

# Jump on national and regional livestock market and trade opportunities

Meeting the projected doubling in demand for milk, meat and eggs in lower-income countries in the next 40 years offers huge opportunities for more than a billion people who rely on the livestock industry for their livelihoods.

## FACTS

Domestic livestock markets are generally much larger than export markets in developing countries, with 90% of livestock products produced and consumed in the same country or region.

## ACTIONS

Facilitate trade in under-exploited regional markets by removing non-tariff trade barriers, harmonizing standards and investing in trade infrastructure.

Help meet the large domestic demand for livestock-derived foods by providing incentives for increased value-addition and supply efficiency among locally processed livestock products, with priority given to those products traditionally consumed.

Weigh export-oriented policies that require large infrastructure investment against realistic assessments of the potential benefits of those export policies, including an understanding of the constraints imposed by sanitary and phyto-sanitary regulations and product quality standards.