



**The role of
traceability in
Malaysian consumers'
red meat
decision-making**

May 2025

MLA research introduction

MLA secured a grant from DAFF and the Australian government for building trust in Australian Agricultural traceability and credentials



Objective: To promote Australian red meat traceability and credentials in Southeast Asia



Coverage: 7 countries, including Malaysia, 4 X focus groups with purchasers of imported red meat



Outcome: Enhance market access, premium pricing, and regional capability

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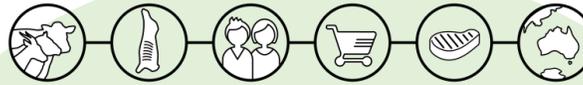
Key Take-Aways



Quality is one of the **top factors** for Malaysian consumers buying red meat



Country of Origin indicates both **quality** and **safety**



Australia's **traceability system** supports trust and authenticity, supporting **Halal** certification

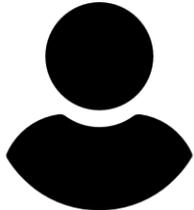


Trust in red meat is built on **quality consistency** and **safety**

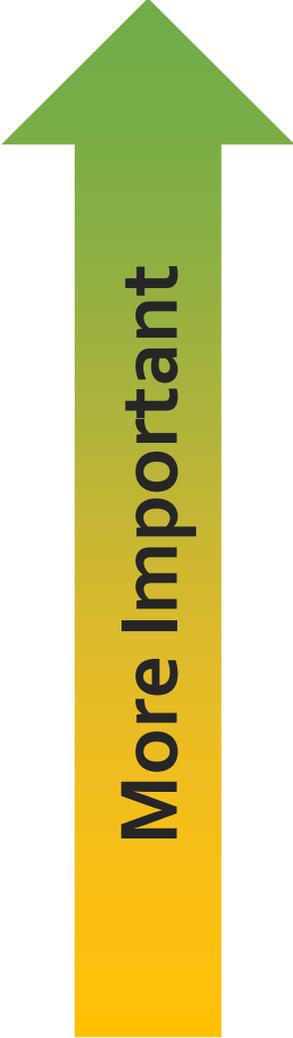


Australia is highly **trustworthy**, with strict standards and a strong reputation

Freshness is Malaysian consumers' top consideration factor when buying beef to eat at home, but Country of Origin is a key factor when buying imported beef.



*"I'll see what kind of meat they have and then before I buy, I will check their labels, where they're imported from and their pricing."
— Older consumer, Malaysia*



- 1 Freshness
- 2 Meat cut
- 3 Country of Origin
- 4 Price
- 5 Weight

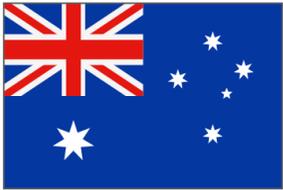
Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant "Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia"



Country-of-origin is closely linked in consumers' minds with beef *Quality and Safety*, and *Australia ranks #1*

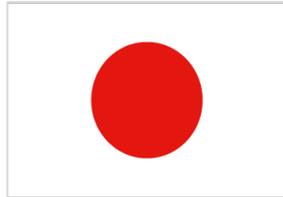


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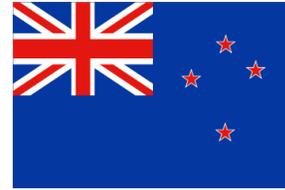
- ✓ *Consistently fresh*
- ✓ *Premium quality*
- ✓ *Hygienic packaging*

2



- ✓ *Luxurious experiences for niche occasions*
- ✓ *Tender and flavour*

3



- ✓ *Reliable quality*
- ✓ *Consistent standards*

4



- ✓ *Easily accessible*
- ✓ *Everyday use*

5



- ✓ *Affordable*

Associations

Confidence in Malaysian consumers' red meat decision-making depends on **Trust** in the product's safety, quality and authenticity

Indicators of Trust:

➤ Safety, quality and authenticity

Clear labelling, country of origin, hygienic packaging and positive experiences

➤ Retailer reputation

"For me, I trust on the label because usually we see the texture of the meat and also we check the label. So let's say if I did not trust the label, then how would I purchase?" - Younger, KL

Trust



Consumer benefits:

- Quality reassurance
- Peace of mind
- Reduced safety and quality risk
- Simplifies decisions

Consumers associate trust with peace of mind and reduced risks

Word of mouth and brand reputation are the top sources of trusted meat

Source	Information Received	Recalled Information	Credibility
Personal Experience	Texture, flavour, cooking outcomes, and product consistency.	Positive/negative experiences shape trust perceptions	Highly credible
Store Reputation	Hygiene, freshness, consistent quality, labelling, and sourcing transparency.	Trusted stores are linked to quality and reliability.	Highly credible
Word of Mouth (Friends/Family)	Trusted brands, cuts, and stores based on others' experiences.	Specific store/brand names and advice from trusted individuals.	Highly credible
Packaging Labels	Origin, freshness, feed type (e.g., grass-fed), Halal certification, expiry date.	Freshness indicators like preparation/expiry dates and certifications.	Moderately to highly credible
Social Media / Advertisements	Promotions, cooking tips, insights about origins or cuts.	Quick details on promotions and recipes.	Least credible

