




 **中国畜牧业协会**  
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**Development strategy of China poultry industry in next 10 years**

Machuang  
2010 Nov, Hanover


3 categories and 5 sections




Broiler: industrial broiler and yellow broiler

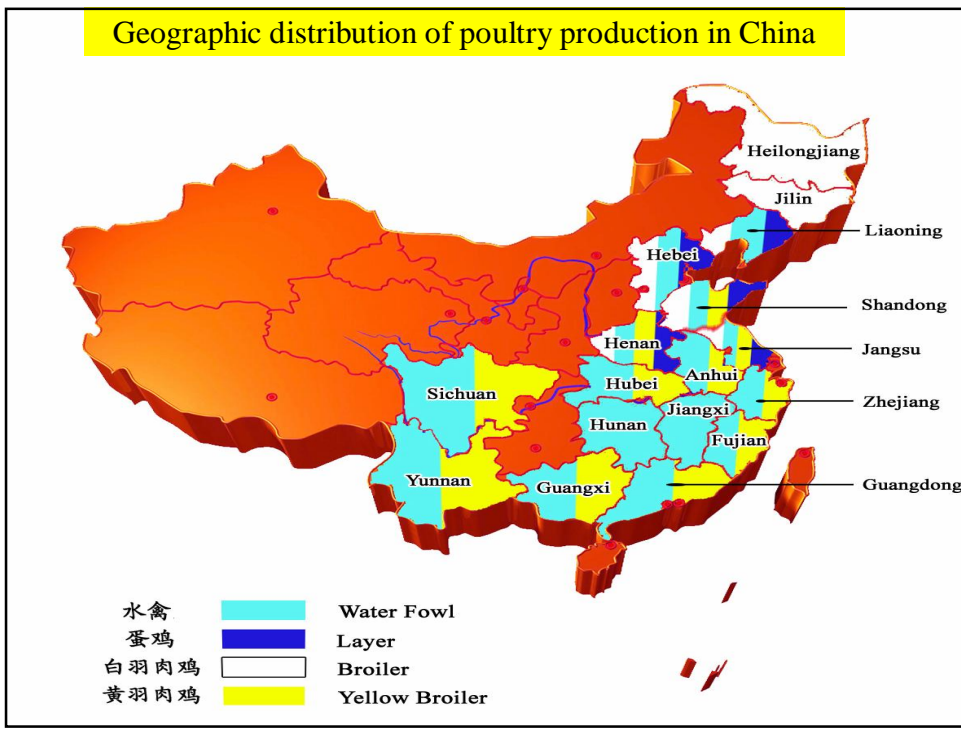
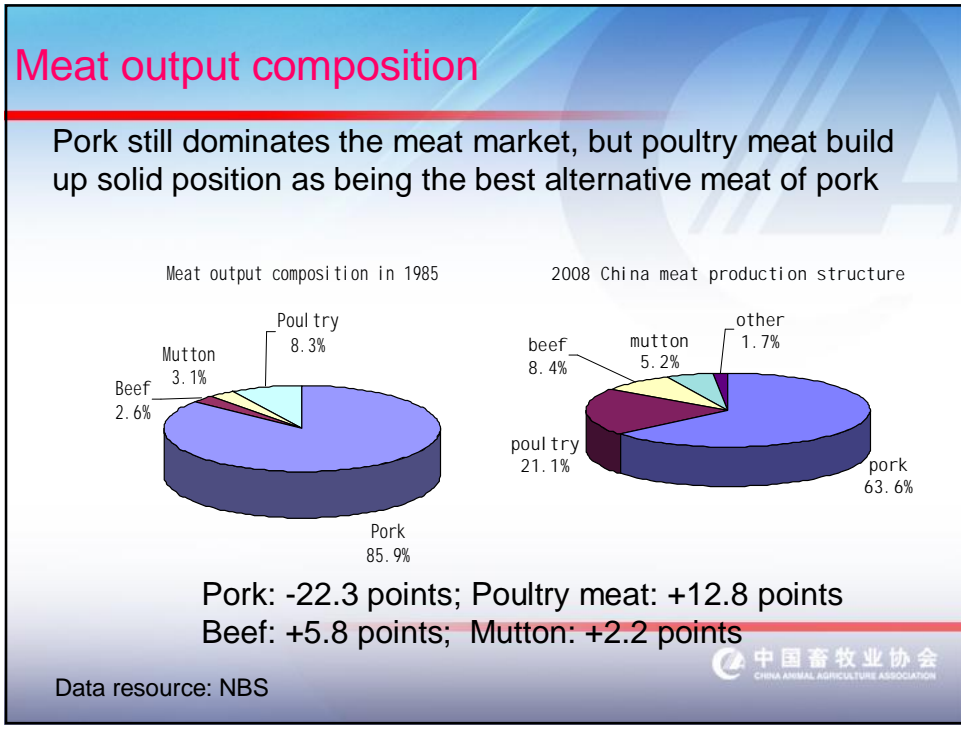


