent this year. This reportedly was the observation of Timothy Kelf, South Asia regional manager of Meat and Livestock Australia (MLA), the largest umbrella organization of meat exporters in Canberra. Kelf noted that Filipino consumers are acquiring a taste for lamb and expects the trend to continue in the next few years as consumers are looking for alternatives to chicken, pork, and beef.

Lamb meat is currently being imported mostly by institutional buyers from the food services sector such as five-star hotels, delis and restaurants. Kelf reportedly said that last year lamb meat from Australia totaled just 388 MT. Australia is currently the largest exporter of lamb meat to the Philippines with an import market share of about 90 percent.