

# Indian embassies abroad opening new frontiers in promoting bovine meat export



Help of the Indian embassies located in various meat consuming countries is being sought to promote bovine meat export from India. Owing to their tireless efforts, some embassies have been instrumental in giving a big leap forward in

promoting Indian bovine meat export.

As per available reports, Agricultural and Processed Food Products Export Development Authority (APEDA) and All India Meat and Livestock Exporters Association (AIMLEA) are working with various Indian embassies abroad to promote meat export in a big way. Efforts include organizing Roadshows on Indian Bovine Meat and inviting deputations from foreign countries to inspect slaughter houses and abattoirs and their meat processing and quarantine control mechanisms.

In one such development, the Ministry of Agriculture of the Government of Indonesia sent an audit team to India “to inspect abattoirs and research institutions, which confirmed that India has excellent mechanism of meat processing and quarantine control. The team was informed that India has more than 50 slaughter houses which are above international standards.

As per information available, based on the report submitted by the inspection team, H.E. Mr. Joko Widodo, President of Indonesia has signed a decree allowing ‘zone-based’ meat imports in which would allow the Indonesian government to open

its market for Indian bovine meat from the month of Ramadan, which has already begun.



The Ambassador of India to Indonesia H.E. Ms. Nengcha Lhouvum

The Indian Embassy in Jakarta is seeing this as 'a big leap forward in promoting bovine meat'. In April this year, Indian Embassy had organized a 'Roadshow on Indian Bovine Meat' in Jakarta, in collaboration with APEDA and AIMLEA, which was attended by senior officials of the Ministry of Agriculture, Indonesian meat producers/importer associations (NAMPA, APMISO, ASPIDI, APFINDO, PPSKI, GKSI, GPMT), Indonesian Chamber of Commerce and Industry (KADIN), State Procurement/Logistics Agencies, private import houses and retailers, apart from the local media.

During the event, the Ambassador of India H.E. Ms. Nengcha Lhouvum, in her opening address had said that bovine meat is one of the prominent sectors which could help diversifying the exports from India that would ultimately benefit the Government and the people of Indonesia.



It was also informed that India had been trying for market access for Indian bovine meat in Indonesia since 1999 and the recent decree signed by President of Indonesia in allowing 'zone-based' meat imports will go a long way in

giving India a significant share in Indonesian meat market.

The Roadshow included a presentation projecting the strength of India as a consistent and quality supplier of bovine meat to Indonesia. India has a track record of 46 years in the export of de-boned and de-glanded frozen Buffalo meat to 64 countries worldwide. 100% of the meat exported from India is prepared strictly in compliance with Islamic requirements and is genuinely Halal.

APEDA and AIMLEA are committed to promote Indian meat export and assistance of other embassies of India too has been sought.

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