

Navigating Animal Health Standards - Marketing Solutions for the NCA

AGRICULTURAL OUTLOOK CONFERENCE

By

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WE LEARN FROM EACH OTHER

- ▮ I am not an academia neither a researcher but I farmed for more than 30 years.
- ▮ I am sharing my perspectives.

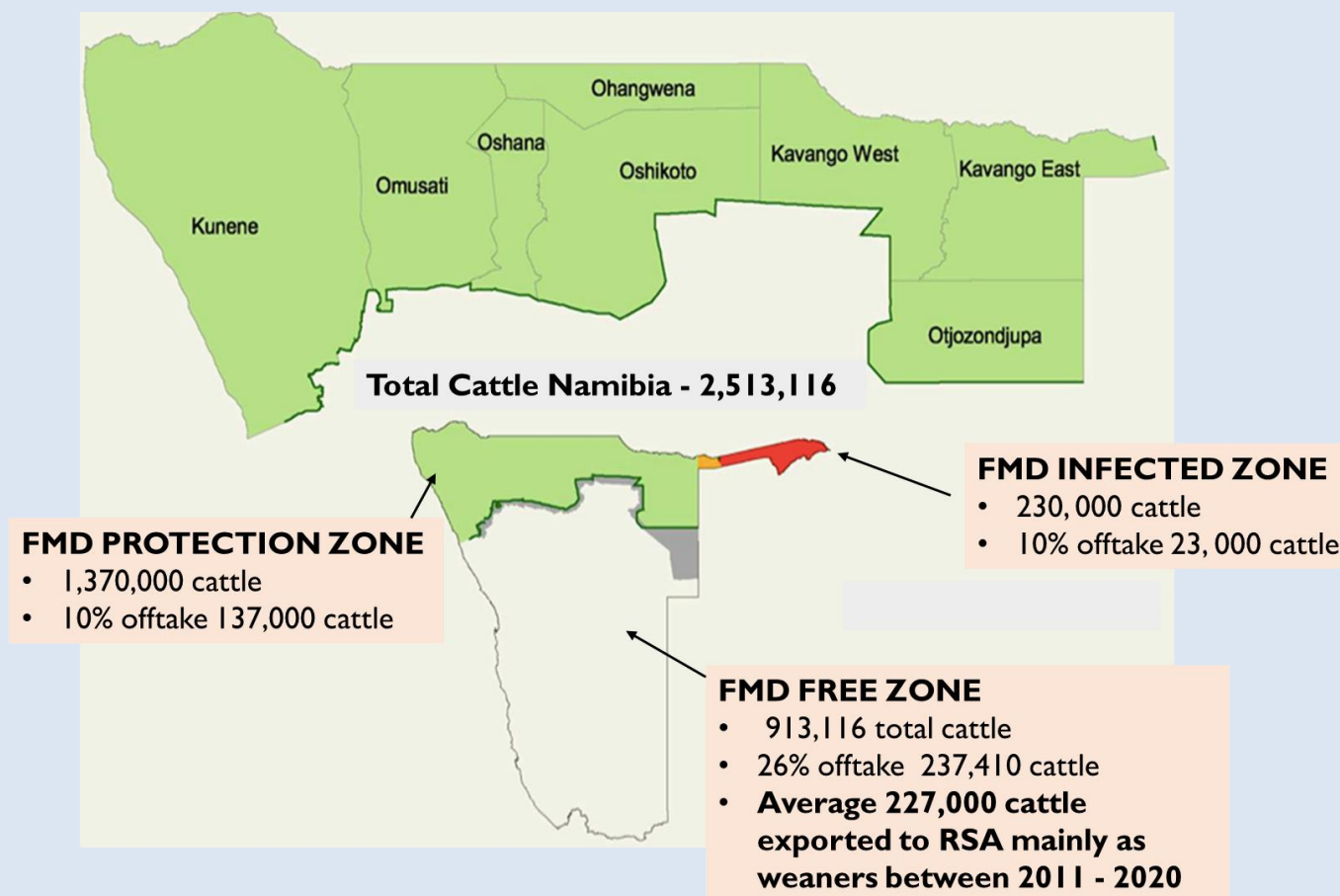
I presented 4 years ago on this. My perspectives has shifted on some of the aspects.

