European poultry industry trends

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Agenda

- **The European Chicken Meat Market**

  - The global setting
  - The development of chicken meat production in Europe
  - The development of chicken meat production in the sub-regions of Europe
  - Summary

- **The European Turkey Meat Market**

  - The global setting
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  - The development of chicken meat production in the sub-regions of Europe
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- **Perspectives**

Goals

- to give an overview about the development of chicken meat and turkey meat production in Europe between 2000 and 2012 on the basis of sub-regions,
- to identify countries with increasing, stagnating or decreasing chicken and turkey meat production,
- to take a look at the future development.

THE EUROPEAN CHICKEN MEAT MARKET

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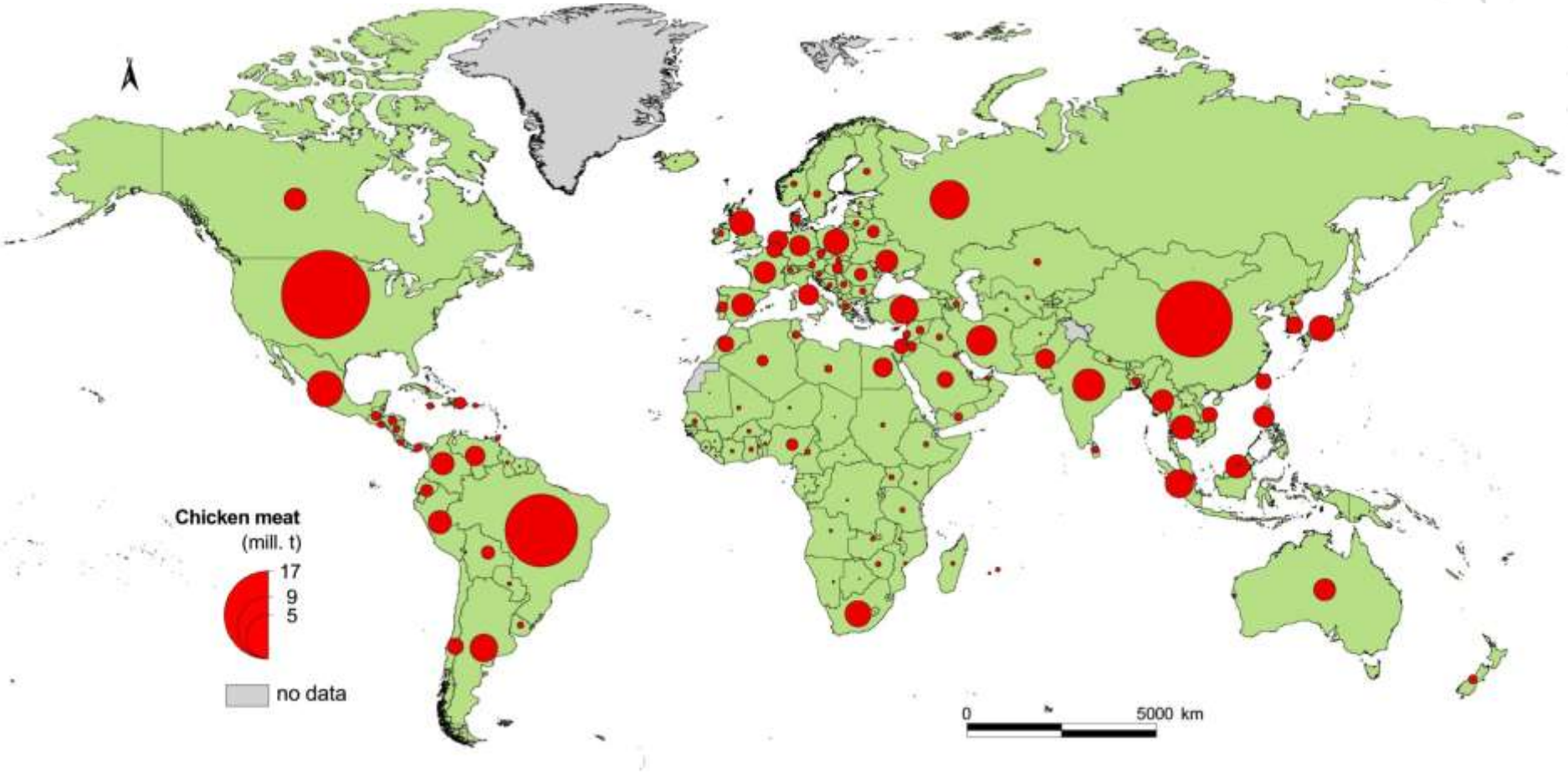
Chicken meat production 2012



Source: FAO database

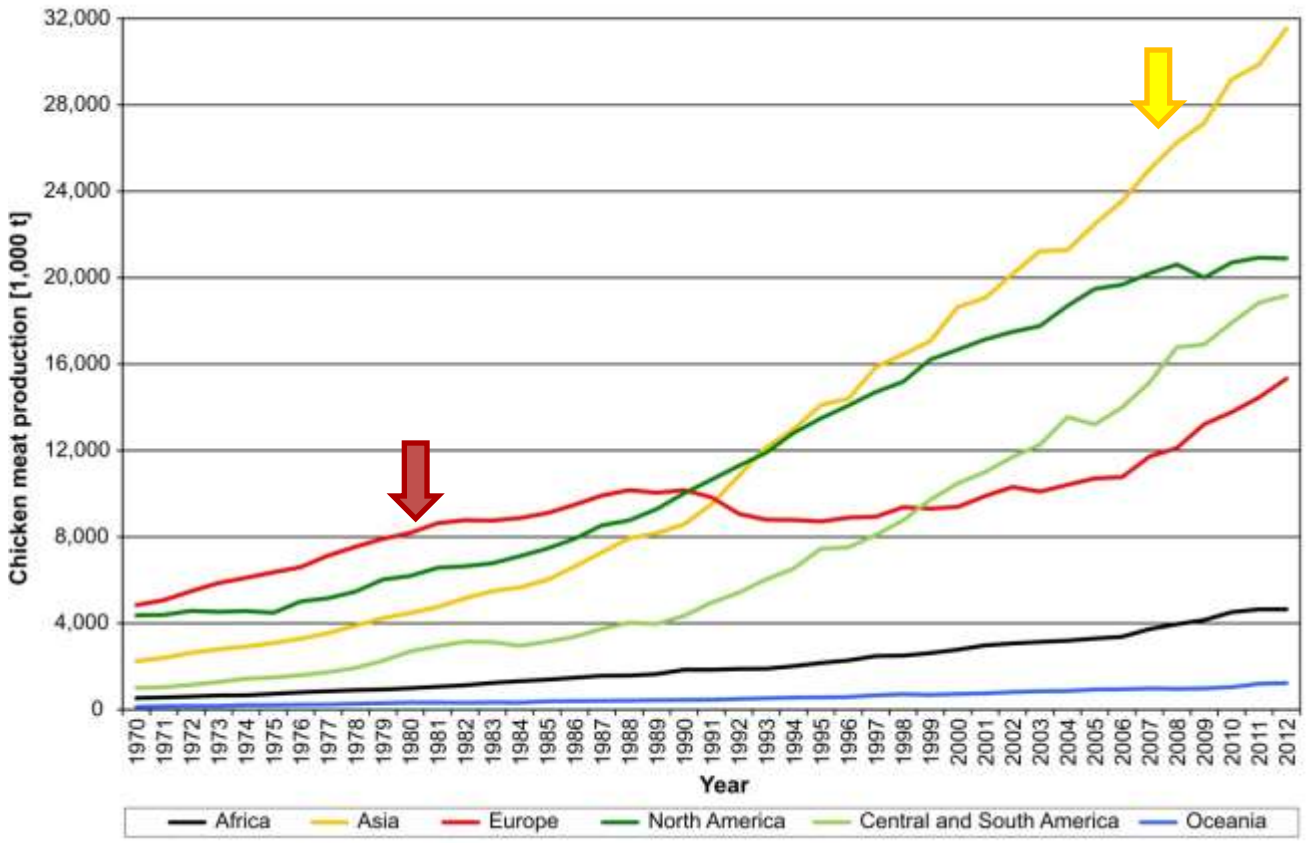
The development of global chicken meat production between 2000 and 2012 by continents; data in 1,000 t

Continent	2000	2006	2012	Increase (%)
Africa	2,778	3,370	4,648	67.3
Asia	18,644	25,343	31,542	69.2
Europe	9,387	10,773	15,321	63.2
N America*	16,673	19,678	20,891	25.3
CS America	10,482	13,992	18,176	82.9
Oceania	732	945	1,235	68.7
World	58,696	74,101	**92,812	58.1