Layer



Water fowl: Duck and goose

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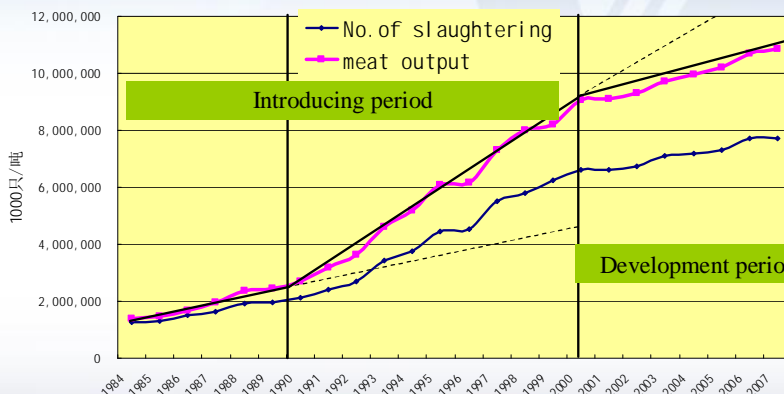
## Broiler



- Industrial broiler
  - Full production chain, imported breed, fast food, canteen, slaughtering and further processing, **protein, cheap**;
- Yellow broiler
  - Native breed, slow growth, white table, family live bird market, **delicious, expensive**;
- Special purpose broiler
  - Only for traditional cooking method, roast or smoke products.
- Spare hen
  - Meat and soup.

## Development phase of chicken meat industry

No. of slaughtering and meat output, 1984-2007





## Market size of industrial broiler

	Volume	Value
GPS (D line)	950,000	140 million RMB
PS (female)	42,000,000	650 million RMB
Broiler	3.5 billion	62 billion RMB
Chicken Meat	6.4 million MT	86 billion RMB
Feed	20 million MT	56 billion RMB
Chicken meat export	159,000 MT	600 million RMB
Chicken meat import	732,000 MT	960 million RMB

## Yellow broiler market size

	数量 volume	市场价值 value
父母代种鸡 PS	40 MLN	300 MLN RMB
商品代鸡苗 FP DOC	4 BLN	10 BLN RMB
商品代肉鸡 FP	3.5 BLN	65 BLN RMB
鸡肉 CHICKEN MEAT	4 MMT	-
饲料 FEED	16 MMT	45 BLN RMB

Data resource: CAAA



## Special purpose broiler market size

	数量 volume	市场价值 value
种鸡 PS (female)	26 MLN HEADS	-
商品代鸡苗 FP DOC	1.1 BLN	800 MLN RMB
商品代肉鸡 FP	1 BLN	-
鸡肉 CHICKEN MEAT	1 MMT	9 BLN RMB
饲料 FEED	2.3 MMT	6.5 BLN RMB

Data resource: CAAA

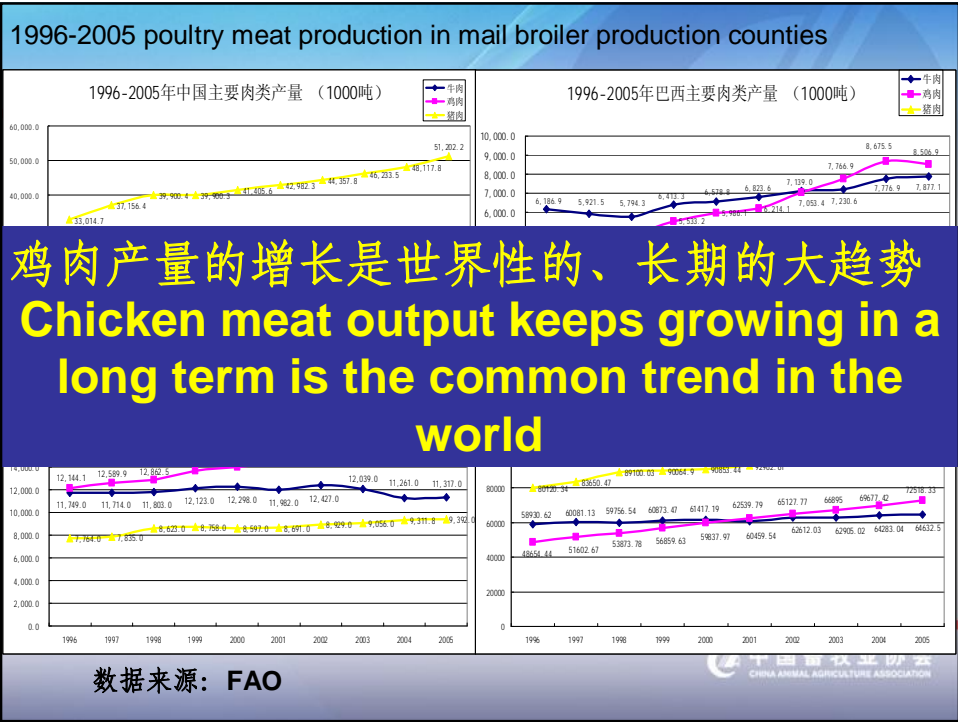


## Spare hen

	数量 volume	市场价值 value
祖代种鸡 GPS	370,000 D line	55 MLN YUAN
父母代种鸡 PS	24 MLN	200 MLN YUAN
商品代蛋鸡 FP	1.48 BLN	5.4 BLN YUAN
淘汰鸡 SPARE HEN	1.3 BLN	21 BLN YUAN
鸡肉 Chicken meat	1.6 MMT	

