

South Africa eyes Algeria as market for beef and lamb exports

03 January 2025 | News

This comes after South Africa's notable success in other Middle Eastern markets



This comes after South Africa's notable success in other Middle Eastern markets

Beefmaster Group, a South African supplier of beef products to the Middle and Far East, announced that the country's red meat industry is well-positioned to tap into Algeria's demand for premium beef and lamb. This comes after South Africa's notable success in other Middle Eastern markets.

With a population of around 47 million, Algeria faces challenges in meeting its domestic beef consumption needs. The country imports beef from Brazil, India, and Europe, alongside an annual average of 100,000 live cattle and lamb from France and Spain.

Gert Blignaut, CEO of Beefmaster Group, who recently joined President Cyril Ramaphosa on a State visit to Algeria, highlighted the potential for South African exports. He emphasised that South Africa not only can meet Algeria's red meat demand but also offers competitive pricing.

"We produce world-class beef and lamb products that are highly regarded in Middle Eastern markets. Our robust systems, controls, and guarantees across the value chain ensure product safety, as evidenced by the markets we have already penetrated," Blignaut stated.

The Middle East and North Africa are expected to account for 58 per cent of South Africa's beef exports and 93 per cent of its lamb exports this year. Data from the South African Revenue Service (SARS) reveals that five of the top 10 destinations for South African beef, as well as the top three for lamb, are in the Middle East.

In 2024, Jordan and Kuwait were the largest importers of South African red meat, purchasing 5,406 tons and 4,797 tons, respectively. The UAE ranked fourth after Mozambique with 3,311 tonnes, followed by Qatar with 1,972 tonnes and Egypt with 1,016 tonnes. For lamb, Qatar, the UAE, and Kuwait led the import list, with 2,439, 1,355, and 1,177 tonnes, respectively.