* Canada, Mexico, USA
** sum does not add because of rounding

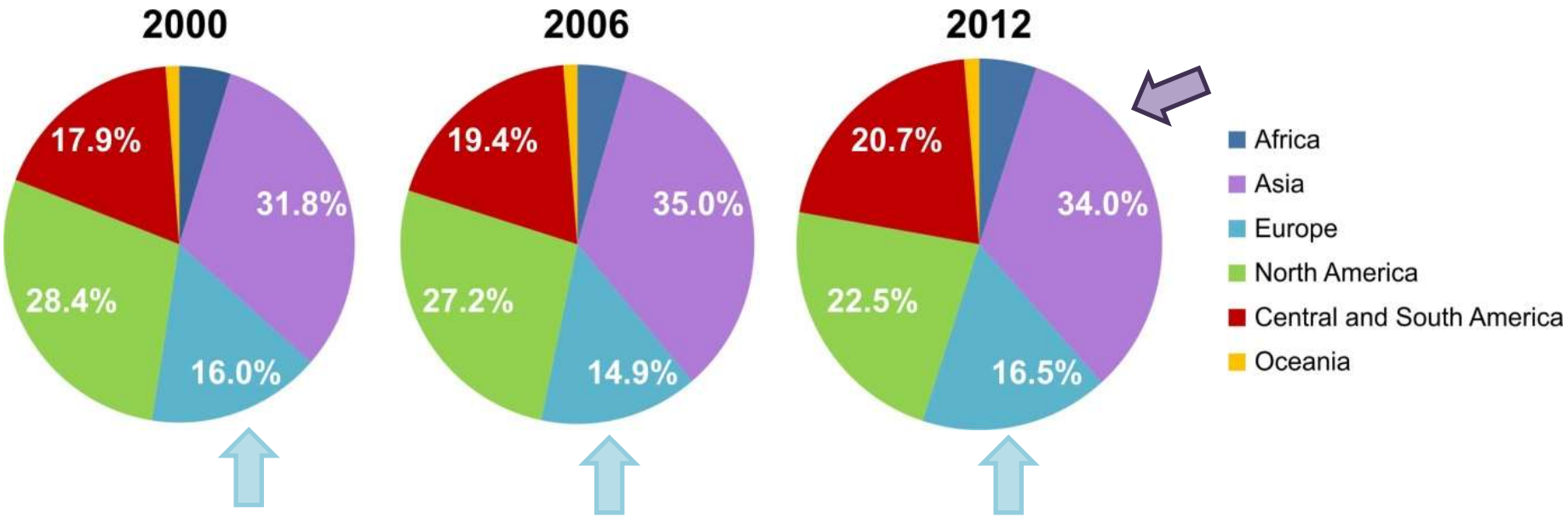
Source: FAO database

The development of global chicken meat production between 1970 and 2012 by continents; data in 1,000 t



Source: FAO database

The development of global chicken meat production between 2000 and 2012 by continents; data in 1,000 t



Source: FAO database

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The ten leading countries in European chicken meat production in 2012

Country	Sub-region	Production (1,000 t)	Share (%)
Russian Federation	Eastern Europe	3,299	21.5
Poland	Eastern Europe	1,411	9.2
United Kingdom	Northern Europe	1,381	9.0
Spain	Southern Europe	1,137	7.4
Ukraine	Eastern Europe	1,075	7.0
France	Western Europe	1,056	6.9
Italy	Southern Europe	922	6.0
Germany	Western Europe	903	5.9
Netherlands	Western Europe	889	5.8
Belgium	Western Europe	512	*3.3
10 countries	-	**12,586**	***82.1**
Europe	-	**15,321**	**100.0**

*sum does not add because of rounding

Source: FAO database

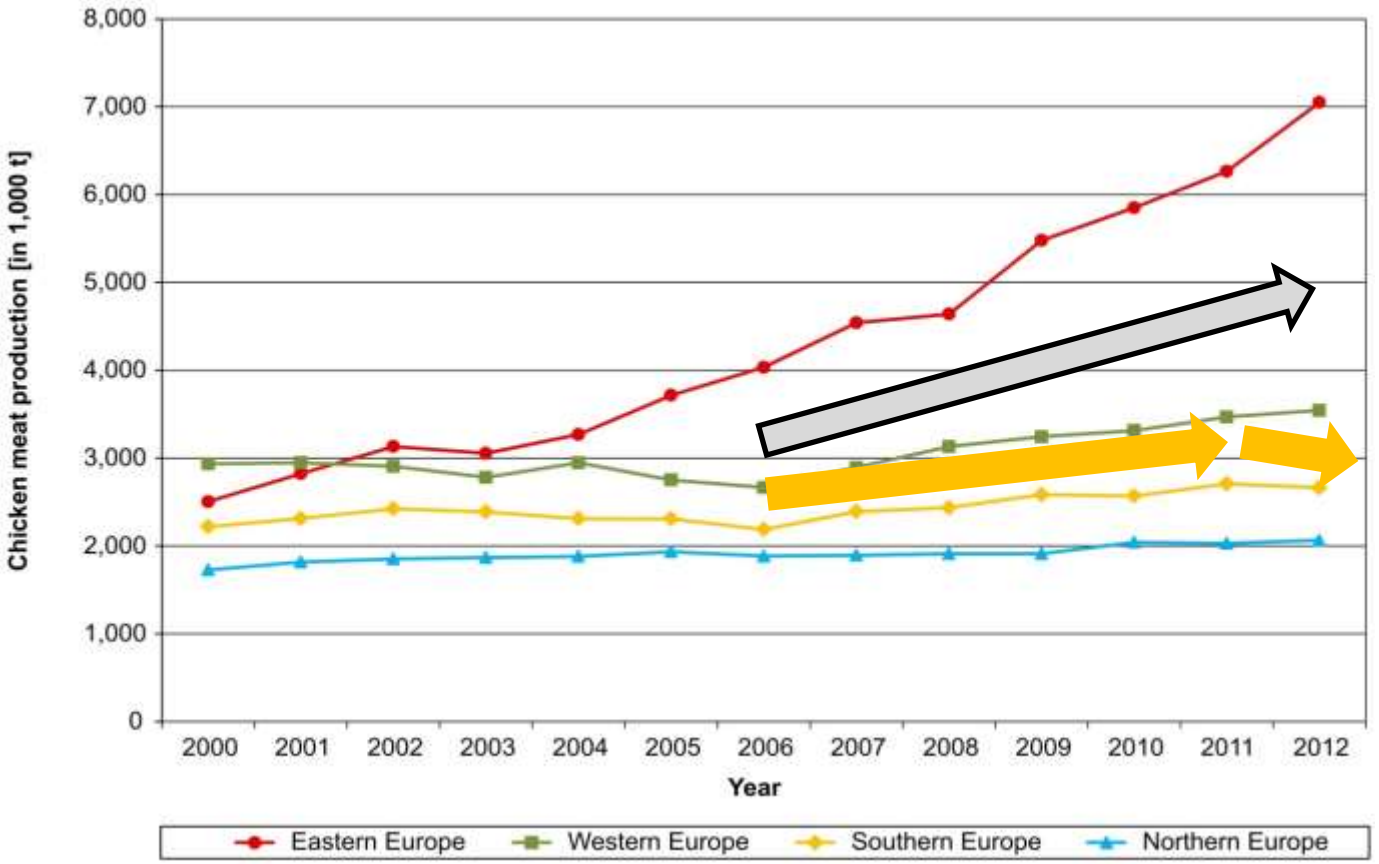
The development of chicken production in the European sub-regions between 2000 and 2012; data in 1,000 t

Year	Northern Europe	Eastern Europe	Southern Europe	Western Europe	Europe
2000	1,728	2,505	2,220	2,934	9,387
2005	1,885	4,034	2,188	2,666	10.773
2012	2,065	7,050	2,663	3,543	15.321
Change (%)	+ 19. 5	+ 181.4	+ 20.0	+ 20.8	+ 63.2

sum does not add because of rounding

Source: FAO database

The development of chicken meat production in the sub-regions of the Europe between 2000 and 2012



