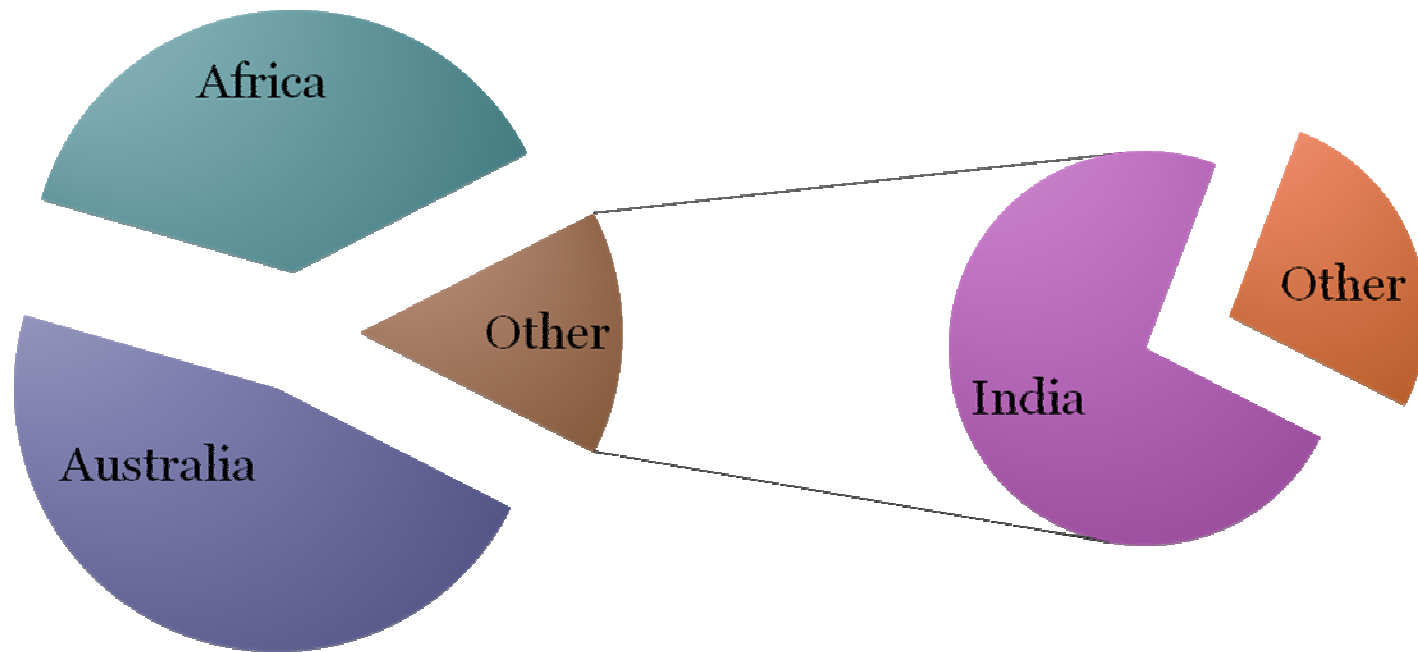


The opportunities and risks for Australian Sheep producers in the Gulf

The Gulf Meat & Livestock Suppliers

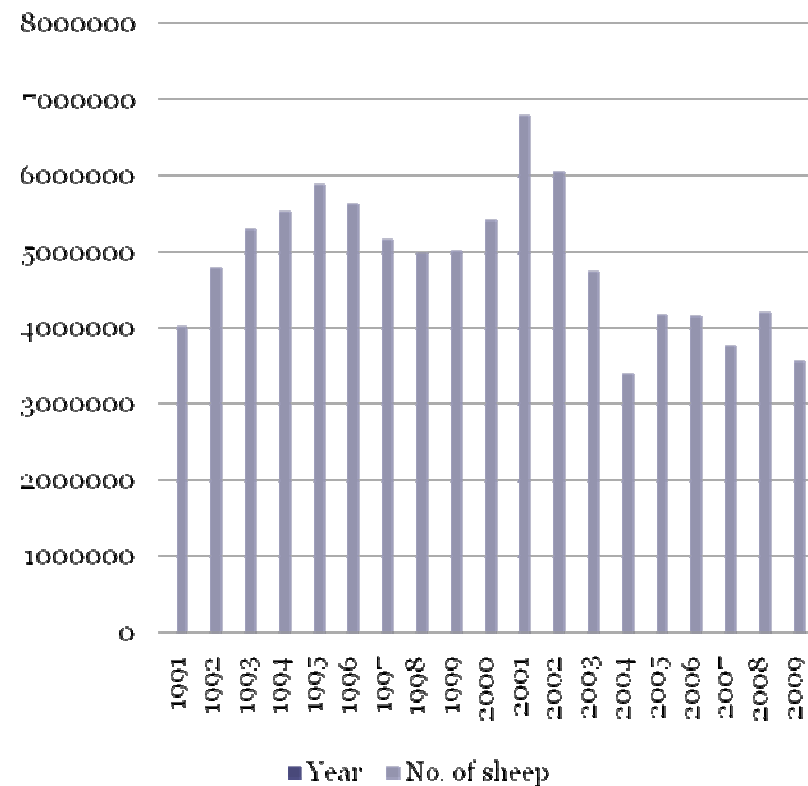
meat Pie



Live sheep export numbers

- Solid demand over the years
- Decrease in recent times due to tighter supply
- Demand expected to go only upwards

