

Quality and safety of small scale beef products in East and Central Africa



Passengers buy roasted meat on Ugandan highway

For example in Kenya, Tanzania and South Sudan, the roast beef known as *nyama choma* roasted in butcheries and bars is a growing preference by both the indigenous and foreigners.

In Uganda, vending of roadside roast beef known as *muchomo* is a growing trend on highway spots outside the capital city.

Across the ECA region, the supermarkets and the three to five-star hotels offer hygienic, well packaged and graded beef and beef products targeted for the high, medium consumers as well as the health conscious consumers.

To increase sales, actors should:

- Explore more niche markets
- Address the quality and safety issues that come up in the niche markets

Regulators and policy perspectives

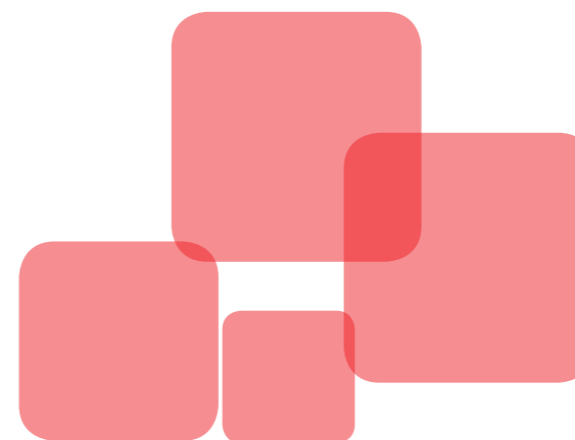
Some of the regulations in the ECA region require livestock to be transported in specialized containers.

Some require meat to be packed and transported in tins, boxes. Before meat is sold it has to be inspected by a qualified veterinary doctor who then rubber-stamps the meat. Across the ECA region, the regulations in existence are either not enforced or are poorly enforced, leading to many irregularities in the beef sector.

The regulators need harmonized regulations for effective service provision to the beef sector. A comprehensive beef policy for the ECA region is lacking and it needs to be put in place.

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Background

The annual per capita meat demand in Africa will reach 22kg by 2050. This exponential increase will necessitate a corresponding rise in demand for livestock. It suggests similar increases throughout the developing world.

In Eastern and Central Africa (ECA), the growing demand for quality meat products is driving opportunities for value addition.

The ECA countries need to put in place measures to exploit this opportunity. However, significant technical and institutional barriers continue to limit the small-scale meat producers and market agents from exploiting these opportunities.

This brochure provides the beef producers, market agents, processors and retailers information on quality and safety perspectives of consumers, niche markets and, regulatory and policy institutions. The information could



A hygienic private abattoir

enhance the adoption of additional innovations in the meat sub-sectors in ECA.

Consumer perspectives

- Consumers have no clear distinction between quality and safety.
- Consumers in the upper-end markets and priority stores perceive packaging as an aspect of quality and safety and are less price sensitive
- They are also willing to pay a premium for quality and safety.
- Consumers rely a lot on the physical attributes of beef to determine the quality and safety. These



Beef in the supermarket in Ethiopia

attributes include the veterinary rubber stamp, colour, fat content of the meat and the cleanliness of the premise.

- Consumer income is a major driver for the type of beef products one decides to buy.
- The high income consumers buy value added beef more than the low income consumers.
- The high income consumers buy beef from high-end markets like supermarkets and priority stores while the low income consumers buy from local butcheries.

- Selling of roast beef is an increasing trend motivated by consumers' demand, especially the low and medium income consumers, for ready-to eat roast beef.

The different ways in which the beef is roasted, dressed and sold varies by country. However, some consumers still question the safety and quality of beef as it goes through the processes of roasting, dressing and selling. If the quality and safety is assured, there will be demand from the high income consumers.

To increase the sales of value added products, the actors should adhere to the regulations for quality and safety and understand consumers' preferences.

Niche markets perspectives

A niche market is a focused, targetable portion of a market that addresses a need for a product or service that is not being addressed by mainstream providers. In the ECA, there is a growing trend of niche markets running across the high, medium and low end markets.