Data resource: CAAA





Morgan Stanley report

May 21, 2008  
**Global Economics**  
**Buy Chicken!!**

**Conclusions:** High grain prices mean that higher prices for grain-intensive products are needed to re-balance supply and demand for grain. Feed-intensive meats will likely see a larger absolute impact on prices than low-feed-intensity meats. In addition, as costs of pollution are incorporated into product prices, meats with high pollution impact will see larger price increases.

**Chicken is both less grain intensive and less pollution intensive than beef or pork. Thus, the global trend toward chicken and away from beef/pork will accelerate.**

There will be a processing capacity shortage in chicken and an excess in beef and pork.

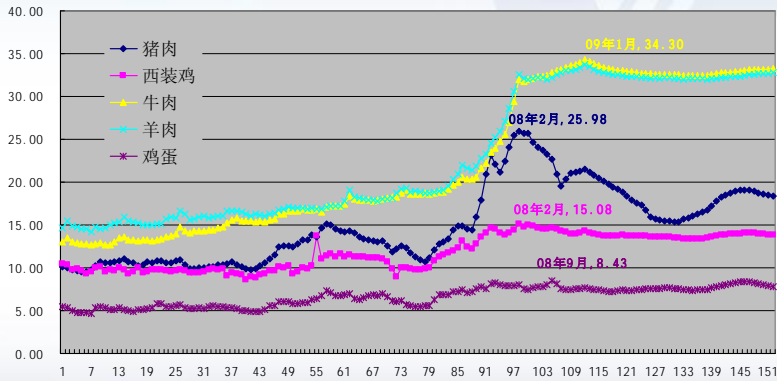
**Global trade in chicken will accelerate, as consumers seek the best prices. Better infrastructure, disease control, and technology will be needed to ensure safe chicken.**

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## The reasonable price structure of meat formed since 2007

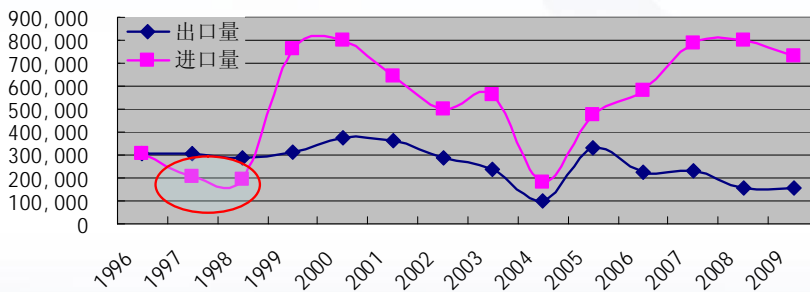
2000-2009年肉蛋价格 元/公斤



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## China is one of the biggest chicken meat producer as well as a big importer in the world

1996-2009年鸡肉进出口贸易统计



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## Chicken meat production, consumption and trade status