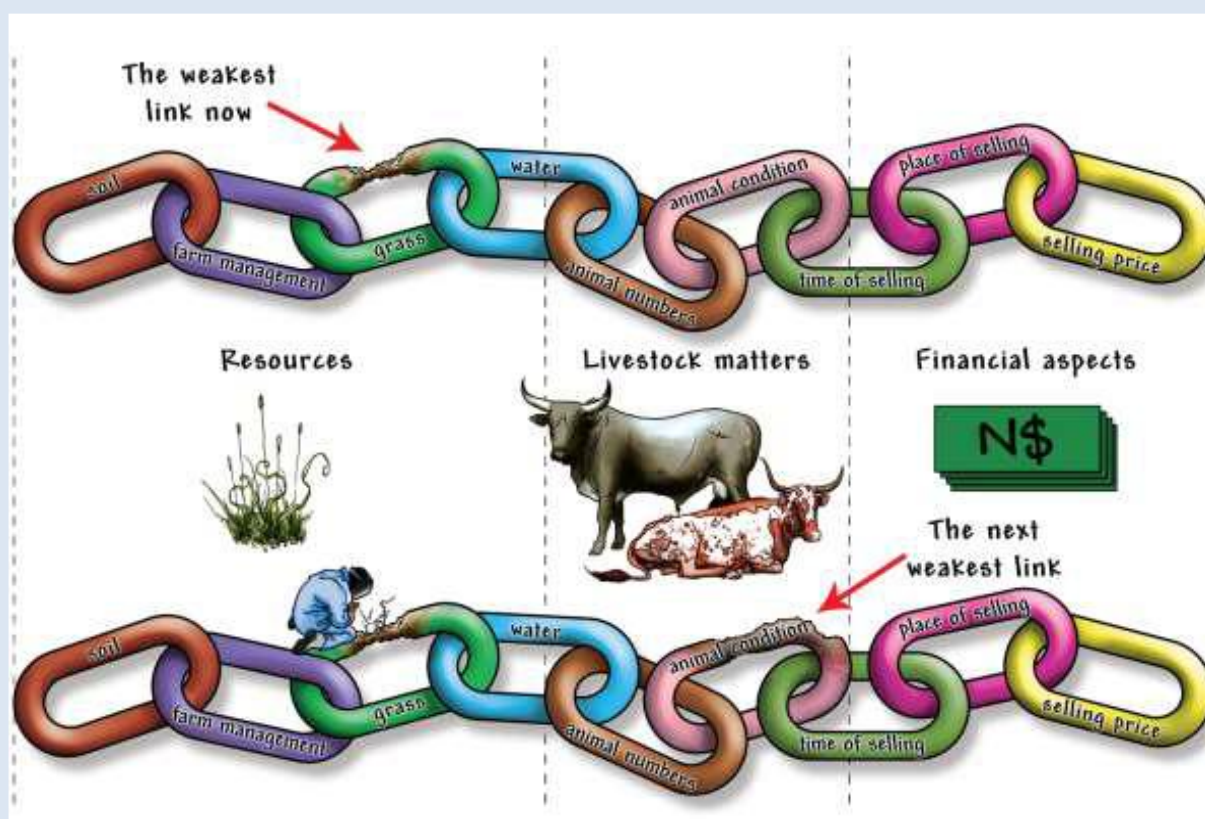
CHALLENGES IN THE NCA

- Do we have sufficient data? – this is critical for farming
- Even if the farming enabling environment policy is perfect, farming still challenging! What if there are major markets and production issues?
- Major setback is the policy environment in the NCA



RECOGNISING ANIMAL HEALTH ISSUE





- Primary Production:
- Fodder Production:
- Feedlotting and on-farm holding:

- Value Addition:
- Product development and diversification:

- Domestic Markets:
- Regional Markets:
- International Markets:

Where is the weak link for the NCA?

20% that can address 80%

Not creation of further abattoirs but profitable markets – I thought we need more abattoirs.

- Why are we slow on Qatar market
- No progress on equalization fund
- Limited progress on code of good practice
- Zones and compartments

Markets pull production not other ways around

Success Factors

- Animal Health improvement
- Feedlots but require fodder production – why not consider hormone in the NCA?
- Address Human Wildlife issues
- Improve Commodity Based Trade procedures
- Access to finance
- Infrastructural development

***I end at primary problems and
solutions***

THANK YOU!
QUESTIONS?