Pack labels provide information that supports trust

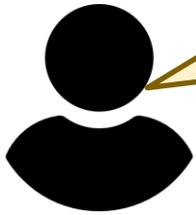
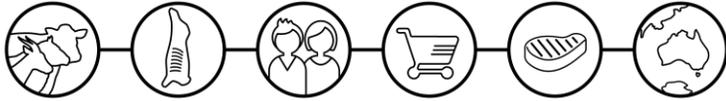


- Consumers say they're willing to pay

+30%
for trusted red meat

Traceability is seen by Malaysian consumers as a support for Trust in red meat product safety and authenticity

Traceability



"If there's some traceability to the meat, it makes us feel safer. We know where it's coming from" -Older, KL



- ✓ Safety
- ✓ Quality
- ✓ Authenticity
- ✓ Halal compliance & ethical standards

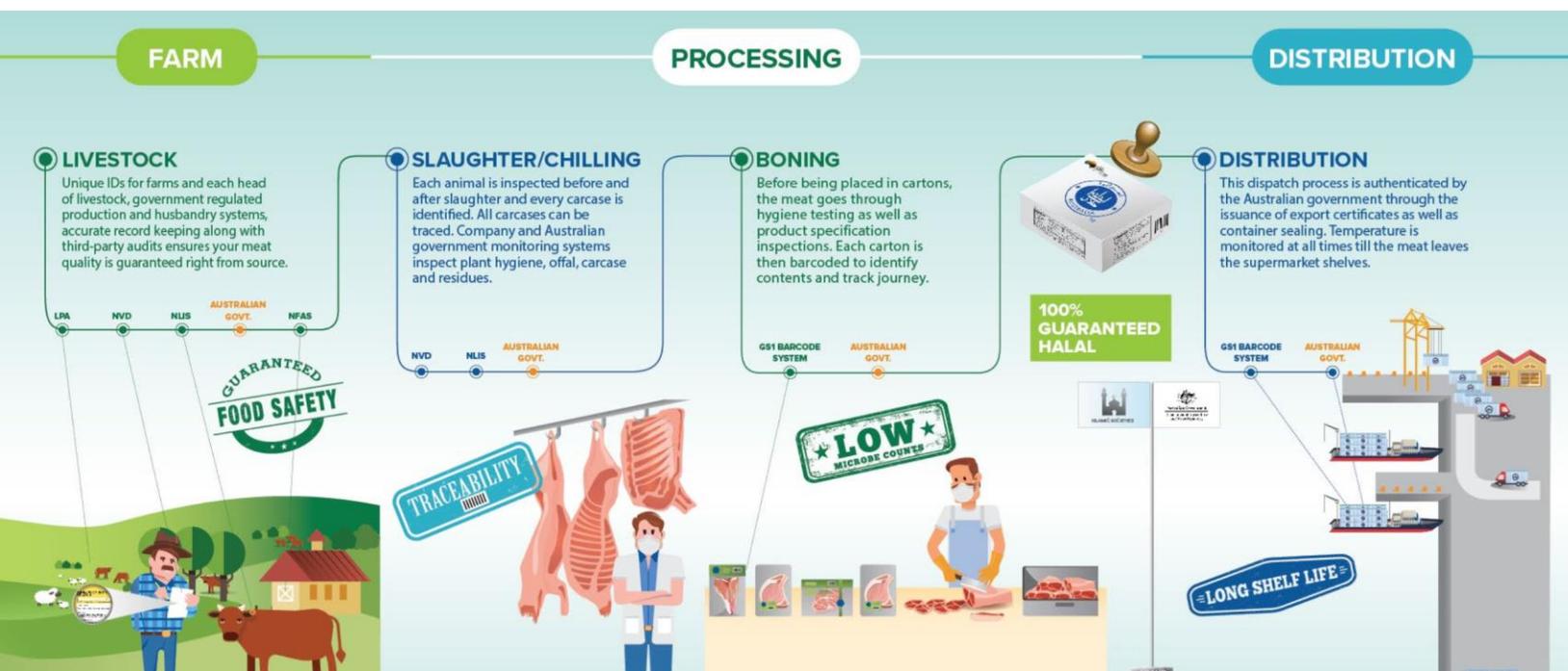


Trust



Transparency of verifiable information across the supply chain

Malaysian consumers have a low spontaneous awareness of the term “traceability” but when prompted feel it provides further assurance of product safety, quality and ethical practices



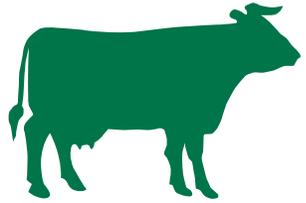
- Consumers feel fully traceable red meat products offer:
- ✓ Consistency of high-quality
 - ✓ Safety assurance
 - ✓ System credibility
 - ✓ Supports Halal requirements
 - ✓ Transparency of info



