



CATTLE COUNCIL OF AUSTRALIA

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Bright prospects for Australian beef in Korea

The Cattle Council of Australia President, Bill Bray, says that the popularity of Australian Beef in Korea is matched by a desire, among importers, to secure a continued supply of Australian beef products.

A visit with Korean importers in December allowed the Cattle Council to understand the dynamics of the Korean market, which continues to offer significant growth opportunities for Australian beef.

"Importers were interested in understanding future supply conditions, which opened the opportunity to discuss potential alliances with Australian producers," Mr Bray says.

Last year Australian beef exports to Korea jumped by 33% to 121,271 tonnes, making it the third largest export market for Australian beef.

Mr Bray says that the US bone-chip issue has allowed Australian beef to gain a strong foothold in the market. However, it is likely that the US will return to the market this year and that will impact on Australia's imports.

"The US/Korean Free Trade Agreement will impact on Australian beef exports but Australia has built strong supply lines and alliances over the past three years so we should be in a good position to maintain a healthy share of the market" +.

"We have heard that Korean importers are unlikely to rely solely on product from one country.

"This will make it important for Australia to continue to listen to importers, understand retailers and promote Australian Beef to the millions of consumers".

Australia's Hoju Chungjung Woo brand, which translates to 'Australian Beef Clean and Safe' has been judged as Korea's leading food brand for the last three years. It holds a 75 percent share of total beef imports into Korea, worth \$661 million.

"The Korean market is becoming increasingly sophisticated with a preference for variety in beef products, ribs, bones and offals.

"The Korean market continues to grow and mature. Quality and beef type to this market improves each year," Mr Bray says.

Ends - For further information contact Bill Bray, President, Cattle Council of Australia on 0402 930 7561 or Selena Jensen, Pegasus Communications on 0400 626 782

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