



POULTRY FOR MEAT

Industry sheet

Key statistics

1.79 million tonnes of poultry produced
 3rd producer in the EU behind Poland and the United Kingdom
 34% of production is exported (live poultry, meat and preparations)
 €1.17 billion in turnover for export in 2018 (excluding genetics)



INDUSTRY STRUCTURE

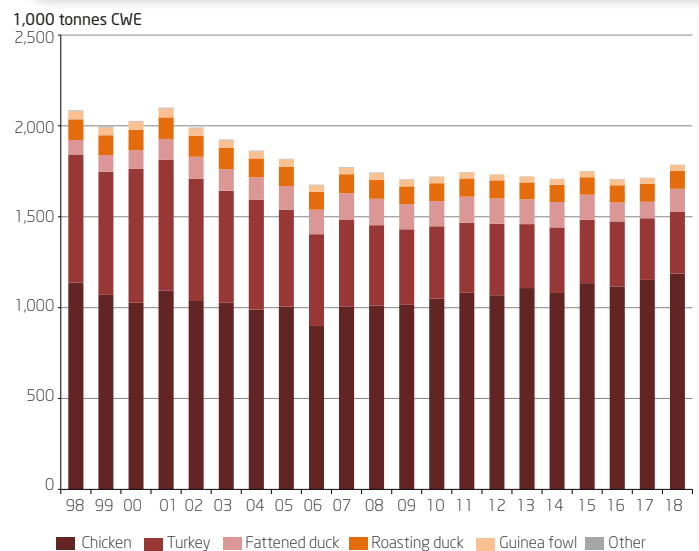
- Upstream links are very involved (genetics, incubation, animal feed, rearing) by a few large cooperative or non-cooperative groups.
- Manufacturers organise farm set-ups in conjunction with producer organisations (PO), thus determining the production volumes.
- There are 4 main types of contracts depending on the entity that owns the animals (farmer or PO) and the farmers' shareholding in the PO (cooperative/non-cooperative):
 - "Supply/collection/sale" cooperative contracts (45% of the building surface areas – source Itavi): the farmer owns the animals and owns membership shares in the PO;
 - "Joint farming" cooperative contracts (11% of the building surface areas): the cooperative provides the farmer with inputs (feed, chicks, technical monitoring) and remunerates the farmer for his work. Similar to "integration" contracts;
 - "Integration" contracts (35% of the building surface areas): the commercial enterprise supplies the farmers (who do not own the animals) with the inputs and takes back the finished products;
 - "Non-integrated production" contracts (9% of building surface areas): the farmer owns the means of production (feed, animals and buildings) and is bound by contract to a manufacturer who undertakes to purchase what is produced. This model is mostly used in northern France by POs working with Belgian or German slaughterhouses.



PRODUCTION

- 1.79 million tonnes CWE were produced in French farms in 2018, including 1.19 million tonnes CWE of chicken, 0.34 million tonnes CWE of turkey, 0.23 million tonnes CWE of duck (of which 56% was fattened duck from the foie gras palmipeds sector) and 33,200 tonnes CWE of guinea fowl.
- Turkey production has been halved since the year 2000.
- In 2010, 52% of French poultry meat farms were specialised farms (compared to 81% in the United Kingdom); for 48%, poultry activity represented a complementary activity within the farm.
- In 2010, 53% of poultry meat rearing capacity (i.e. 10.3 million m²) was located in the Pays-de-la-Loire and Brittany regions, and 13% (2.5 million m²) in the South-West basin (Aquitaine and Midi-Pyrénées).
- Two types of farms coexist:
 - Label Rouge farms with less than 1,600 m² of buildings (average of 770 m²),
 - Other "standard" poultry farms with more than 1,600 m² (average of 3,100 m²).
- In France, the average capacity of poultry meat plants with 1,000 or more places was 16,700 heads in 2013 (including part of the Label Rouge chicken farms), while the average capacity was 38,800 heads in Belgium, 69,800 heads in Germany, 80,400 heads in the Netherlands, and 87,700 heads in the United Kingdom. The European average stands at 36,500 heads.

Poultry production in France, 1998-2018



Source: FranceAgriMer from SSP



PROCESSING

- There were 92 slaughterhouses with a significant poultry activity (more than 500 tonnes per year) in 2012. 87% of these slaughterhouses almost exclusively slaughter poultry, and 13% are mainly poultry-focused.
- 935 million birds were slaughtered in France in 2018, of which 81% were chickens for meat.
- In 2018, 66% of the volumes of chickens slaughtered were standard chickens, 16% under Label Rouge specifications, 10% under other quality labels (certified, organic, PDO, PGI, etc.) and 10% of the volumes were chickens for export, mainly to countries in the Near and Middle East.



SALE

- 1.2 million tonnes CWE of poultry slaughtered in France were used to supply the French market (retail, catering and industry).
- The chicken export sector represented about 102,600 tonnes CWE in 2018, with specific markets, products and operators.
- European Union exports of products similar to those sold on the French market totalled 293,700 tonnes CWE in 2018.
- Exports to third countries outside the chicken export sector represented 115,300 tonnes CWE in 2018, and were mainly brown meat (legs, wings, etc.) sent to Africa following the Russian embargo of August 2014.