Source: FAO database

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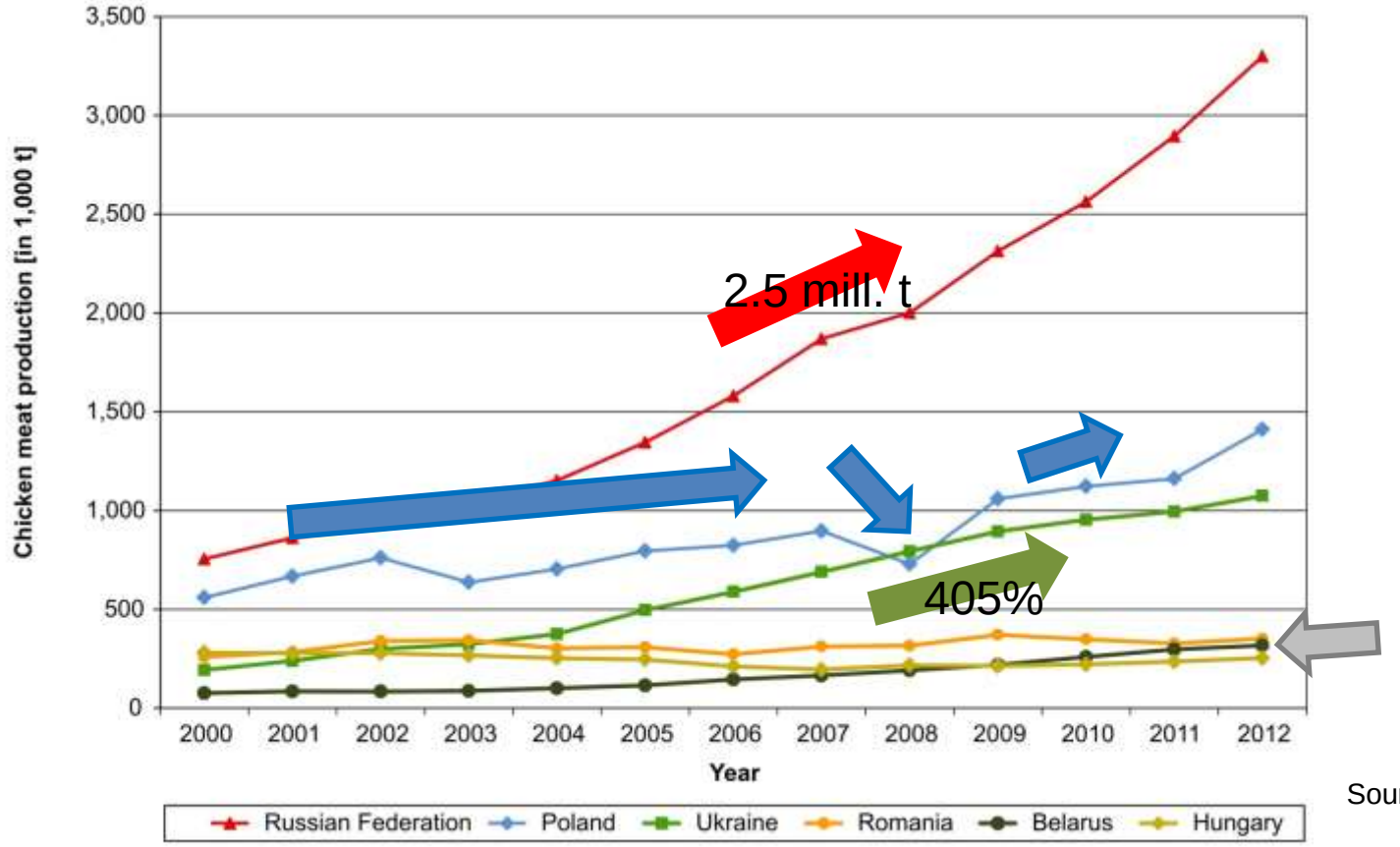
The ranking of the Eastern European countries in chicken meat production in 2012

Country	Production (1,000 t)	Share (%)
Russian Federation	3.299	46.8
Poland	1.411	20.0
Ukraine	1,075	15.5
Romania	352	5.0
Belarus	318	4.5
Hungary	254	3.6
Czech Republic	151	2.1
Bulgaria	86	1.3
Slovakia	65	0.0
Moldova	39	0.6
Eastern Europe	7,050	*100.0

*sum does not add because of rounding

Source: FAO database

The development of chicken meat production in the Russia, Poland, Ukraine, Romania, Belarus and Hungary between 2000 and 2012



Source: FAO database

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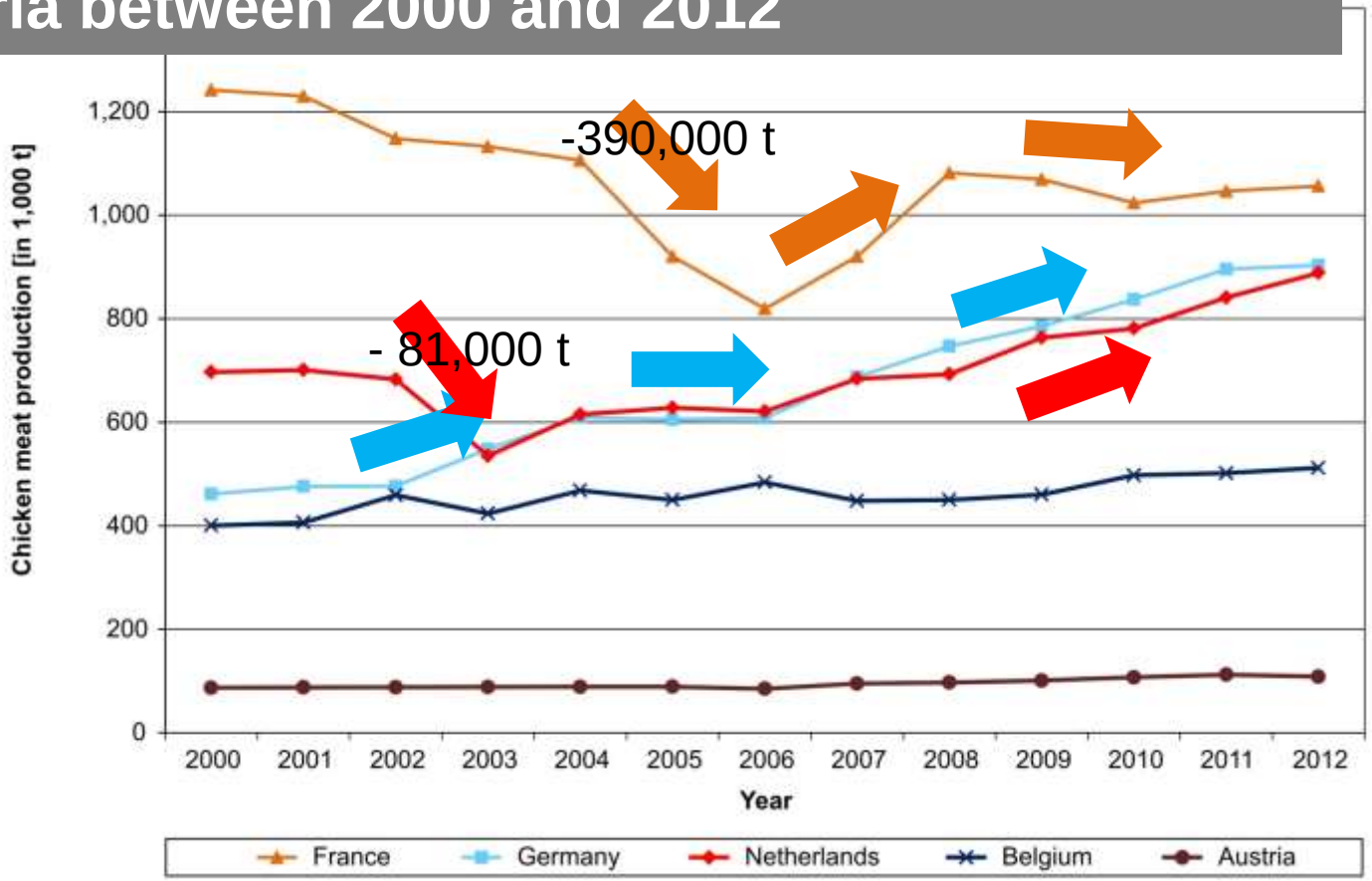
The ranking of the Western European countries in chicken meat production in 2012

Country	Production (1,000 t)	Share (%)
France	1,065	29.8
Germany	903	25.5
Netherlands	889	25.1
Belgium	512	14.4
Austria	109	3.1
Switzerland	75	2.1
Luxembourg	<1	0.0
Western Europe	3,543	100.0

Source: FAO database

The development of chicken meat production in France, Germany, the Netherlands, Belgium and Austria between 2000 and 2012



