



New Economic Analysis of the Chicken, Egg, and Fish Industries in USA, China, and Brazil

The economic underpinnings of these industries is key to understanding how they will continue to grow if left unchecked.

Olympia, Wash. (September 27th, 2023) — Nonprofit research organization [Faunalytics](#) has published an in-depth economic examination of three animal agriculture industries in three key countries. The analysis covers the historical consolidation of these organizations, risks for these companies, and what factors determine the price of animal products. The report is helpful to journalists looking to understand the basics of how the animal agriculture industry profits from animal suffering, as well as advocates interested in decreasing the power of this industry.

The findings include graphics about the chicken industry consolidation, hotspot regions for these industries, and a term sheet.

Key Findings:

- 1. Animal agriculture corporations' profits are sensitive to many risks.** Those potential threats include consumer demands for better animal welfare, strengthened environmental policies, having to increase employee wages, and the loss of companies that are major customers.
- 2. The U.S., China, and Brazil are key to the chicken, fish, and egg industries and are highly intertwined.** As one example, Brazilian soybeans are used to feed Chinese fish that are ultimately eaten by U.S. consumers.
- 3. The aquaculture industry hasn't yet consolidated or standardized as much as the broiler chicken and egg industries have, but it will.** Intensive aquaculture is relatively new and uses a wider variety of animals and production methods so it hasn't yet achieved the same level of efficiency. Without intervention, aquaculture companies will continue to consolidate, vertically integrate, and intensify their operations.
- 4. Animal feed is the biggest cost the animal agriculture industry has to cover.** Feed now often makes up two-thirds of the money corporations spend to make animal products. Welfare-focused reforms, slower slaughter line speeds, higher employee wages, and tougher environmental regulations all work to reduce the industry's profits.

5. **Governments have not only allowed but also encouraged animal agriculture to grow to this point.** In the U.S., companies have benefited from indirect subsidies and a friendly regulatory environment, while in Brazil and China, the governments have provided direct financial (or monetary) support to animal agriculture.
6. **The modern model of animal agriculture even hurts the farmers who work for it.** Contract “grow-out” farmers (who raise the chickens that the megacorporations own) must often take out massive loans. Some experts also fear that the rise of aquaculture could lead to further international exploitation of farmers.

The consolidation and industrialization of animal agriculture should be of concern to advocates across several sectors. “What’s so critical to understand about the global animal agriculture industry,” says lead researcher Zach Wulderk, “is that it harms so many groups. Workers, small farmers, people living in vulnerable regions like Brazil’s Cerrado region—they’re all exploited in some way.” Wulderk noted that there the report also found several risk factors that affect the prices of animal products worldwide.

This [report](#), which contains a broad analysis of the economic underpinnings of the global food system, is the latest addition to Faunalytics’ original research collection, which primarily focuses on public attitudes, beliefs, and behaviors toward animals. A list of upcoming and previous original studies can be found [here](#).

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Zach Wulderk, lead researcher, is available for interviews.

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About Faunalytics

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world’s largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. Faunalytics has been named a Top Charity by Animal Charity Evaluators since 2021. For more information, visit www.faunalytics.org.