

**GENERAL AGREEMENT  
ON TARIFFS AND TRADE**

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**IMC/W/112**  
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Arrangement Regarding Bovine Meat  
Thirty-First Meeting  
16 December 1994

**MEAT CONSUMPTION TRENDS**

At the twenty-seventh meeting of the Meat Market Analysis Group, held on 15-16 June 1994, participants agreed to reply to a questionnaire regarding meat consumption trends on a voluntary basis (IMC/W/97). The documents containing the replies to this questionnaire are circulated on a country-by-country basis under the document series IMC/W/-.

**HUNGARY**

**Question 1**

**Is meat the major source of animal proteins in your country? How does it compare with other animal protein sources such as fish? Have there been any changes in the relation of the consumption of meat and other animal proteins? Why?**

Meat consumption, about 60 kgs. per capita annually, is the basic source of animal protein consumption in Hungary; per capita milk consumption is only 150-155 litres. Beside meat, egg consumption is also significant of an average of 20-22 kgs. per capita. The ratio of meat consumption to other sources of major animal protein consumption has been stable for several years and major changes are not foreseen in the near future.

**Question 2**

**Which type of meat has traditionally the consumers' preference in your country? Why?**

Even if the share of poultry meat in total meat consumption is increasing, pork is the preferred meat in Hungary based on culinary traditions.

**Question 3**

**Do meat consumption *trends* in your country correspond to the general trend described above (see IMC/W/97), i.e. a shift away from red meat consumption to white meat, in particular poultry meat? Please provide evidence.**

As indicated in the answer to Question 2 the share of poultry meat consumption is increasing. While the consumption of red meats is decreasing in volume terms poultry meat consumption is steady and a slight increase is foreseen.

#### **Question 4**

**Which factors among those cited above (see IMC/W/97) (and/or others) affected beef and veal consumption the most in your country? Please elaborate. For example, the following factors and their changes are frequently identified as significantly affecting beef and veal consumption: beef prices; disposable household income; relative prices of other meats; population growth; age structure of the population; health considerations (including those related with production methods); product image; animal welfare concerns. What is the role of those factors? What other factors are relevant?**

The level of bovine meat consumption in Hungary is moderate and is deteriorating. This can be described by the general consumer preferences, by the relative high price and low quality of beef and by the general decline in purchasing power.

#### **Question 5**

**Is there any relationship between beef trade and domestic beef consumption in your country? Please elaborate.**

Hungarian bovine meat production is traditionally export oriented. The high quality (marketable) bovine meat is exported and the low quality meat is sold on the local market. The recent drop in bovine meat production has led to significant imports of frozen beef to meet domestic demand.

#### **Question 6**

**Are there any policies or other measures in force directed at affecting beef consumption and/or retail beef prices in your country? In the affirmative, please describe the type of measures and the rationale behind them.**

Law no. VI. of 1993 on Agriculture lists the price of cattle as a directly regulated price. This means guaranteed prices are paid to the farmers. This regulation aims at achieving price stability as well as more predictable financial results for the farmers. Guaranteed prices are published annually, for the first time in 1994. At present, the measure covers male cattle first class or higher quality.

#### **Question 7**

**Are there other types of measures designed to stimulating meat consumption (promotion campaigns in fairs, audiovisual promotion, particular marketing techniques)? For all types of meat or for a particular type of meat? Please specify.**

There are no special measures designed to stimulating consumption.

**Question 8**

**Retail trade practices are changing fast in a rising number of countries. Butcheries are being affected by competition from supermarkets and hypermarkets. Is this the case in your country? How is it affecting meat consumption in general, and beef and veal in particular? Is meat quality being affected?**

No answer.

**Question 9**

**Is the catering market an area of expansion in your domestic market? How does it affect the consumption of the different types of meat?**

No answer.

**Question 10**

**Could you forward to the Secretariat any study/document, official or non-official, which your authorities believe might be helpful for a better assessment and understanding of meat consumption trends in your country?**

No other studies/documents were forwarded to the Secretariat.

GW/14  
18 January 1995

**WORLD TRADE ORGANIZATION DIRECTOR-GENERAL  
HEADS TO MOSCOW**

Mr. Peter D. Sutherland, WTO Director-General, leaves today for a three-day visit to Moscow to meet with key leaders of the Russian Federation. Meetings are planned with Mr. Boris N. Yeltsin, President of the Russian Federation, and with Mr. V.S. Chernomyrdin, Chairman of the Government.

Mr. Sutherland will also meet Mr. O.D. Davydov, Deputy Chairman of the Government, Economic Minister Mr. E.G. Yasin and First Deputy Chairman of the Government, Mr. A.B. Chubais. Additional meetings are scheduled with the Chairman of the State Duma, Mr. I.P. Rybkin, and with the Chairman of the Committee on economic policy of the State Duma, M. S.Y. Glaziev. Mr Sutherland will also meet deputies of the Federal Assembly.

A GATT working party was established in June 1993 to examine the Russian Federation's request for accession to GATT. On 9 December 1994, during GATT's Contracting Parties Session in Geneva, Mr Davydov presented Russia's application to join the WTO.