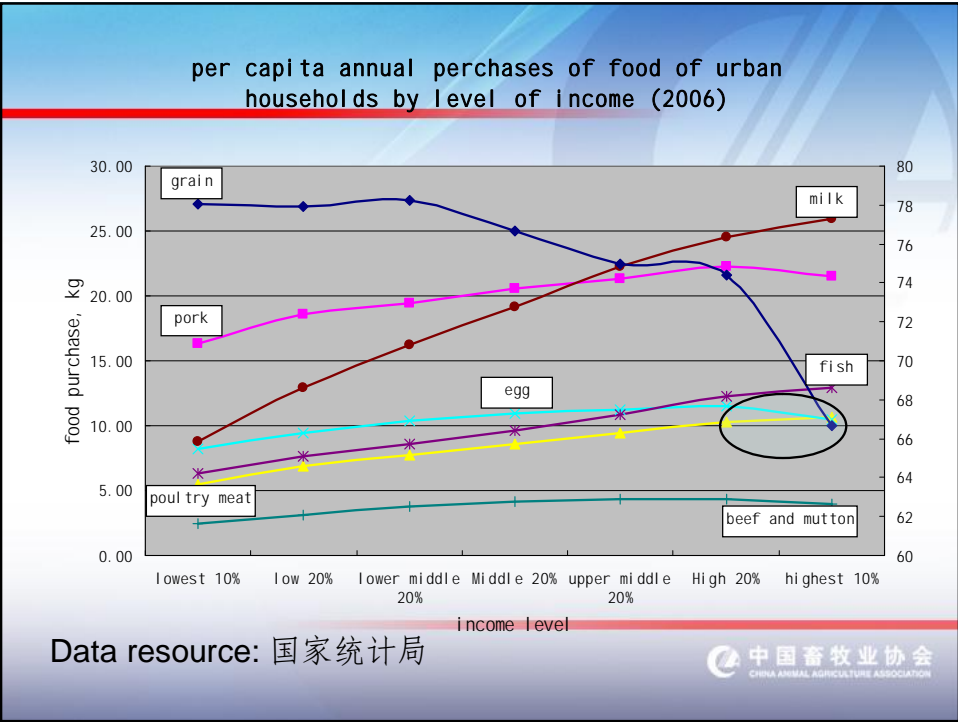
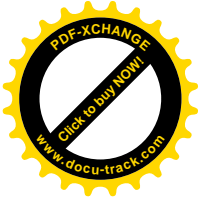
	Production	Export	Import	Im/Ex diff.	consumption	Per capita consumption	Per capita consumption	Pupo
	Tones	Tones	Tones	Tones	Tones	kg/y/p	grams/d/p	Bi o
1996	6,184,000	303,985	308,124	-4,139	6,188,139	5.06	13.85	1.224
1997	7,294,265	303,264	205,237	98,027	7,196,238	5.82	15.95	1.236
1998	8,004,721	285,899	191,934	93,965	7,910,756	6.34	17.37	1.248
1999	8,218,721	315,069	760,112	-445,043	8,663,764	6.89	18.87	1.258
2000	9,075,861	372,681	799,741	-427,060	9,502,921	7.50	20.55	1.267
2001	9,118,974	359,966	646,363	-286,397	9,405,371	7.37	20.19	1.276
2002	9,324,373	286,996	498,703	-211,707	9,536,080	7.42	20.33	1.285
2003	9,077,909	234,907	565,083	-330,176	9,408,085	7.28	19.95	1.292
2004	9,944,620	98,534	180,737	-82,203	10,026,823	7.71	21.13	1.3
2005	10,196,501	331,524	475,418	-143,894	10,340,395	7.91	21.66	1.308
2006	10,350,000	223,248	578,180	-354,932	10,704,932	8.14	22.30	1.315
2007	11,291,000	231,446	785,673	-554,227	11,845,227	8.97	24.57	1.321
2008	11,840,000	157,569	799,480	-641,911	12,481,911	9.40	25.75	1.328
2009	12,100,000	158,615	731,989	-573,374	12,673,374	9.49	26.01	1.335

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## Comparison between W-broiler, Y-broiler and pig

	W-broiler	Y-broiler	Pig
Consumer sense	Animal protein	Delicious food	Customary consumption
Production chain	Full Integrated	Live bird market	Full Integrated
Production cost	+++	++	++++
Fast food	+++	+	++
Health	++	+++	+
Genetic breeding	100% imported	Local made	50% imported
Market scope	+++	++	++++

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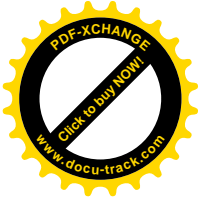


### Urbanization makes meat consumption increasing.

Population and Its Composition (excluding Hongkong and Macau)					
(10 000 persons)					
Year	Total Population (year-end)	By Residence			
		Urban		Rural	
		Population	Proportion %	Population	Proportion %
1978	96259	17245	17.92	79014	82.08
1980	98705	19140	19.39	79565	80.61
1985	105851	25094	23.71	80757	76.29
1990	114333	30195	26.41	84138	73.59
1995	121121	35174	29.04	85947	70.96
2000	126743	45906	36.22	80837	63.78
2001	127627	48064	37.66	79563	62.34
2002	128453	50212	39.09	78241	60.91
2003	129227	52376	40.53	76851	59.47
2004	129988	54283	41.76	75705	58.24
2005	130756	56212	42.99	74544	57.01
2006	131448	57706	43.90	73742	56.10

Data resource: NBS

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The per capita annual income in rural and urban area are increasing steadily,  
As the Engel coefficient declined continuously.

Year	Per Capita Annual Disposable Income of Urban Households		Per Capita Annual Net Income of Rural Households		Engle Coefficient of Urban Households	Engle Coefficient of Rural Households
	Value (yuan)	Index	Value (yuan)	Index	(%)	(%)
	1978	343.4	100.0	133.6	100.0	57.5
1980	477.6	127.0	191.3	139.0	56.9	61.8
1985	739.1	160.4	397.6	268.9	53.3	57.8
1990	1510.2	198.1	686.3	311.2	54.2	58.8
2000	6280.0	383.7	2253.4	483.4	39.4	49.1
2001	6859.6	416.3	2366.4	503.7	38.2	47.7
2002	7702.8	472.1	2475.6	527.9	37.7	46.2
2003	8472.2	514.6	2622.2	550.6	37.1	45.6
2004	9421.6	554.2	2936.4	588.0	37.7	47.2
2005	10493.0	607.4	3254.9	624.5	36.7	45.5
2006	11759.5	670.7	3587.0	670.7	35.8	43.0