Source: FAO database

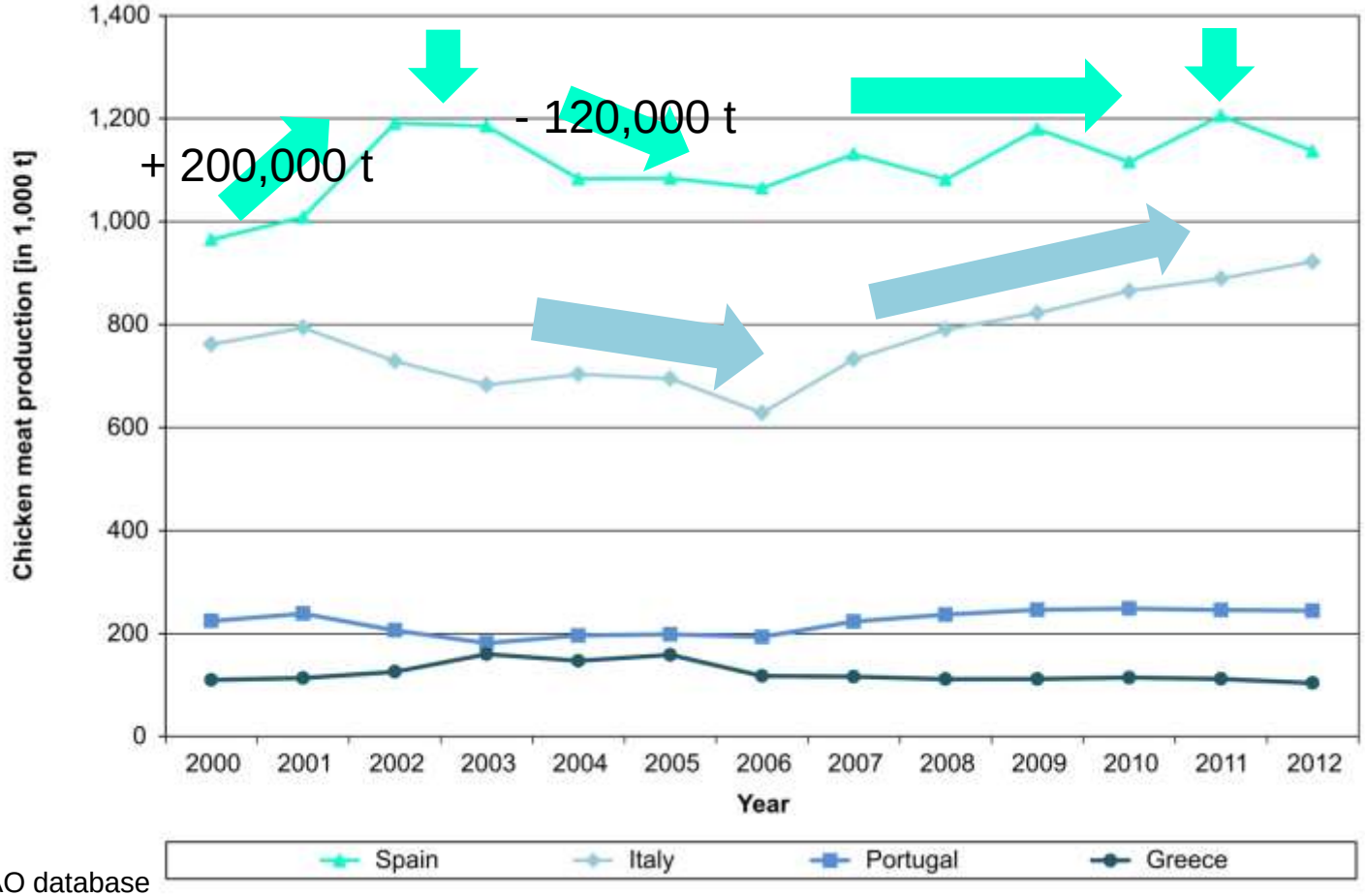
The ranking of the Southern European countries in chicken meat production in 2012

Country	Production (1,000 t)	Share (%)
Spain	1,132	42.7
Italy	922	34.6
Portugal	244	9.2
Greece	104	3.9
Serbia	94	3.5
Slovenia	55	2.0
Bosnia a. Herzegovina	53	2.0
Croatia	27	2.0
Albania	16	0.6
Montenegro	4	0.2
Malta	4	0.1
Former Yugoslavia	2	0.1
Southern Europe	2,663	*100.0

*sum does not add because of rounding

Source: FAO database

The development of chicken meat production in Spain, Italy, Portugal and Greece between 2000 and 2012.



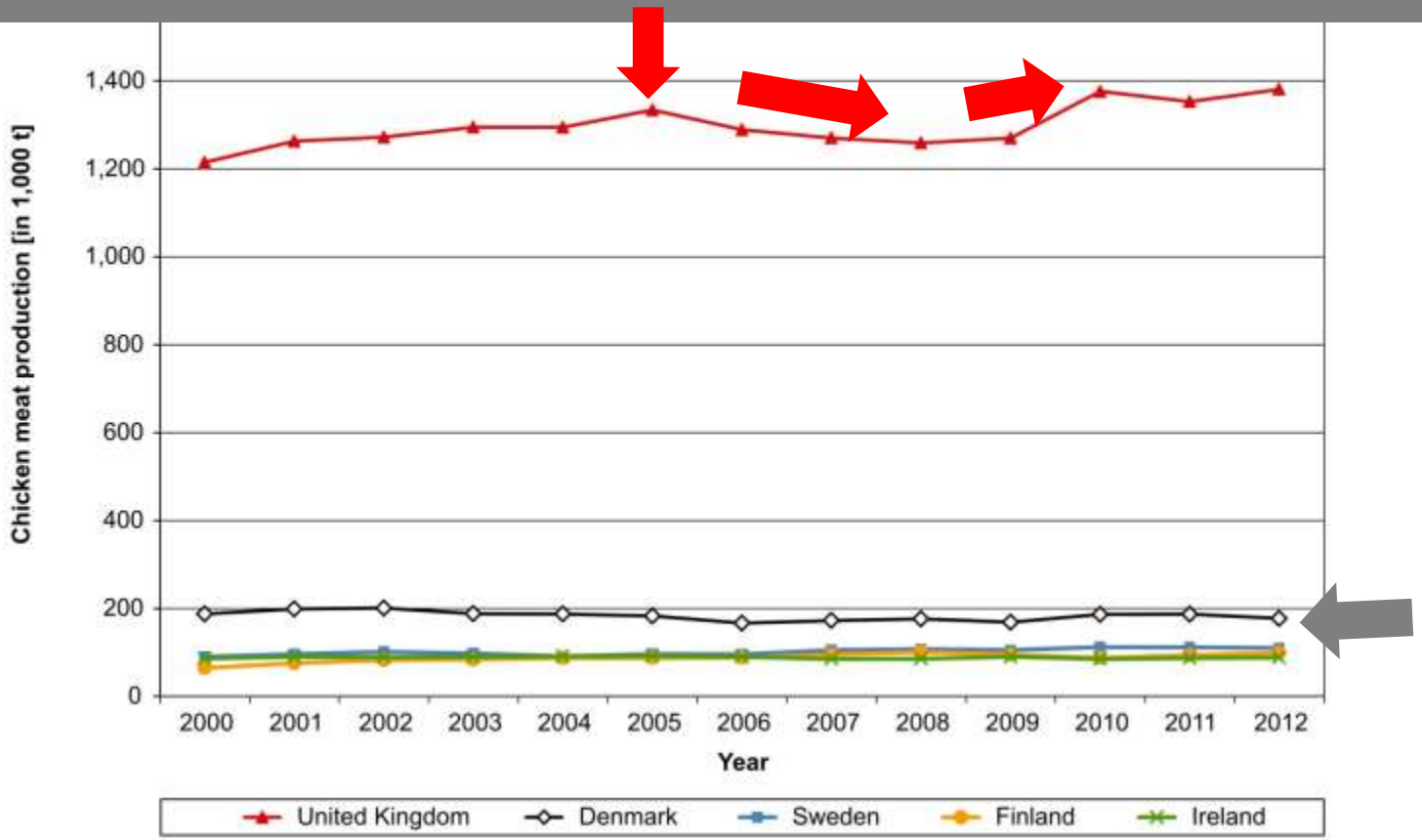
Source: FAO database

The ranking of the Northern European countries in chicken meat production in 2012

Country	Production (1,000 t)	Share (%)
United Kingdom	1,381	66.9
Denmark	177	8.6
Sweden	110	5.3
Finland	99	4.8
Ireland	88	4.3
Norway	81	3.9
Lithuania	79	3.8
Latvia	25	1.2
Estonia	17	0.8
Iceland	8	0.4
Northern Europe	2,065	100.0

Source: FAO database

The development of chicken meat production in the United Kingdom, Denmark, Sweden, Finland and Ireland between 2000 and 2012



Source: FAO database

THE EUROPEAN CHICKEN MEAT MARKET

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Summary

- Global chicken meat production increased from 58.7 mill. t in 2000 to 92.8 mill. t in 2012 or by 58.1 %. Europe´s chicken meat production volume grew from 9.4 mill. t to 15.3 mill. t or by 63.2 % in the same time period.
- European countries contributed 5.9 mill. t or 17.4 % to the global growth of chicken meat production.
- The dynamics in the sub-regions differed considerably. The highest absolute growth with 4.5 mill. t showed Eastern Europe, followed by Western Europe with almost 610,000 t.
- The highest relative growth was to be found in Eastern Europe with 181.4 %, followed by Western Europe with 20.8 %.
- The ten leading countries shared 82.1 % of the total chicken meat production volume in Europe, the top two countries, Russia and Poland, 30.7 %.
- The regional concentration was very high in all sub-regions. The two or three leading countries contributed between 70 % and almost 80 % to the total chicken meat production in the respective sub-region.

