

# united states of america

2008 snapshot

MEAT & WOOL  
NEW ZEALAND

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The USA is New Zealand's largest beef market.

## Did you know?

The USA has the world's largest economy and the world's largest middle class population.

The USA is one of the world's largest producers and consumers of meat.

The USA is the world's largest beef market.

Frozen beef is New Zealand's largest export item to the USA.

The USA is New Zealand's fourth most valuable lamb market, accounting for 9% of all New Zealand lamb exports (2006-07, NZD FOB).

Lean, grass-fed New Zealand processing beef is blended with domestic US beef to produce ground beef for the vast quick service restaurant sector and the retail sector in North America.

Bio-fuel has become a major new driver in US agriculture, leading to higher food prices for proteins.

The USA is New Zealand's tenth largest wool market, but is much more significant as a final consumer of NZ wool due to yarns and products manufactured elsewhere in the world and imported by the USA.

A country-specific tariff-rate quota is applied to beef and veal imports. New Zealand has an annual quota of 213,402 tonnes.

In-quota tariff for beef and veal is 4.4 US cents/kg, while out-of-quota tariff for beef and veal is 26.4%.

Sheepmeat tariffs range from 0.7 US cents to 2.8 US cents/kg.

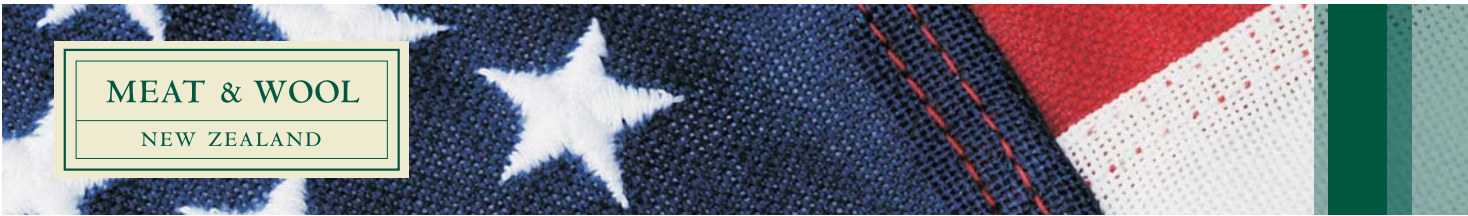
Raw wool tariff is 18.7 US cents/kg.



## Average Meat Consumption in the USA

	Average consumption, per capita
Beef	23kg
Chicken	44kg
Pork	18kg
Sheepmeat	<1kg

Source: FAO, 2005



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## Activities in-market...

Activities undertaken in the United States to increase the profile and preference for New Zealand grass-fed beef and lamb include:

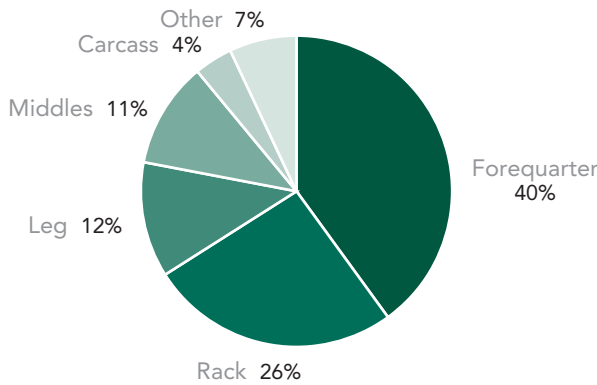
- Demonstrations alongside Cervena venison and Zespri kiwifruit at culinary schools throughout the US to influence upcoming chefs.
- Joint venture promotions alongside New Zealand meat export companies such as attending food shows, advertising and in-store tasting events.
- Involvement in the Tri-Lamb Group, a collaborative initiative between lamb producer organisations from the United States, Australia and New Zealand, to increase the consumption of lamb in North America.



Chef Graham Brown preparing New Zealand lamb racks at The Institute of Culinary Education in New York, 2007.

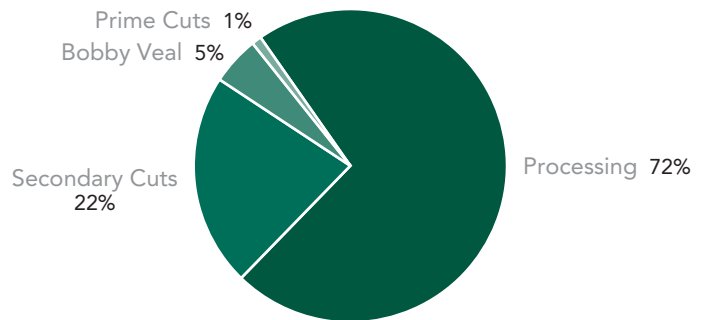
## NZ Lamb Cuts Exported to the USA

(Total lamb [excludes offal], shipped to the USA, year ending 30 September 2007 - 20,924 tonnes)



## NZ Beef Cuts Exported to the USA

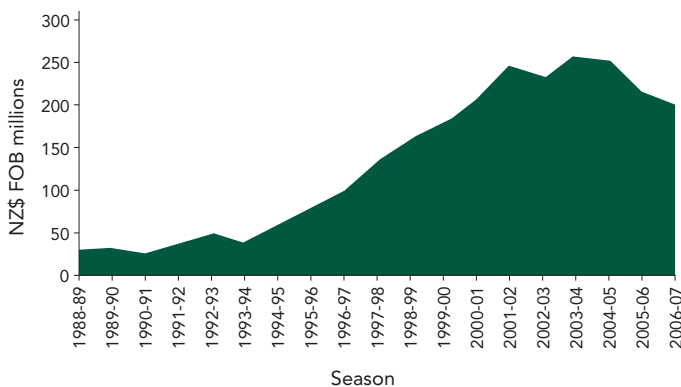
(Total beef [excludes offal], shipped to the USA, year ending 30 September 2007 - 177,954 tonnes)



Source: M&WZN Economic Service

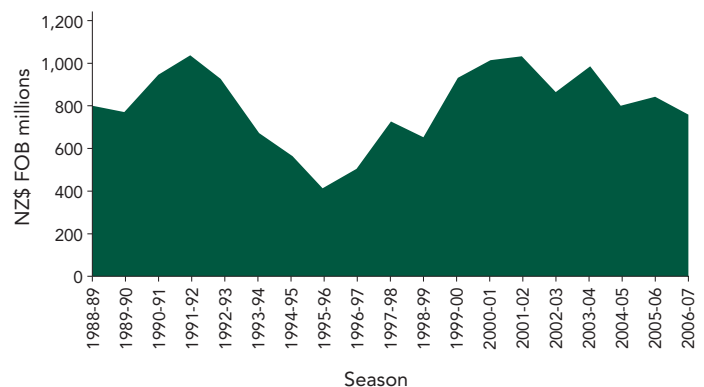
## Annual NZ Sheepmeat Exports to the USA

(Year ending 30 September, NZ\$ FOB millions, includes offal)



## Annual NZ Beef Exports to the USA

(Year ending 30 September, NZ\$ FOB millions, includes offal)



Source: M&WZN Economic Service

## CONTACT

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Information on the Tri-Lamb nutrition project can be obtained from [www.leanonlamb.com](http://www.leanonlamb.com)

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