Data resource: NBS



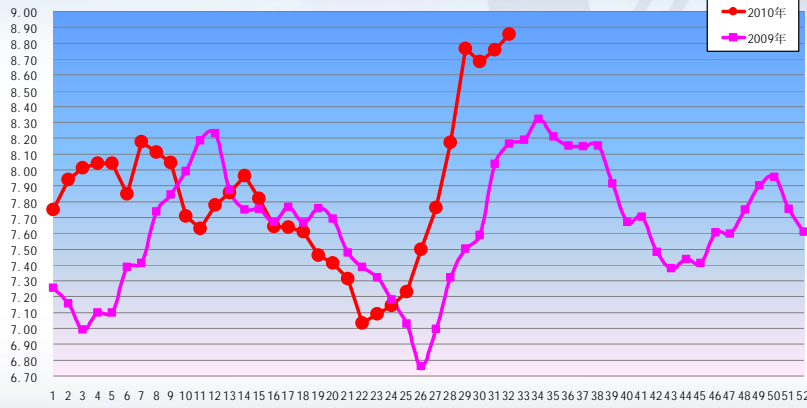
	2,006	2,007	2,008	2,009	2010 Oct	2010 Apr
India	1.8	2	2.2	2.2	2.2	2.2
Kuwait	46.7	50.7	65.9	74.7	71.7	73.5
United Arab Emirates	48.8	54.9	63.8	63.1	59.5	60.9
United States	45.8	45.1	44.2	42.2	43.3	44.2
Saudi Arabia	35.4	36.8	37.6	40.6	41.6	40.7
Brazil	35.8	38.1	39.7	39.3	40.2	40.1
Hong Kong	38.8	36.1	36.2	37.3	38.1	38.1
Malaysia	38.5	38.9	38.6	37.7	37.3	37.3
Argentina	28	30	31.4	32.4	33.9	35.1
Australia	34.6	33.9	34.7	35	34.7	35.1
Venezuela	30.7	32.3	36.6	29.9	32	29.8
Canada	30.1	29.9	30	28.8	29.4	29.4
Mexico	28	28.2	29.8	29.4	30	29.4
Chile	29.2	29.6	28.3	28.9	28.4	29
South Africa	25.1	25.6	27.5	27.9	29	28.8
Taiwan	29	26.3	25.7	25.2	25.6	25.8
Iran	20.4	22.4	22.2	23.1	24.1	24
Colombia	19.6	21.4	23	23	23.1	23.1
Russia	16.7	18.2	19.2	19.3	20.1	19.4
Ukraine	11.2	13.2	17.7	17.1	18.3	17.9
EU-27	15.6	17	17.4	17.5	17.6	17.6
Japan	15.4	15.3	15.1	15.4	15.5	15.4
Korea, South	12.4	12.9	12.7	13.8	14	14.1
Thailand	12.4	12.5	11.9	12.2	12.5	12.5
Yemen	9	9.4	8.7	9.8	10.3	9.7
China	7.9	8.6	9	9.1	9.4	9.4
Philippines	7.3	7.2	7.6	7.9	8.1	8.2
Vietnam	4.4	5.3	6.3	6.1	6.1	6.1
Indonesia	3	3.5	3.6	3.7	3.9	3.8

Per capita consumption of  
Chicken meat still very low  
In China, and there is large  
Space to develop.



## Weekly price of live broiler in 2009-2010

2009年第1周-2010年第32周五大主产区肉毛鸡平均出场价格



## Chicken meat output development goal

	Dome. Prod	increment	Expo.	Impo.	Diff	Appranlty consumption	per capita consumption	increment	per capita consumption	Popu
	1,000 MT	1,000MT	1,000 MT	1,000 MT	1,000 MT	1,000 MT	kg/p/year	kg	kg/p/day	100 Mio
1996	6,184		304	308	-4	6,188	5.06		13.85	12.24
1997	7,294	1,110	303	205	98	7,196	5.82	0.77	15.95	12.36
1998	8,005	710	286	192	94	7,911	6.34	0.52	17.37	12.48
1999	8,219	214	315	760	-445	8,664	6.89	0.55	18.87	12.58
2000	9,076	857	373	800	-427	9,503	7.50	0.61	20.55	12.67
2001	9,119	43	360	646	-286	9,405	7.37	-0.13	20.19	12.76
2002	9,324	205	287	499	-212	9,536	7.42	0.05	20.33	12.85
2003	9,078	-246	235	565	-330	9,408	7.28	-0.14	19.95	12.92
2004	9,945	867	99	181	-82	10,027	7.71	0.43	21.13	13
2005	10,197	252	332	475	-144	10,340	7.91	0.19	21.66	13.08
2006	10,350	153	223	578	-355	10,705	8.14	0.24	22.30	13.15
2007	11,291	941	231	786	-554	11,845	8.97	0.83	24.57	13.21
2008	11,840	549	158	799	-642	12,482	9.40	0.43	25.75	13.28
2009	12,100	260	159	732	-573	12,673	9.49	0.09	26.01	13.35
2010	13,190	1,090	160	400	-240	13,430	10.00	0.51	27.40	13.43
2015	20,420	1,446	250	500	-250	20,670	15.00	1.00	41.10	13.78
2020	25,741	1,064	300	700	-400	26,141	18.50	0.70	50.68	14.13

There was 87.7% increasing of chicken consumption in last decade.

