

Pastoralists play a key role in fulfilling rising meat demand across Africa

Low consumption of red meat in Africa is expected to rise by 30% in 2030...

- Africa consumes an average of 12kg/person/year of red meat which is **below par on economic growth** (68kg/person/year) **and healthy consumption** (26kg/person/year)
- However, red meat consumption expected to **grow 30% by 2030** driven by increases in GDP per capita **resulting in production deficits**

... suggesting Africa needs to produce additional red meat to meet projected demand...

- Across Africa, increase in red meat demand expected to range from **26-169M tons** annually¹
- Meeting this demand means that Africa need to **produce 2-14x additional red meat** (current production levels 12M tons annually)

... and pastoral production will play a key role in meeting this demand

- Pastoralists contribute **~90% of meat and 50%+ of milk** consumed in East Africa and **~60% of meat and milk** in West Africa
- Pastoral production **makes use of vast areas of ASALs** (arid and semi-arid lands) through **cyclical grazing of wet and dry season patterns**