

Beef Marketing

The marketing of beef products is a major economic enterprise that engages many businessmen in the country. In Kenya, livestock marketing is largely in the hands of the private sector, with the government only offering regulatory and facilitation services. Among the EAC Partner States, Kenya has taken advantage of the high beef prices on the world market and opened up export markets in the Middle East. In 2011, Kenyan beef processors exported 15,000 tons of beef to Middle East. There is also some insignificant intra-regional meat trade, with Kenya in the lead position, followed by Uganda and Tanzania.

There is a huge market for beef in the local market as many Kenyans like their delicacy of nyama choma. There are opportunities for global trade in meat and meat products: Global market for fresh meat and fish is \$640 billion¹⁷ and growing. Potential markets for EAC meat include Middle East markets (UAE, Kuwait, Qatar, Saudi Arabia), North Africa (Sudan, Egypt (10 tones/week.)). At regional level the growing number of supermarkets is a good outlet for high quality meat as are the neighbouring countries of Sudan, Gabon, Democratic Republic of Congo and Somalia, but require further investigations to establish market requirements and regulations. Meat is produced by livestock farmers through grazing of animals. Livestock trade is by private sector traders, while slaughter/flaying is also done by the private sector. Trading in meat is carried out by meat traders sourcing it from either slaughter houses or in some cases buy live animals slaughter and trade. But Kenya's Meat Commission has a modern slaughterhouse, certified to export meat and meat products to the United Arab Emirates, the COMESA region among other destinations. The facility is certified for Food Safety Management System, ISO 22000:2005 and Halal certified. In 2010 new markets were opened up in Qatar, Oman, Kuwait, and Egypt. Beef products such as meat and meat products, milk and milk products play critical roles in ensuring food security, enriched livelihood and economic development in Kenya.