Per capita consumption of chicken meat is projecting to 50 grams

At 2020, with around 25% in total meat output.

## Broiler industry play a very import rule

为中国消费者提供最便宜的肉类产品  
To supply the cheapest meat to  
Chinese consumers



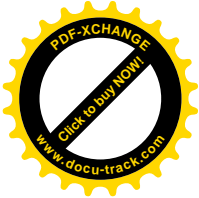
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## Layer



- The largest egg producer in the world;
- Mainly the table egg consumption, Very small portion of egg products;
- Millions of small and medium size farms;
- Per capita consumption of eggs reached 17kg/p/year, or 285 eggs/p/year.

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## 中国蛋鸡产业规模 Layer market size

	数量 volume	市场价值 value
祖代种鸡 GPS	370,000 D line	55 MLN RMB
父母代种鸡 PS	24 MLN	200 MLN RMB
商品代蛋鸡 FP	1.48 BLN	5.4 BLN RMB
鸡蛋 EGG	22 MMT	140 BLN RMB
饲料 FEED	52 MMT	120 BLN RMB

Data resource: CAAA



数据来源：农业部

### Breakdown of layer production in 2008

size category	farms	1,000 layer No.	1,000 MT egg prod.	kg yield	ratio
1-499	24,900,794	341,796	4,730	13.8	20.6%
500-1,999	465,856	295,551	4,672	15.8	20.3%
2,000-9,999	236,993	511,511	8,125	15.9	35.4%
10,000-49,999	25,516	252,380	4,144	16.4	18.0%
50,000-99,999	1,138	43,059	718	16.7	3.1%
100,000-490,000	312	29,342	466	15.9	2.0%
+500,000	13	6,638	114	17.2	0.5%
total	25,630,622	1,480,278	22,969	15.5	100.0%
total poultry eggs			27,022		
chicken eggs			22,969		85.0%
duck eggs			4,053		15.0%

The egg production of 500 and beyond layer farms accumulated 79.4% in total egg production;

The average productivity of layer is 15.5kg;

The small size farms contains native breed, the egg is smaller, Production low, but price is good.

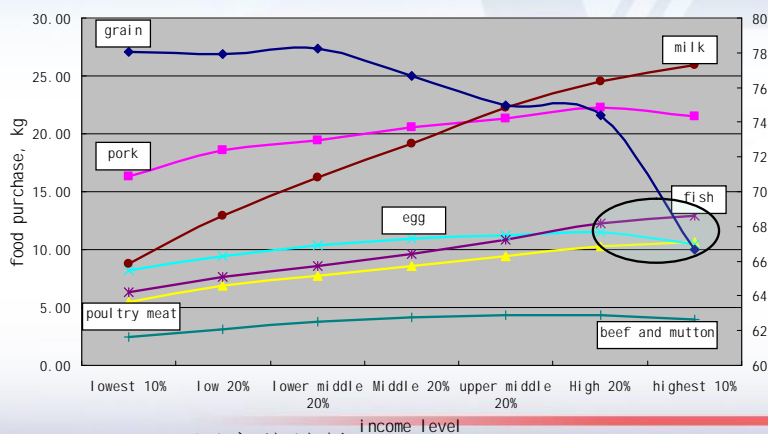


• Evaluation of each point of production chain  
 生产链各个环节的评价

	生产能力 Prod capacity	食品安全风险估计 risk assess of FS	盈利能力 profitability	经营风险 operation risk
初级产品生产 primary product prod.	XXX	XXX	XX	XXX
蛋品加工 packing and processing	-	X	XX	XX
饲料营养和供应 feed nutrition and supply	XX	XXX	XX	X
兽药和疫苗 medicine and vaccine	XXX	XXX	XXX	X
批发和零售 whole sale and retail	X	XX	XXX	X
产品出口 export	X	X	XX	XXX

As income growth, the egg consumption is growing, but the top 10% rich people reduced egg consumption, health concern, right products should be the reasons.

