



Liberia Market Brief: Livestock

May 2021



COUNTRY AREA

11,137*

PASTURE LAND AREA

2000*

SECTOR CHARACTERIZATION

import dependent with unmet demand

* 1000 hectares (ha)

KEY MARKET FACTS



Demand: Meat is an important part of many Liberians' diets and consumption is on the rise

- Demand for meat products far outstrip current production: a modest estimate places Liberia's livestock population deficit at 10% below national requirements
- The pandemic has further exacerbated this situation, with two-thirds of livestock breeding households reporting a reduction in the number of animals owned from 2019 to 2020.
- Customers are ubiquitous, including major supermarkets, high end hotels, cook shops, and households along the coast, inland, and Monrovia.



Supply: Currently dominated by imports from Europe & neighbours in West Africa

- Data is scarce, but FAO estimates place local production of meats at 151t beef, 198t mutton, 343t goat meat, and 1,763t pork
- However, Liberia remains dependent on imports to meet its significant demand: EU exports to Liberia in 2020 totaled:
 - Poultry meat: €13m
 - Offal, animal fats and other meats: €6m
 - Pigmeat: €4m



Infrastructure & Supporting Services: Currently limited, with room to multiply returns via investment

- Storage:
 - Warehouse Availability: >57 (public and private)
 - Total Warehouse Capacity (MT): > 14,615
 - Cold storage: Limited
- Processing
 - Abattoirs: Mainly located in Montserrado county
 - Slaughter slabs: Located in Montserrado with limited availability up-country Veterinary services
- Transport: Cold transport limited
- Veterinary services: Limited
- Quality feed: Sector currently reliant on costly corn imports – innovation and cost reductions required



Opportunities for Investment: Ample opportunity for investment

- Modernising commercial livestock production holds significant potential to disrupt current import arrangements, especially among supermarkets, restaurants, and hotels who are keenly looking to source locally at scale.
- Between the current unmet demand and prevalence of imports – especially from Europe, Guinea, Ivory Coast, etc – investments in livestock production is promising for businesses with a commercial eye to price competitiveness

Current and growing unmet demand for meat and animal products provide exciting untapped opportunity for investment in Liberia's livestock sector – Invest Today!

