

# Department of Agriculture, Fisheries and Food

## *Developments in Access to International Markets for Irish Meat*

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**Agriculture,  
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An Roinn  
**Talmhaíochta,  
Iascaigh agus Bia**

# Third country export markets in 2010

- **Beef:** Russia, Mayotte, Algeria, Israel, Ghana, Comoros, Liberia, Ivory Coast, Angola, UAE, South Africa, Mozambique, Gabon, Gibraltar, Tunisia, Hong Kong
- **Pigmeat:** Russia, Japan, Hong Kong, US, South Africa, Singapore, China and Korea
- **Sheepmeat:** Tunisia, Vietnam, Ghana, Mayotte
- **Poultry:** Japan, Benin, Hong Kong, Russia, South Africa

# Main Export Markets for Beef, Pigmeat, Sheepmeat and Poultry

2010 Figures			
Meat	% of amount produced exported	% of exports to EU	% of exports outside of the EU
Beef	89	98	2
Pigmeat	55	80	20
Sheepmeat	70	99	1
Poultry	52	99	1

- If the vast bulk of our exports for most meats except pork, go to the high-value EU market, why are third country markets important ?

- Alternative markets, especially for lower value cuts – e.g. Japan/Mountain chain tripe
- Can also influence price on EU markets if competition from third countries
- Food Harvest 2020

# Food Harvest 2020

- Growth Targets for meat sector over the next decade
- Beef: 20% growth in output value
- Pigmeat: 50% growth in output value
- Sheepmeat: 20% growth in output value
- Poultry: 10% growth in output value

# Gaining access to third country markets - Steps

- Consultative process with Industry, which targets third country markets it wants to gain access to
- DAFF ascertains whether a third country will accept Irish meat under the export health cert or if not, under what conditions it will accept meat
- ***Often long and protracted process***



# Gaining access to third country markets

## – who's involved

- Industry – can play crucial role in access, as if no demand in third country for Irish meat, then no impetus for change
- DAFF – Mainly Meat and Milk Policy Division, Veterinary Public Health Inspection Service and EU Division
- Bord Bia – International Division and Bord Bia offices abroad
- Irish Embassies/Dept of Foreign Affairs/Dept of Enterprise Trade and Innovation
- European Commission in cases where EU led negotiations

# Gaining access to third country markets – what's involved

- Using every opportunity to promote Irish meat product in the countries where access is sought – e.g. Ministerial visits, Joint Economic Commissions, visiting delegations
- Providing detailed information to prospective market on our food safety standards
- Completing detailed questionnaires for third countries, e.g. Japan, China and South Africa
- Veterinary Inspection visits by third countries to Ireland
- ***Ultimately decision to allow access for Irish meat rests with the third country themselves***



# Markets opened in 2010

- **PIGMEAT:** Russia and China re-opened after the dioxin crisis
- **BEEF:** Tunisia and Morocco re-opened; Russia raised age of testing to 48 months, as did Israel; Veterinary Health Cert agreed with UAE, following reopening in late 2009
- **SHEEPMEAT:** Tunisia

# Third Country Priorities for Beef

- **AGE OF BSE TESTING:** To get third countries to which we have access to agree to increase the age of BSE testing to 48 months in line with OIE guidelines – e.g. Saudi, UAE, Algeria and Egypt
- **Turkey** – Immediate priority to get agreement on VHC

# Third Country Priorities for Beef

- **Japan** – Questionnaires complete – next step inspection visit, hopefully early 2011
- **China** – to complete questionnaire – visit by Chinese Minister of Agriculture in 2011 ?
- **Russia** – difficulties with listing of new establishments – inspection visit in early 2011 ?  
Experience of other MSs not positive

# Third Country Priorities for Beef

- **Libya** – visit by Libyan CVO in Jan 2009. JEC in Farmleigh in Oct 2011, Libyan side indicated that trade might be possible following another inspection visit by CVO. Potential visit early 2011 ?
- **Egypt** – to agree VHC with Egyptians

# Third Country Priorities for Beef

- **Malaysia** – one company has filled out detailed questionnaire – possible visit 2011 ?
- **Phillipines** – 2 planned inspection visits cancelled in 2009. Possible visit in 2011 ? - reduce length of visit from 3 weeks to 1 week ?
- **Lebanon** – update beef cert

# Third Country Priorities for Beef

- **Jordan** – to try to get agreement on VHC
- **US/Canada** – to push for publication of US ‘BSE rule’
- **Other countries DAFF has been asked to target by industry:**
- Mauritius, Oman, Kuwait, Bahrain, Qatar, Taiwan, Macedonia, Iran and Ukraine



# Third Country Priorities for Pigmeat

- **Ukraine** – potentially significant market for Irish pigmeat.
  - DAFF hosted inspection visit in late 2009.
  - We expected another visit in late 2010 but they indicated this would not be necessary.
  - We are trying to agree a VHC with the Ukraine.

# Third Country Priorities for Pigmeat

- **China** – Inspection visit of Irish pork plants by CNCA, the Chinese body responsible for the registration of foreign establishments intending to export food to China due in early 2011
- **Australia** – continue to work on gaining access to Australian market

# Third Country Priorities for Pigmeat

- **Russia** - difficulties with listing of new establishments – inspection visit in early 2011 ? Experience of other MSs not positive

# Third Country Priorities for Sheepmeat

- **China** – Lamb casings questionnaire in connection with the possible export of lamb casings from Ireland to China, for processing there was sent to China in 2009. Response received in April 2010 with a request for further information. This was sent to China in Sept 2010 – we await response.

# Third Country Priorities for Sheepmeat

- **Russia** – to gain access for sheepmeat – likely to be long process
- **South Africa** – currently working on trying to agree a certificate with SA authorities
- **Jordan** – currently working on trying to agree a certificate with Jordanian authorities

# Third Country Priorities for Sheepmeat

- **Saudi Arabia** – We received word from Saudis that they would be willing to open their market to Irish sheepmeat plants, subject to them passing inspection visit by Saudi delegation.



# Third Country Priorities for Sheepmeat

- Other third countries DAFF has been asked to target:
- Taiwan, Jamaica/Caribbean, China, Mauritius, Lebanon, US/Mexico/Canada, Indonesia, Egypt

# Third Country Priorities for Poultry

- **Russia** - visit in early 2011 ? Customs Union
- **Japan** – completing detailed questionnaire from Japanese authorities
- **China** – completing detailed questionnaire from Chinese authorities

# Challenges facing us

- OIE Status of US
- Russia Customs Union

# Challenges facing us

## OIE status of US

- Currently US has the same status as Ireland – ‘controlled risk’ status.
- This is likely to change in May 2011, with the US expected to gain ‘negligible risk’ status
- This might affect access for us, if/when the US ‘BSE rule’ is published.

# Challenges facing us

## Russia – Customs Union

- Russia formed a customs union with Belarus and Kazakhstan in July 2010
- Uncertainty as to whether Russian standards will apply
- May lead to difficulties in 2011
- JEC between Ireland and Russia scheduled for March 2011

# Contact information for Meat and Milk Policy Division

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