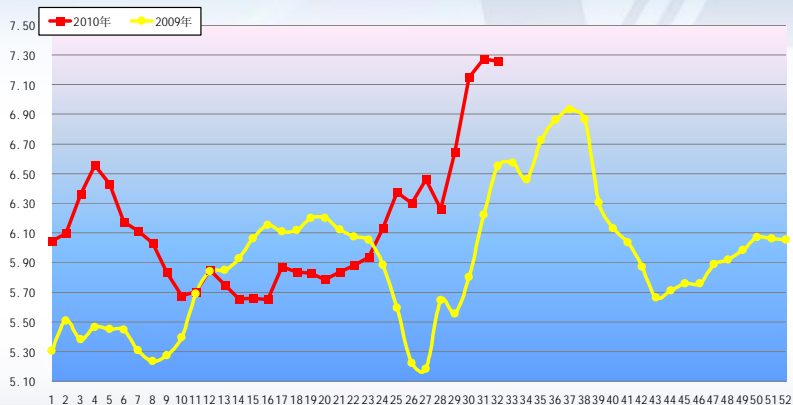
per capita annual purchases of food of urban households by level of income (2006)



Data resource: 国家统计局

## Weekly price at farm of eggs in 2009-2010

2009-2010年全国蛋鸡主产区鸡蛋平均出场价格走势



## Goal of egg industry development

year	per capita/p/d	Popu	egg prod.	No. of replacement	yield	PS	DOC/PS	GPS	DOC/D line
	grams	Billion	Million ton	billion	kg/c	Million	只/套	1,000	只/套
2005	45.0	1,308	21.5	1.43	15.0	23.9	60	434	55
2008	46.8	1,328	22.7	1.46	15.5	22.5	65	375	60
2010	48.0	1,343	23.5	1.47	16.0	21.6	68	360	60
2015	50.0	1,378	25.2	1.52	16.5	21.8	70	351	62
2020	50.0	1,413	25.8	1.52	17.0	20.1	75	311	65

- Maintain the per capita consumption of egg at 50 grams/day;
- Improve yield and productivity of PS and GPS is most essential;
- Egg products and native bird eggs will increase output and change the egg consumption composition.

## Meat type duck

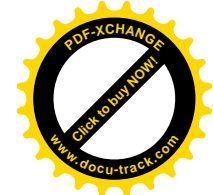


- Production grows very fast;
- Full production chain already built up;
- Meat, down and by products are all valuable in the market;
- Production grows faster than consumption demand, makes production slow down;
- Duck meat output reaches 5.9 million tons, a little bit less than industrial broiler.
- Very few export.

## 中国白羽肉鸭产业规模 meat type duck market size

	数量 volume	市场价值 value
祖代种鸭 GPS	1500 UNIT	100 MLN RMB
父母代种鸭 PS	13.6 MLN HEADS	1 BLN RMB
商品代肉鸭 FP	2.4 BLN	-
鸭肉 DUCK MEAT	5.9 MMT	83 BLN RMB
饲料 FEED	19 MMT	46 BLN RMB

Data resource: CAAA



## Key words for water fowl industry

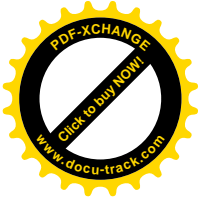
- Right products
- Consumption
- Export

## 挑战与机遇 Challenges and Opportunities

挑战与机遇并存。

**Challenges are opportunities, and vice-versa**

- 人口的增长和生活水平的提高，对食品的需求和标准也相应提高；  
As the population and living standard keeps growing, consumers demand quality and safety food.
- 提高生产效率是克服资源短缺的最重要手段；  
Further improving production efficiency is the best way to solve the problem of natural resources limitation, like land, grain etc.
- 有效地控制疫病将极大地增强发展的信心，并带来更大的发展；  
Effectively control the prevalent diseases will utmost boost producer's confidence to expand production scale and promote further development of the industry.
- 主动应对气候变暖和食品安全问题是长期任务  
Take action positively against climate change and food safety will be a long term effort of the industry.



## Development strategy

In terms of production efficiency, environment friendly, land use, and health food. Poultry industry will be put on the very important strategic position among national animal production;

- Food safety;
- Consumption promotion;
- Technical improvement;
- Right products in favor of Chinese eating habit;
- Cheapest meat/animal protein;

The screenshot shows the website interface with a navigation bar, a main banner, and a list of articles. A red circle highlights a list of article titles and dates, and another red circle highlights a video player.