CONSUMPTION

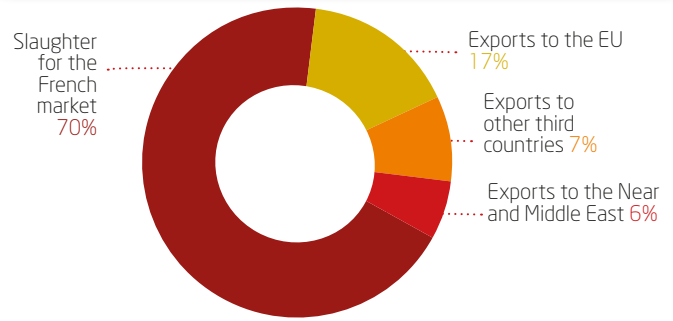
- 27.0 CWEkg per capita of poultry meat consumed in France in 2018, of which 19.1 CWEkg per capita of chicken and 4.5 CWEkg per capita of turkey.
- Since 2007, poultry consumption has been growing at an average annual rate of 1.7%.
- Between 2000 and 2018, household purchases grew by 1% per year on average, but consumer demand has changed significantly. Whole poultry, which accounted for 36% of household purchases in 2000, accounted for only 18% of the volumes purchased in 2018; the share of cut meat has increased from 46% to 51% and poultry preparations (breaded, nuggets, etc.) have increased from 17% to 31%.
- Approximately 45% of total French chicken consumption is imported. In out-of-home catering, imports account for 67% of volumes.



TRADE

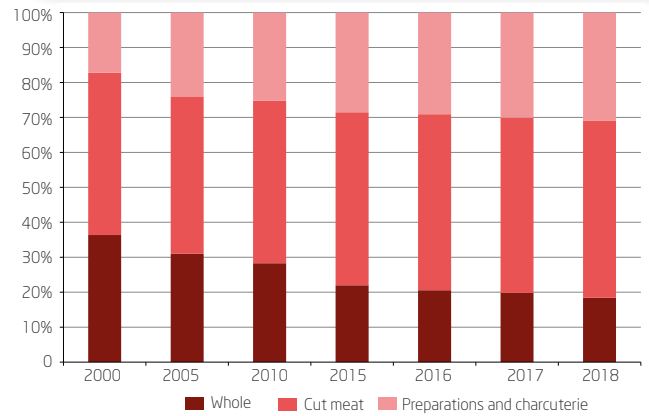
- Since the implementation of the Marrakech agreements in 1995, French exports of poultry meat and preparations have fallen by 39% in terms of volume to 514,000 tonnes CWE in 2018.
- Exports to the EU fell by more than 40%, in line with the development of the European poultry industry, particularly in the Netherlands, Germany and Poland.
- Frozen whole chicken intended for export with refunds represented around 240,000 tonnes CWE until 2013. In July 2013, the European Commission suspended the refund mechanism. Today, countries in the Near and Middle East continue to turn away from the French market; French exports to these countries only counted for 102,600 tonnes CWE in 2018.
- In twenty years, total imports have increased more than fourfold from 150,000 to 645,500 tonnes CWE. Following the signature of a free trade agreement with the EU, imports from Ukraine have grown rapidly, making it the EU's third largest supplier behind Brazil and Thailand.
- Since the mid-2000s, imports from Poland, Benelux and Germany, including fresh meat, have been putting significant pressure on the French market.
- As the negative balance of trade in poultry meat and preparations is partly offset by the positive balance of trade in live animals, France's level of self-sufficiency was 99% in 2018.

Main commercial exports for the French meat poultry sector in 2018



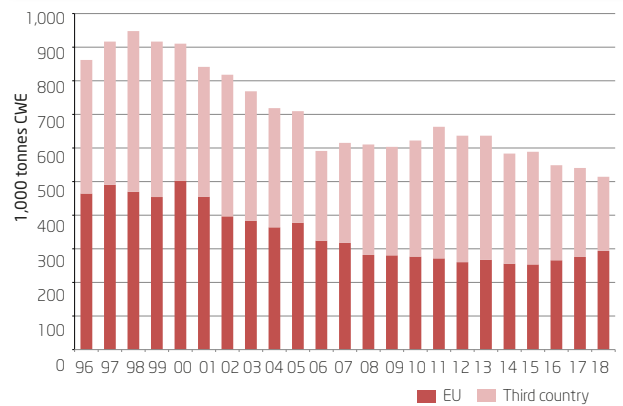
Source: FranceAgriMer from SSP and French customs

Changes in the types of poultry products purchased by French households



Source: FranceAgriMer from Kantar Worldpanel

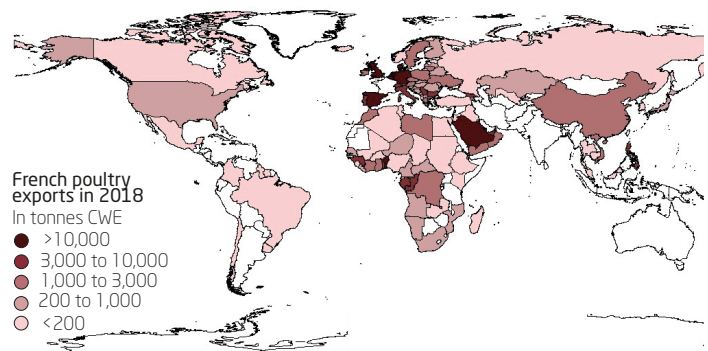
French exports of poultry meat and preparations by destination, 1996-2018



Source: FranceAgriMer from French customs



MAIN EXPORT MARKETS



Source: FranceAgriMer from French customs