THE EUROPEAN TURKEY MEAT MARKET

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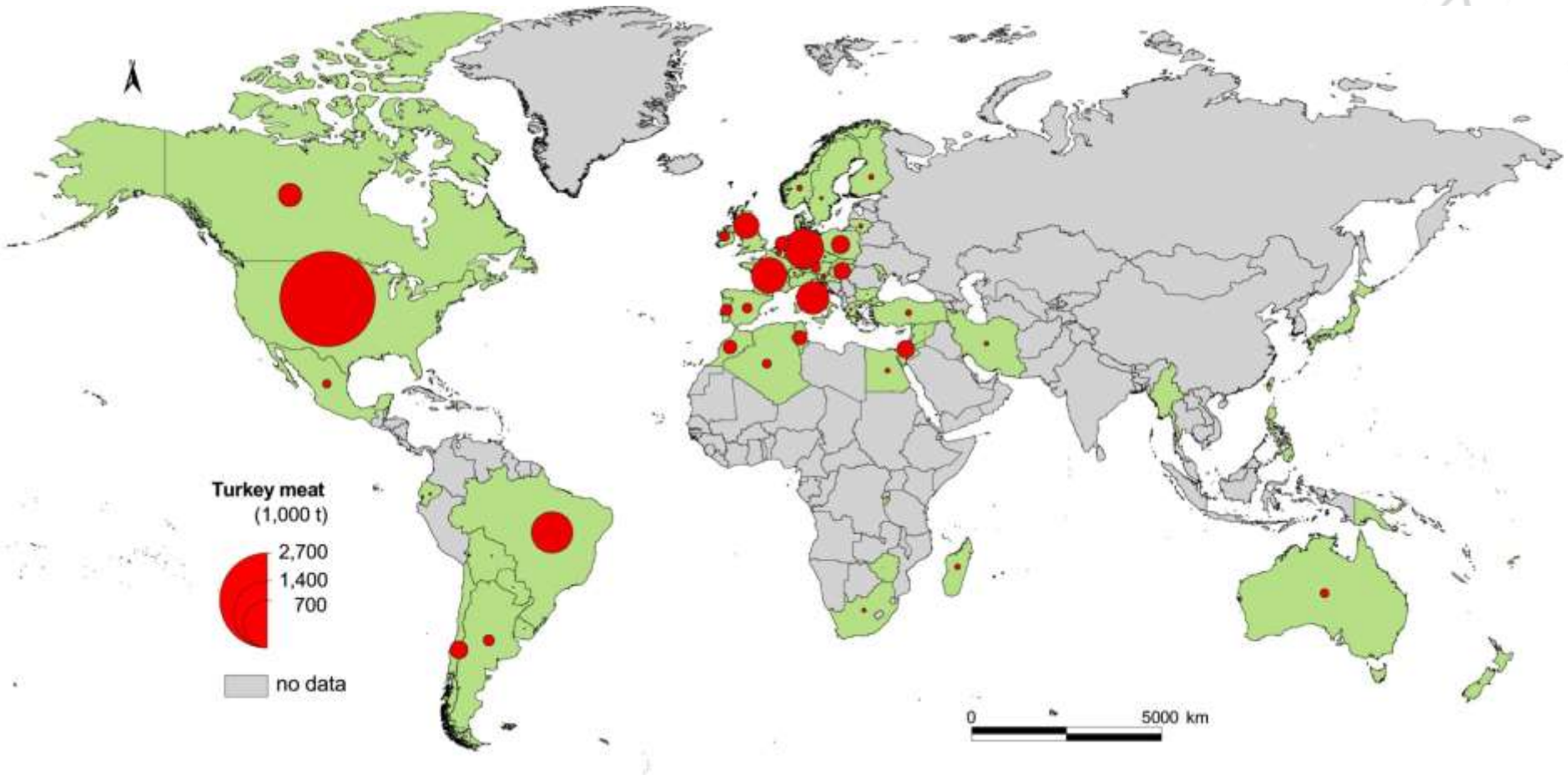
Turkey meat production in 2012



Source: FAO database

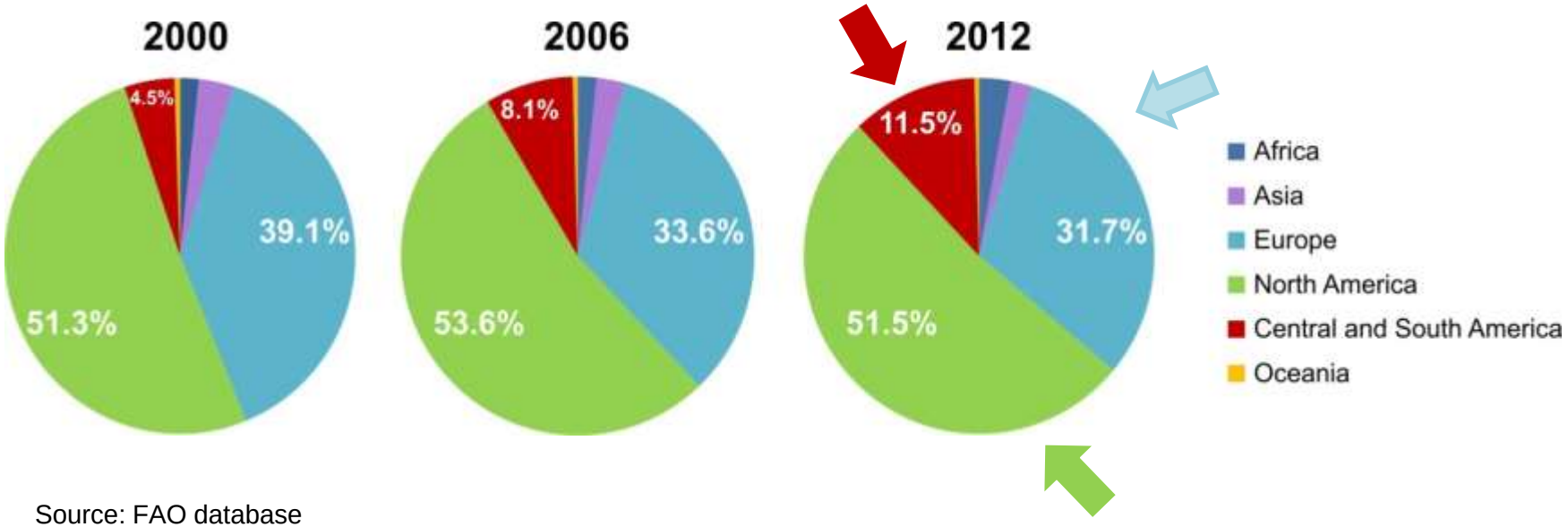
The development of global turkey meat production between 2000 and 2012 by continents; data in 1,000 t

Continent	2000	2006	2012	Increase (%)
Africa	77	94	161	+ 109.1
Asia	165	132	115	- 30.3
Europe	1,977	1,736	1,777	- 10.1
N America*	2,595	2,764	2,888	+ 11.3
CS America	228	419	645	+ 182.9
Oceania	26	23	24	- 7.7
World	5,068	**5,168	**5,610	+ 10.7

* Canada, Mexico, USA
** sum does not add because of rounding

Source: FAO database

The development of global turkey meat production between 2000 and 2012 by continents; data in 1,000 t



Source: FAO database

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The development of turkey meat production in the European sub-regions between 2000 and 2012 by continents;
data in 1,000 t

Year	Northern Europe	Eastern Europe	Southern Europe	Western Europe	Europe
2000	309	124	421	1,122	1,977
2006	239	175	348	973	1,736
2012	252	186	401	937	1,777
Change (%)	-18.4	+50.7	-4.9	-16.5	-10.1

Source: FAO database

The ten leading countries in European turkey meat production in 2012

Country	Sub-region	Production (1,000 t)	Share (%)
Germany	Western Europe	464	26.1
France	Western Europe	379	21.3
Italy	Southern Europe	322	18.1
United Kingdom	Northern Europe	196	11.0
Poland	Eastern Europe	100	5.6
Hungary	Eastern Europe	84	4.7
Netherlands	Western Europe	59	3.3
Portugal	Southern Europe	38	2.1
Ireland	Northern Europe	29	1.6
Spain	Southern Europe	27	1.5
10 countries	-	1,698	*95.6
Europe	-	1,777	100.0