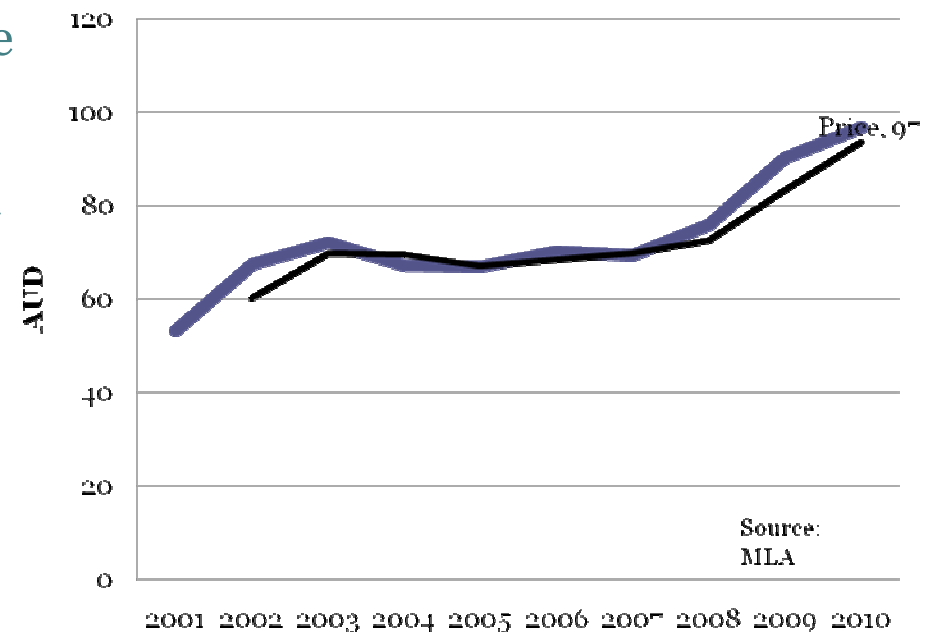
Live Sheep numbers in the Middle East



The problems with Aussie meat

- Increasing Price
 - Price has become a huge issue with Australian meat and livestock in the recent years. Prices have gone up on a very steep scale, forcing consumers to look for alternatives and testing their loyalty

Increase in Sheep Prices



The problems with Aussie meat

- Diminishing Supply of processed meat
 - The biggest problem haunting Australia is the problem of supply.
 - Australia is known for its reliability
 - Tough to find Aussie meat



The influence of Australia

- The most sought after
- No veterinary requirements
- It is brand Australia
- Social respect



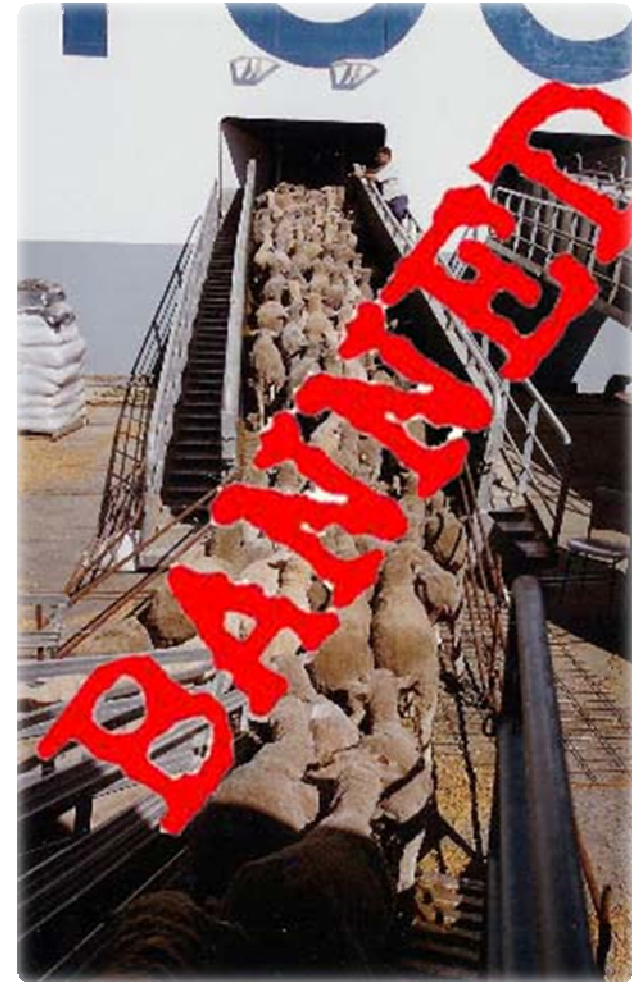
Why the demand is increasing

- Religion
- Perception of higher quality
- Higher satisfaction regarding halal requirements



If Live Export was Banned !!!

- Livestock from other countries
- High risk of diseases
- Unreliable supply
- Worsening situation of Animal Welfare



Only meat instead of Live; why is it not feasible

- The gulf already importing a huge amount of processed meat
- If not Australia than elsewhere
- Nothing can replace the demand for live animals





Animal Welfare

- Lack of awareness in the Gulf
- Not intentionally cruel
- Australians more emotionally attached to their animals



Solutions

- Creating awareness of the problem in the middle east
 - The People are ignorant of the magnitude with which animal welfare is being taken in Australia.
- Getting the importers to realize the importance of animal welfare
- Staying committed to the trade

The role of Africa

- Close proximity to the gulf
- Huge numbers available
- Vitally important to the region
- Huge cost advantage





How Africa outdid Australia