

USDA Foreign Agricultural Service

# GAIN Report

Global Agricultural Information Network

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## EU-28

## Poultry and Products Semi-annual

## 2018

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**Report Highlights:**

EU-28 broiler meat production is expected to increase slightly again in 2018 driven by both domestic and export demand. Consumers have been switching to broiler meat from other types of meat as it is less expensive and easy to prepare. Imports are forecast to remain stagnant in 2018, with about 15 percent of all imports projected to come from Ukraine, now a major supplier. In 2018 exports are expected to continue to increase to Sub-Saharan Africa significantly and also to Asia, especially as the HPAI related embargoes that were put in place in 2016 are lifted.

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## DISCLAIMER

The numbers in the PSDs in this report are not official USDA numbers, but they result from a collaborative effort by FAS EU offices to consolidate PSDs from all 28 EU member states.

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### **Commodity: Broiler, Meat**

#### **Production**

EU-28 broiler meat production in 2018 is now forecast to increase by 1 percent from 2017. It follows larger than anticipated 2.5 percent growth in 2017, driven by significant production increases in Poland which is now the leading broiler meat producing country in the EU-28. The increase was driven by both increased domestic EU-28 consumption and higher than anticipated exports. However, compared to previous years the rate of growth has slowed in most EU-28 countries as higher feed prices, environmental regulations (such as in the Netherlands), and lack of investments in updating production facilities (such as in Germany) limit stronger growth.

#### **Consumption**

EU-28 domestic consumption of broiler meat is still expected to increase more than total population growth in 2018, indicating a small increase in per-capita consumption. This is due to the switch from other meats to broiler meat owing to the weak economy in some EU-28 countries as well dietary changes to leaner and easier to prepare types of meat.

## Trade

EU-28 broiler meat imports are expected to remain stagnant in 2018 after a sharp drop in 2017 because of the competitiveness of domestically produced broiler meat, with Polish broiler meat partly replacing Brazilian broiler meat imports. Ukraine is now the third largest supplier of broiler meat to the EU-28, benefiting from the EU-28 and Ukraine free trade agreement (see [2017 EU-28: Poultry and Products Annual Report](#)).

EU-28 broiler meat exports in 2018 are expected to remain strong after a significant increase in 2017 despite trade embargoes in a few major EU-28 export markets such as South Africa and Philippines following HPAI outbreaks in several EU-28 countries. The HPAI-linked South African ban was put in place in addition to a 13.9 percent special duty applied to all imports of EU-28 broiler meat into South Africa starting mid-December 2016. It resulted in a 70 percent decrease in EU-28 broiler meat export to South Africa. Traditional French frozen whole broiler exports to Saudi Arabia also plummeted by 20 percent as they could not compete with Brazilian exports. On the other hand, EU-28 broiler meat exports to sub-Saharan countries that did not implement HPAI related embargoes increased dramatically. These included countries such as Ghana (+ 81 percent), Congo (+ 45 percent), Gabon (+ 58 percent) and Liberia (+ 78 percent). Exports to Hong Kong (+ 30 percent) and Vietnam (+ 45 percent) also increased sharply. EU-28 broiler meat exports (mostly frozen wings, legs and mechanically deboned meat) jumped by 45 percent to Ukraine benefiting from the EU-28 and Ukraine free trade agreement. The end of the HPAI-linked embargoes in 2018 may further boost EU-28 broiler meat exports. However, the South African special duty remain in place.

## Policy

The EU-28 broiler sector has been spared of major development of highly pathogenic avian influenza (HPAI) cases in the fall of 2017 and early winter of 2018. The European Commission dedicated [website](#) features details and maps showing the different outbreaks since 2009.

Poultry, Meat, Broiler	2016		2017		2018	
	Jan 2016		Jan 2017		Jan 2018	
Market Begin Year	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
European Union						
Inventory (Reference)	0	0	0	0	0	0
Slaughter (Reference)	0	0	0	0	0	0
Beginning Stocks	0	0	0	0	0	0
Production	11533	11560	11700	11840	11880	12000
Total Imports	761	763	720	700	720	710
Total Supply	12294	12323	12420	12540	12600	12710
Total Exports	1276	1276	1250	1310	1280	1300
Human Consumption	11018	11047	11170	11230	11320	11410
Other Use, Losses	0	0	0	0	0	0
Total Dom. Consumption	11018	11047	11170	11230	11320	11410
Total Use	12294	12323	12420	12540	12600	12710
Ending Stocks	0	0	0	0	0	0
Total Distribution	12294	12323	12420	12540	12600	12710
(MIL HEAD) ,(1000 MT)						

*Note: Per revised FAS instructions, exports of chicken paws to Hong Kong and China have been excluded from EU-28 Broiler Meat exports.*