*sum does not add because of rounding

Source: FAO database

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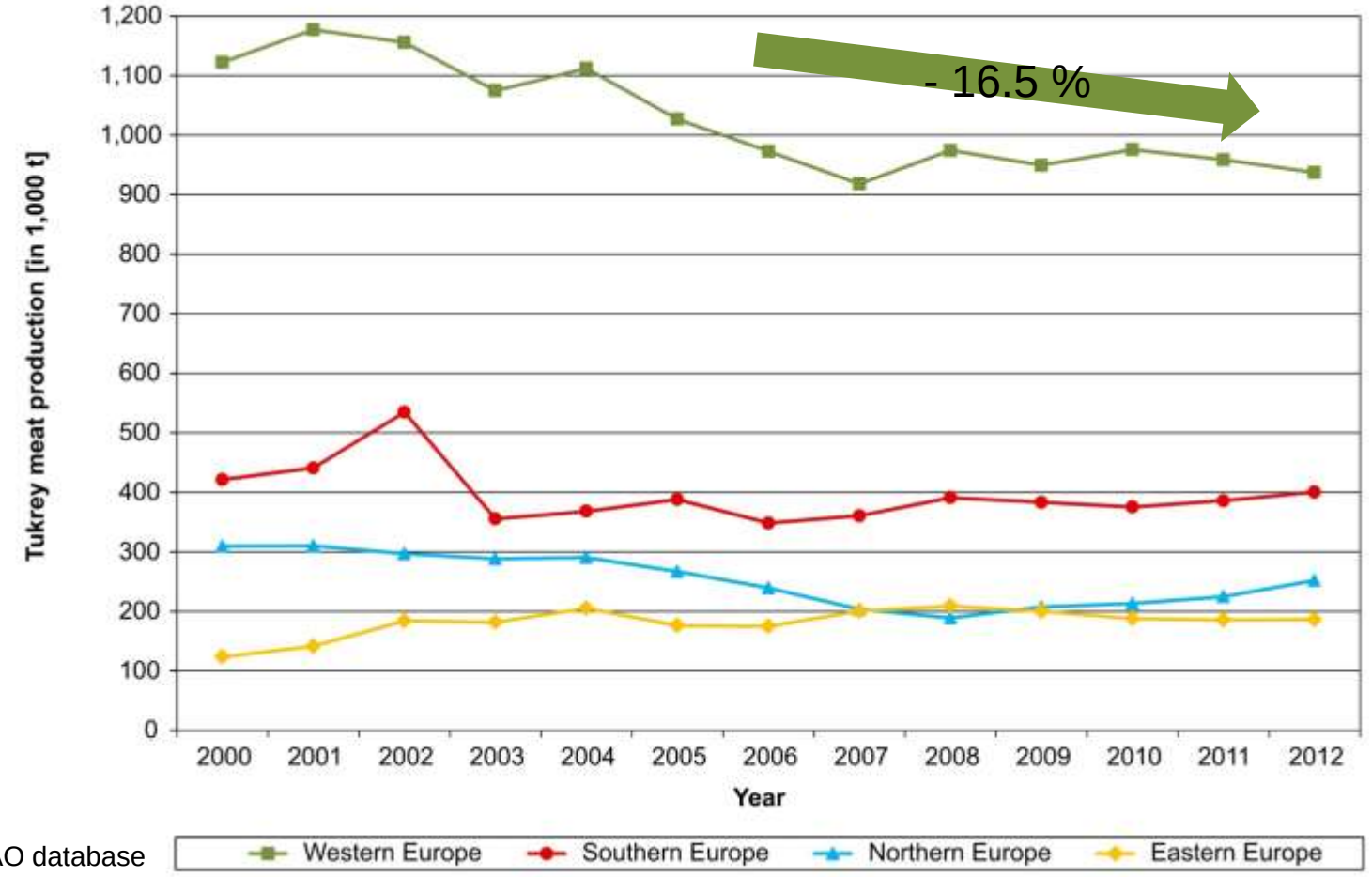
The development of turkey meat production in the sub-regions of Europe between 2000 and 2012



Source: FAO database

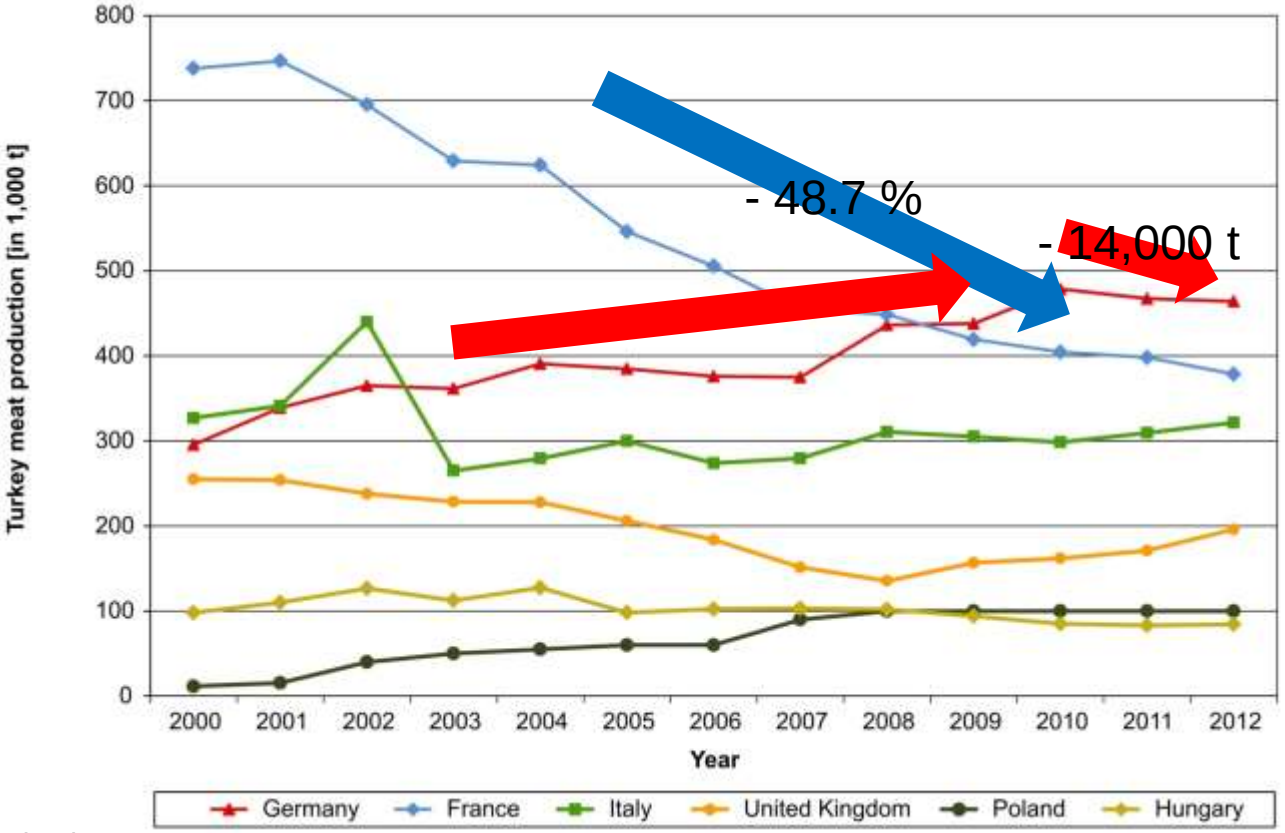
The ranking of Western European countries in turkey meat production in 2012

Country	Production (1,000 t)	Share (%)
Germany	464	49.5
France	379	40.4
Netherlands	59	6.3
Austria	25	2.7
Belgium	9	1.0
Switzerland	1	0.2
Western Europe	937	*100.0

*sum does not add because of rounding

Source: FAO database

The development of turkey meat production in Germany, France, Italy, the United Kingdom, Poland and Hungary between 2000 and 2012



