

# The awful truth about live animal exports

**Myth:** Middle Eastern customers demand live animals.

**Fact:** Australia's chilled meat trade to the Middle East is already worth more than the live animal export trade and increased by 35% in 2005/2006. "The Middle East market is changing rapidly...international retailers are opening western style hypermarkets..." MLA (McAlister July 2006)

Kuwait, 2003, chilled Australian lamb in a Kuwait supermarket.  
Photo provided by Animals Australia



"It is projected that the percentage of young people...with increasingly westernised tastes will rise over the next 20 years...the likely outcome of this will be changing consumer purchasing patterns and preferences for convenience foods over the next 5-10 years."

April 2005 MLA Market Briefs – Middle East

**Did you know?** Live animal export is not a complementary trade to the chilled meat trade – but instead, directly competes for the same export market.

'Impact of the Live Animal Export Sector on the Australian Meat Processing Industry' S.G. Heilbron Pty Ltd

**Live Animal Exports – Cruel and Unnecessary**  
[www.pacat.org](http://www.pacat.org)