大众社区 caaa.cn 食品安全 消费指南 饮食健康 美食城 养生园 民俗文化 品牌秀 美食地图

2008年1月2日 星期三

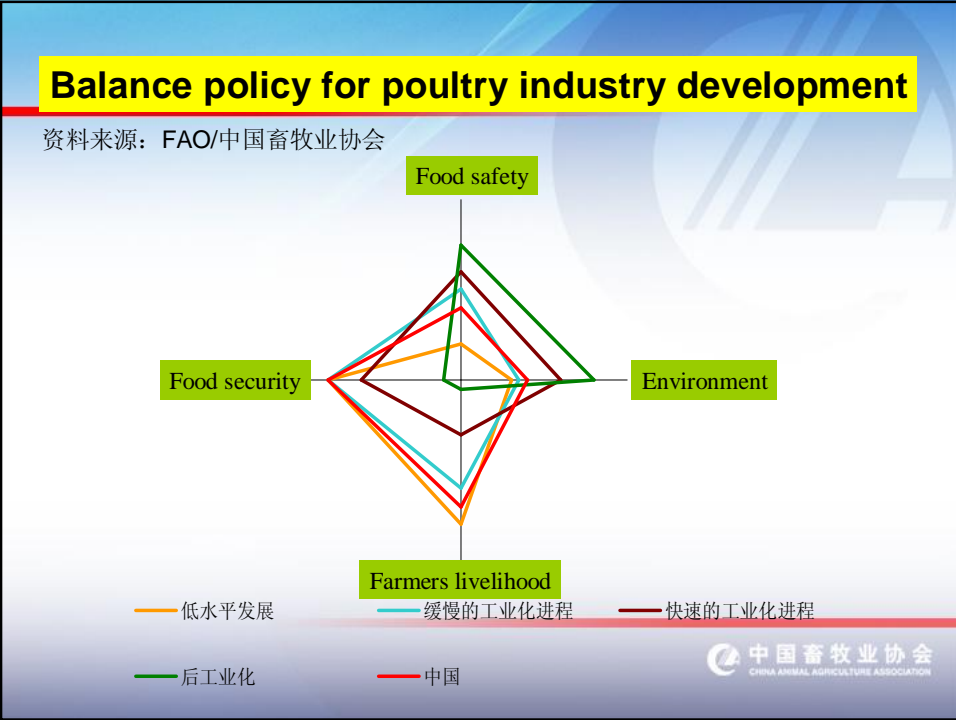
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大众社区  
主办：中国畜牧业协会

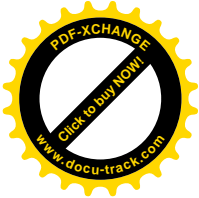
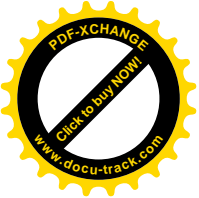
文章搜索：  查询

- 炒七巧 2007-12-04
- 白果参鸡汤 2007-10-29
- 鸡茸牛肉 2007-10-19
- 正宗重庆辣子鸡 2007-09-27
- “天下第一鸡”汤 2007-08-06
- 银蒜南乳肉 2007-08-03
- 大暑要吃童子鸡 2007-08-02
- 肥西三祠饮食系列：酥鸡 2007-07-15
- DIY西餐名菜 葡国鸡饭 2007-07-13
- 醉鸡加工技术 2007-06-25
- 巧手厨房 贵妃鸡翼 2007-05-24
- 红油蘑菇鸡片 2007-04-17
- 香滑鸡粥 2007-03-21

直面中国食品安全  
华都肉鸡生产流程

华都肉鸡生产流程  
视频一 视频二





## About CAAA 中国畜牧业协会

全国性的非政府，非盈利的民间组织  
*Nationwide Non-government Non-profit*

成立于2001年

Founded in Dec. 2001

秘书处现有工作人员：58人

No. of Employees in the Secretariat: 58

活动范围覆盖畜牧业的各个领域

Cover all areas of animal agriculture industry

现有企业会员1800，个人会员3500

1800 company members

3500 individual members



## Role and Task of CAAA 协会职能

### Communication

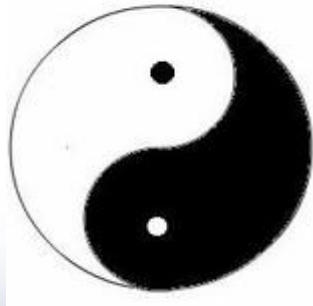
- **Conduct Investigation and evaluation** on present situation of animal production nationwide;
- **Communicate** with government departments in order to create a better environment for animal production development;
- **Communicate with consumers for consumption promoting;**
- **Hold talks and negotiations** with foreign organizations to foster relationship and explore trade opportunities.
- **Coordinate** with all relevant organizations and institutions in the industry.



## Win-Win - The core value of Chinese culture

中国传统文化的核心是：寻求动态的平衡。各个元素以合理、最适合各自存在的方式共处一个空间，以达到双赢，乃至多赢。

The core value of Chinese traditional culture is to seek balance in a dynamic world. All elements co-exist in a common space with their respective, most suitable and reasonable pattern, in order to achieve a Win-Win, or even Multi-Winning situation.



Keep moving;  
Mutual understanding;  
Cooperating;  
Win-Win

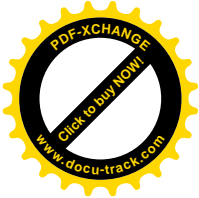
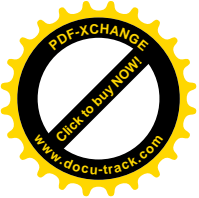
## Core Value of CAAA 中国畜牧业协会的核心价值

**Reliable** 可信赖

**Efficient** 高效率

**All For One and One For All**  
人人为我 我为人人





 **中国畜牧业协会**  
CHINA ANIMAL AGRICULTURE ASSOCIATION

**Thanks for your attention**

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**谢谢关注!**