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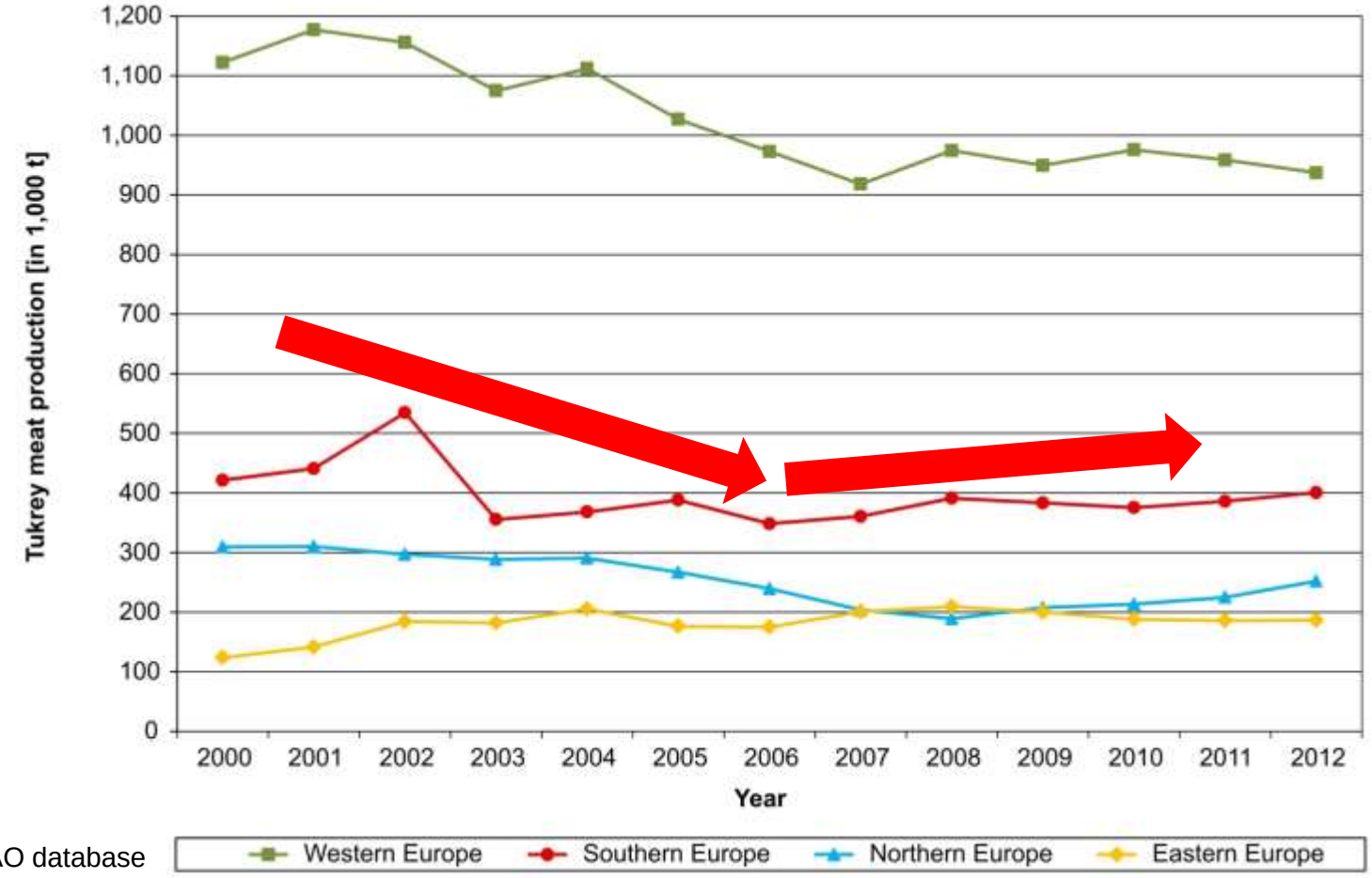
The development of turkey meat production in the sub-regions of Europe between 2000 and 2012



Source: FAO database

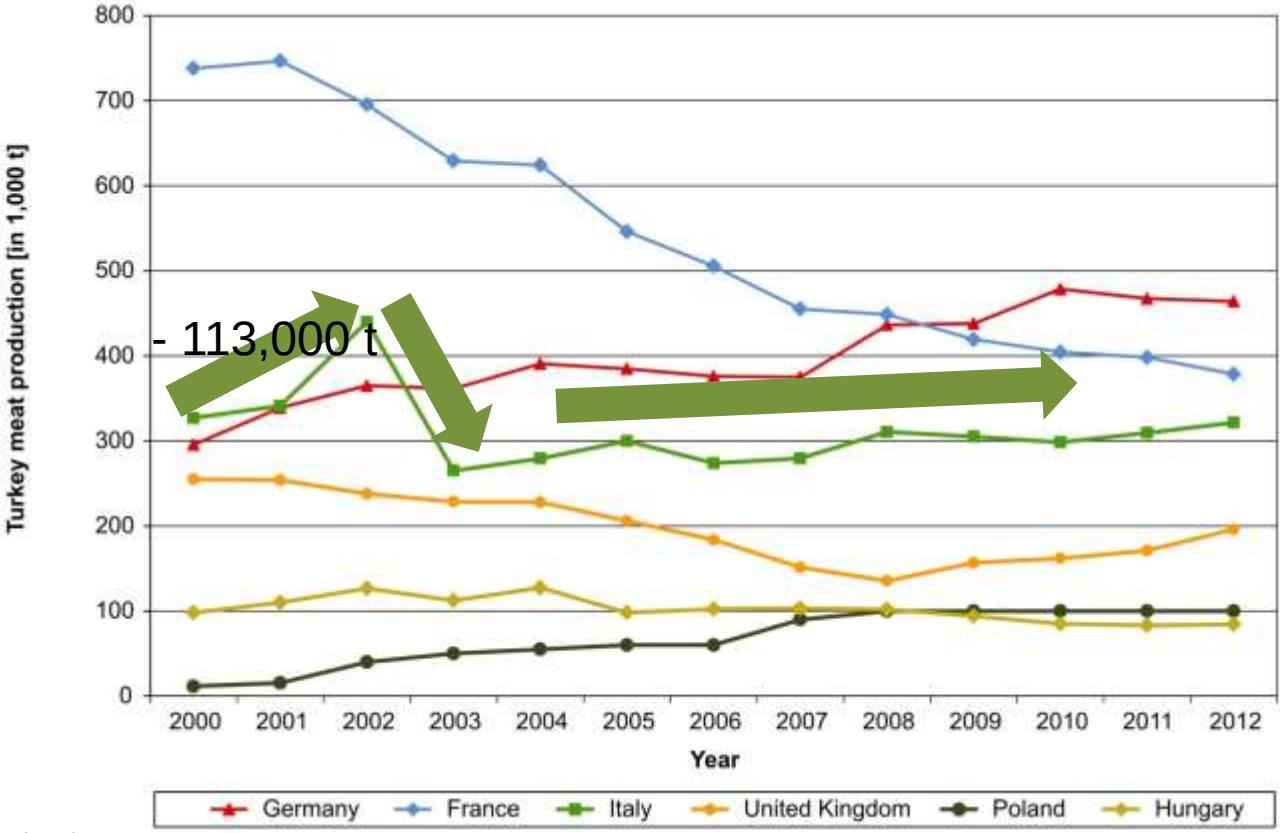
The ranking of Southern European countries in turkey meat production in 2012

Country	Production (1,000 t)	Share (%)
Italy	322	80.3
Portugal	38	9.5
Spain	28	7.0
Croatia	6	1.5
Slovenia	5	1.2
Greece	2	0.5
Malta	<1	0.0
Southern Europe	401	*100.0

*sum does not add because of rounding

Source: FAO database

The development of turkey meat production in Germany, France, Italy, the United Kingdom, Poland and Hungary between 2000 and 2012



Source: FAO database

The ranking of Northern European countries in turkey meat production in 2012

Country	Production (1,000 t)	Share (%)
United Kingdom	196	80.3
Ireland	29	9.5
Norway	10	7.0
Finland	8	1.5
Lithuania	5	1.2
Sweden	4	0.5
Denmark	<1	0.0
Northern Europe	252	*100.0

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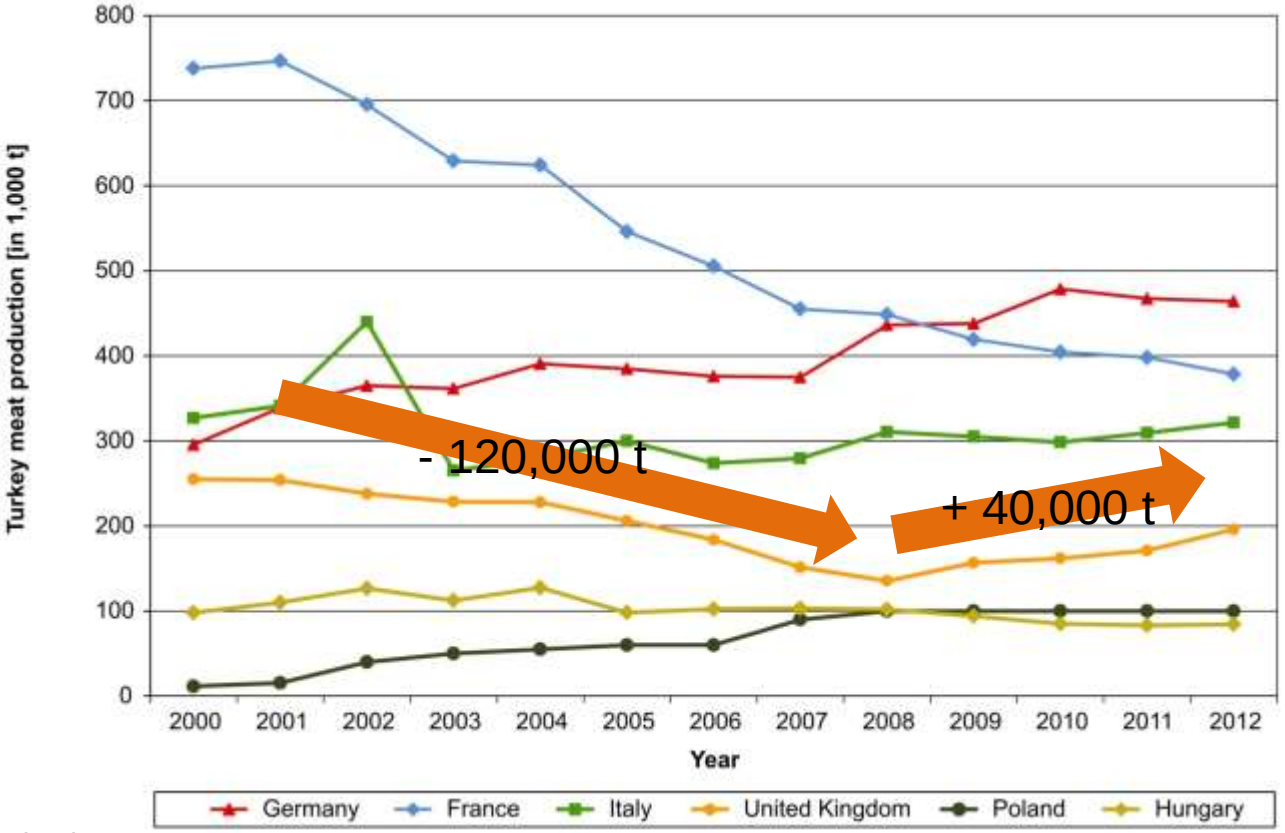
Source: FAO database