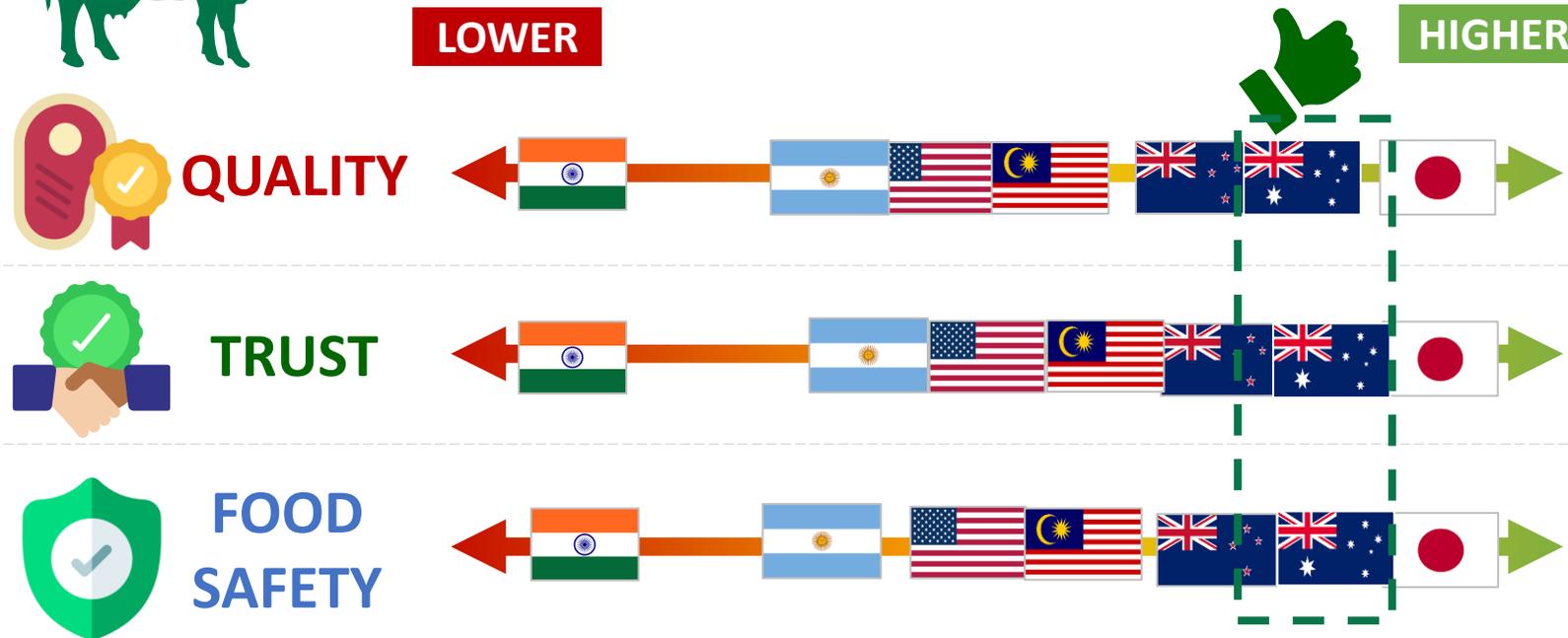
"If I'm deciding between like two brands and if I see this then it's very likely that I will just go with this thing." (Younger, KL)



Australian beef is the best among direct* competitors, underpinned by consumers' trust in quality and safety systems



Malaysian consumer's imported Beef ranking – Top 3 Factors



Aussie beef is...

Australian beef is associated with superior **freshness**, bright **colour**, and **tenderness**.

Australia is perceived as having **stringent regulations** and **reliable farming practices**

The **safety** of Australian beef is reinforced by its **reputation for clean and high-standard farming**, processing, and export practices



"It's because I think Australian beef looks fresher, they have better packaging, and the price point is not too high." - Younger, KL

Source: 2024 MLA research into consumer purchase decision drivers for imported red meat in South-East Asia, conducted under the DAFF grant **"Building Trust in Australian Agricultural Traceability and Credentials in Southeast Asia"**

*Japanese wagyu is considered an aspirational luxury niche product consumed on very special occasions



Lamb is consumed monthly in our target Malaysian households with freshness, cut and value-for-money the top purchase factors

Country-of-origin is relevant for product consumed at home as indicative of quality and trustworthiness



- 1 Freshness
- 2 Cut
- 3 Weight
- 4 Price
- 5 Country of Origin



- Australia has the highest awareness and accessibility.
- Most consumers recognise the logo from supermarkets, increasing confidence and trust.

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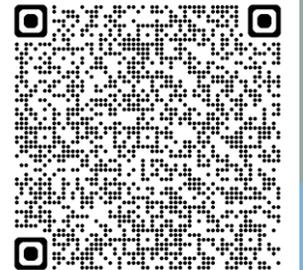
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For more resources:

[South-East Asia Red Meat
Market Snapshots](#)



[Aussie Meat
Trade Hub](#)



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