



For Immediate Release **International Production & Processing Expo**

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Market Trends and Challenges Highlighted during the Poultry Market Intelligence Forum at the 2020 IPPE

ATLANTA, Ga. – Jan. 31, 2020 – “Today, the notion of ‘climate friendly diets’ is gaining substantial traction, especially among youth. It is a brilliant opportunity to position chicken and eggs as being tasty, convenient, climate-friendly, nutritious and affordable,” remarked Dr. David Hughes, professor at the Imperial College of London, during the Poultry Market Intelligence Forum held at the 2020 International Production & Processing Expo (IPPE).

In his presentation on “Global Consumer Trends: Implications for the Poultry & Egg Industry Worldwide,” Hughes mentioned that poultry and eggs are the fastest growing protein markets, predicting that during the first and second decades of this century, there will be a 40% growth in protein consumption. Under the ‘protein umbrella,’ he emphasized plant-based protein as the largest category and remarked that “nontraditional” protein will have spectacular growth, while meat, eggs and dairy are in a healthy growing condition.

Dr. Paul Aho, economist and consultant at Poultry Perspective, discussed domestic and global drivers for 2020, including the gap in Chinese pork production. Aho remarked that “chicken meat will try to cover the lack of pork protein but will not be successful. This will increase the price of protein worldwide.” He predicted that China’s chicken production will not rise.

Aho reviewed several drivers, including a shortage of small chicken breasts for sandwiches in U.S. production; wings at a similar price as last year; China may not purchase more agriculture goods; soybean stock will go up in 2021; the consumption of eggs per capita is rising, and egg prices will stabilize in 2020; turkey production will be the same during the first three quarters of 2020 and will increase in the fourth quarter, while the price will continue to increase during 2020; feed prices are heading down; and greater support for the back half of the chicken in the U.S. and in China.

Mike Donohue, vice president for Agri Stats Inc., provided information on long-term trends in poultry production and marketing. He remarked that hatchability has dropped in the last two years, and the industry and genetics companies are striving to address the issue. Also, the feed conversion ratio in the U.S. broiler industry keeps getting better, and boneless breast meat yield continues to increase, due in part to the heavier weight of broilers. Donohue reviewed some of the challenges facing the poultry industry, including avian influenza, the value of leg quarters and paws, and gaining access to more export markets.

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Photo Caption: Dr. Paul Aho, economist and consultant at Poultry Perspective, and Mike Donohue, vice president at Agri Stats Inc., speaking during the Poultry Market Intelligence Forum at the 2020 IPPE

ABOUT IPPE

The International Production & Processing Expo (IPPE) is a collaboration of three shows - International Feed Expo, International Meat Expo and the International Poultry Expo - representing the entire chain of protein production and processing. The event is sponsored by the American Feed Industry Association (AFIA), North American Meat Institute (NAMI) and U.S. Poultry & Egg Association (USPOULTRY).

ABOUT AFIA

Founded in 1909, the American Feed Industry Association (AFIA), based in Arlington, Va., is the world's largest organization devoted exclusively to representing the business, legislative and regulatory interests of the U.S. animal food industry and its suppliers. The organization's membership is comprised of more than 680 domestic and international companies that represent the total feed industry—manufacturers of commercial and integrated feed and pet food, ingredient suppliers, pharmaceutical companies, industry support and equipment manufacturers. AFIA members manufacture more than 75 percent of the feed and 70 percent of the non-grain ingredients used in the country. AFIA is also recognized as the leader on international industry developments and holds membership in the International Feed Industry Federation (IFIF).

ABOUT NAMI

The North American Meat Institute (NAMI) is the leading voice for the meat and poultry industry. Formed from the 2015 merger of the American Meat Institute (AMI) and North American Meat Association (NAMA), the Institute has a rich, century-long history and provides essential member services including legislative, regulatory, scientific, international and public affairs representation. NAMI's mission is to shape a public policy environment in which the meat and poultry industry can produce wholesome products safely, efficiently and profitably. Together, the Institute's members produce the vast majority of U.S. beef, pork, lamb and poultry and the equipment, ingredients and services needed for the highest quality products.

ABOUT USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today's poultry industry, whose mission is to progressively serve member companies through research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Georgia.