The development of turkey meat production in Germany, France, Italy, the United Kingdom, Poland and Hungary between 2000 and 2012



Source: FAO database

The ranking of Eastern European countries in turkey meat production in 2012

Country	Production (1,000 t)	Share (%)
Poland	100	53.8
Hungary	84	45.2
Czech Republic	1	0.7
Moldova	1	0.2
Bulgaria	<1	0.2
Slovakia	<1	0.1
Eastern Europe	186	*100.0

*sum does not add because of rounding

Source: FAO database

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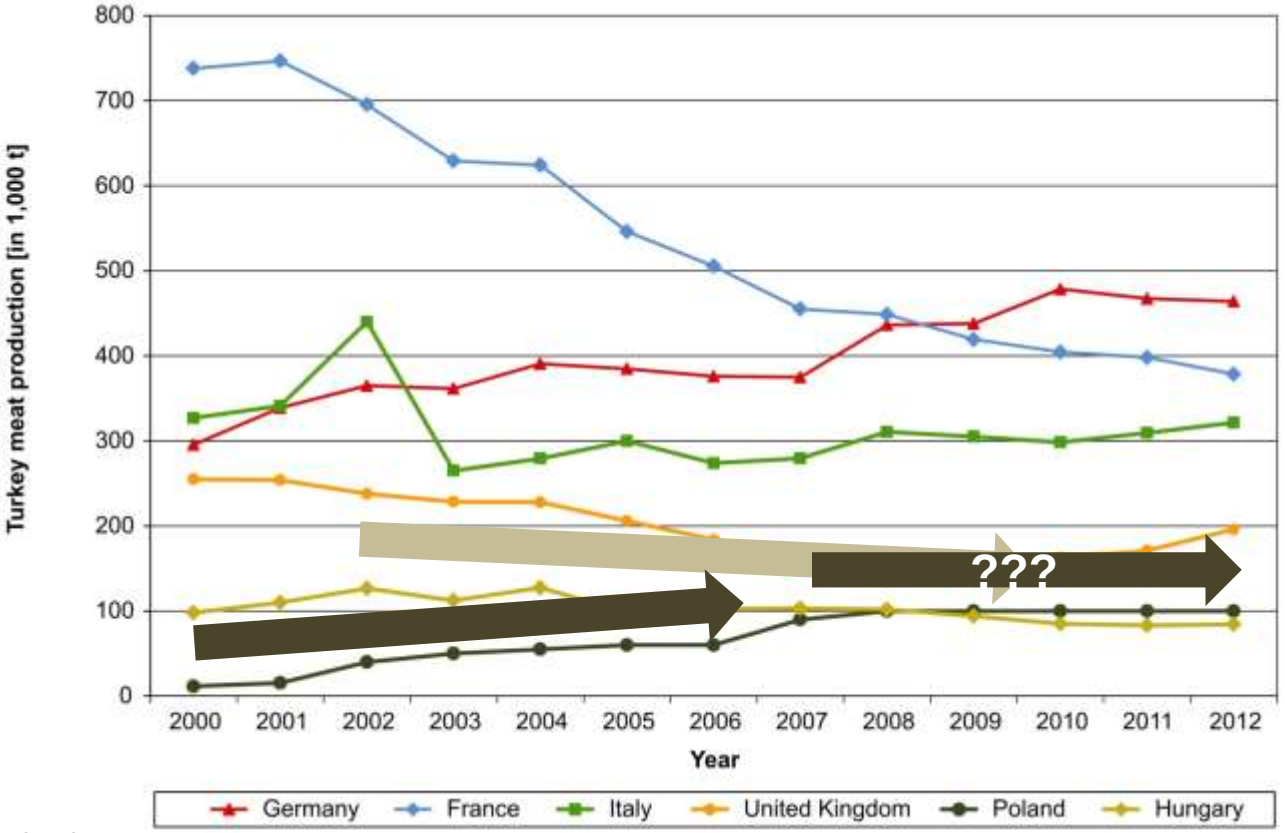

Source: FAO database

THE EUROPEAN TURKEY MEAT MARKET

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Summary

- The volume of turkey meat production in Europe is much lower than that of chicken meat production.
- Between 2000 and 2012, the production volume decreased by 200,000 t or 10.1 %. With the exception of Eastern Europe, all other sub-regions showed a negative development of their production volume.
- Western European countries alone lost 185,000 t of their former production volume, mainly a result of the development in France which lost almost half of its turkey meat production in the analyzed time period.
- In Southern Europe, Italy is in a dominating positing regarding turkey meat production, the same is true for the United Kingdom in Northern Europe.
- The regional concentration is very high in all four sub-regions; in Europe as a whole the four leading countries shared 76.5 % of the total production volume.

PERSPECTIVES

Projected development of poultry meat production between 2013 and 2021 by selected continents; data in 1,000 t

Year	Asia	N America	CS America	Europe	World
2013	38,721	23,095	22,341	17,951	108,354
2015	40,534	24,081	23,592	18,295	113,144
2017	42,421	25,095	24,483	18,779	117,763
2019	44,320	25,872	25,361	19,062	121,975
2021	46,300	26,652	26,331	19,470	126,502
Increase (%)	19.6	15.4	17.9	8.5	16.7

Source: OECD-FAO Agricultural Outlook

Projected development of poultry meat production in selected countries between 2013 and 2021; data in 1,000 t

Year	USA	China	Brazil	EU (27)	Russia	India
2013	18,967	18,146	14,031	12,804	3,600	3,166
2015	19,715	18,843	14,786	12,727	3,903	3,357
2017	20,534	19,566	15,217	12,783	4,203	3,560
2019	21,134	20,311	15,630	12,825	4,305	3,774
2021	21,778	21,081	16,115	12,907	4,481	4,005
Increase (%)	14.8	16.2	14.9	0.8	24.5	26.5

Source: OECD-FAO Agricultural Outlook

What should be remembered?

1. **The poultry industry has shown an extraordinary dynamics over the past four decades.**

2. **The main steering factors behind this dynamics were:**

- **Breeding of demand-oriented meat strains by hybridisation.**
- **The development of vaccines and medicine which allowed poultry meat production in large herds.**
- **The improvement of bio-security and hygiene management also in threshold and developing countries.**
- **Research results in animal nutrition which led to optimised feed for laying hens, boilers and turkeys.**
- **The development of trade with deep-frozen poultry meat and the use of standardised containers which reduced the transaction costs.**
- **The development of housing systems with automatic feeding equipment as well as computerised climate control.**

What should be remembered?

The economic success and the spatial shifts also generated problems:

The main problems are:

- **Introduction and dissemination of highly infectious diseases (Avian Influenza) because of higher mobility of live animals, meat and meat products.**
- **Environmental problems (odour, flies, dust, nitrification of the groundwater) resulting from the sectoral and regional concentration.**
- **Decoupling of animal and plant production systems resulting from increasing imports of feed components into production clusters of some EU (27) member countries (i. e. Germany, Netherlands).**
- **Decreasing social acceptance of large-scale production facilities because of environmental problems, the (high) use of antibiotics and the perception of animal welfare problems.**
- **Lack of transparency of intensive production systems for the consumers.**

It can be predicted that the poultry industry will grow in importance over the next decades as one of the main producers of high-quality protein.

Eggs and poultry meat will be of utmost importance for the protein supply in developed as well as in developing and in threshold countries.

What does this mean for the future of the poultry industry?

“Sustainable intensification”

Thank you very much for your attention!

Dr. Aline Veauthier

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