



You are here: [Home](#)

Background

Sustained growth forecast for Australia and New Zealand

//21 Jul 2011

The two biggest countries in the Pacific rim are Australia and New Zealand. When it comes to poultry production these count. Consolidation is the current trend, and consumption of both meat and eggs is on the increase. Prices are under pressure, however. And animal welfare considerations are gaining ground.

Page 1 of 4

By Pete Bedwell, Australia

According to recently published Australian Bureau of Agricultural and Resource Economics (ABARE) statistics in its 'Poultry-Outlook' to 2015-16, poultry production is expected to increase in 2011-12 to 910,000 tonnes. In a report prepared by analysts Andrew Haylen and James Fell, "this increase is in response to higher demand for poultry as a result of forecast price increases for red meats."



Over the medium term, poultry production is projected to increase by 3% a year to around one million tonnes by 2015-16. "This is consistent with a projected easing of grain prices, a continuation of increasing slaughter weights, as a result of productivity improvements, and consumer preferences for poultry," the report stated.

"Poultry consumption is forecast to rise by 1% in 2011-12 to around 38 kilograms per person per year. "Over the outlook period, annual consumption per capita is projected to increase steadily to around 40 kgs by 2015-16. "Poultry is projected to maintain its position as the most consumed meat on a carcass/weight equivalent basis," the ABARE report concluded.

Page 1 of 4 | [Next Page »](#)

Source: World Poultry, Vol 27, No. 5, 2011

| [More](#)

Rating:

[Click here to register for the free WorldPoultry newsletter](#)

Copyright 2011 Copyright Reed Business