

Poultry

Poultry Meat | Eggs | Genetics



Top 5 EU Markets for Poultry Meat

1. Ireland – £64,338,993
2. Netherlands – £37,926,225
3. France – £29,647,192
4. Spain – £17,501,558
5. Germany – £14,821,781

(average 2017–2019)

Top 5 Non-EU Markets for Poultry Meat

1. Hong Kong – £23,118,124
2. Angola – £5,784,642
3. Gabon – £5,064,303
4. Philippines – £4,902,902
5. Haiti – £4,259,571

(average 2017–2019)

The UK produces high quality poultry products and enjoys a great reputation around the world. With consumers around the globe becoming more health conscious, poultry meat and eggs are an obvious and affordable choice of protein.

Poultry Meat

The UK is around 65% self-sufficient in poultry meat. As a net importer of 'white' poultry meat, typically referring to cuts of meat such as the breast¹, the UK's domestic production supplies our national demand with help from imports. However, to support the UK's domestic poultry industry and to achieve carcase balance, lucrative markets for dark meat and offal, cuts of meat which are not as popular to UK consumers, such as thigh and drumstick – are urgently required.

Securing growing markets for dark meat exports and offal

To support the UK's favoured domestic consumption of white meat, it is vital to locate dark meat opportunities, specifically highlighting export demand for chicken thighs, turkey thighs, drumsticks and wings and parts of the bird that are not as

highly demanded for in the UK, known as offal.

Dark meat is significantly more popular in other countries around the world such as those in the Far East. For example, Japanese consumers, tend to favour fattier products such as chicken thighs over chicken breast. Following a trade agreement with Japan, UK poultry can now be served on Japanese tables with industry estimates predicting this will boost the industry by up to £65 million over five years.

Previously, trade in dark meat (chicken wings and legs) has also taken place between the UK and West and South Africa. However, recent bans on imports of UK poultry due to outbreaks of Avian Influenza has seen market access curbed, significantly damaging trading relations.

Exporting genetics and spent hens

The UK's high health and productive poultry industry has an excellent reputation and currently exports genetic products, across the species, all around the world. It is estimated that 70% of the world's broiler production derives from the UK and

UK exports of breeding stock around the world are worth approximately £140 million a year.

For example, Saudi Arabia is looking to increase its self-sufficiency and reduce its dependence on imports. It is aiming to become 100% self-sufficient in poultry meat, but to do this it will need access to new and productive breeding stock and the UK is a natural source for this.

Alongside demand for broilers and genetics to build up domestic stock, there is also demand for 'spent hens' which have come to the end of their productive egg-producing lives. Traditionally considered a by-product of the egg industry, there is an increasing opportunity to export spent hen carcasses and improve the industry's sustainability. Spent hens, which enter the human food chain, are generally used in products such as soups, stock or stews as the meat stays tender. Particularly in some parts of Asia, there is no differentiation between meat producing and egg laying chickens, with the same bird used for both. With a significant egg industry in the UK, we have the opportunity to process 'spent hens' for exports to supply demand overseas.



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Challenges

To enable poultry farmers to export their birds or eggs, registration to the Poultry Health Scheme is required. If exporting to other third countries, the relevant Export Health Certificate (EHC) needs to be obtained before shipping.

The process of acquiring an Export Health Certificate (EHC) in the UK is not easy, with the majority of the process still completed by pen and paper. Although you can apply for some EHCs online, not all certificate applications are available, lengthening the process further. Delays in obtaining short-notice EHCs has resulted in UK businesses missing out on opportunities to sell overseas. In comparison in the Netherlands, applying for an export certificate is made efficient through the use of an automated e-Cert System.

The impact of Avian Influenza (AI) is also a significant challenge to the poultry sector. When outbreaks occur, trade can be impacted by importing countries limiting or preventing market access. Some trading partners require the whole country to be free of Avian Influenza to trade such as China, whereas others ban market access from only the areas immediately surrounding the confirmed disease outbreak – known as regionalisation. The principle of regionalisation is well established in international trade and is recognised by the OIE. Predictable and transparent application of regionalisation is key for the UK poultry sector to help work towards limiting the impact of outbreaks on trade.

Egg Exports

We are 92% self-sufficient for eggs in the UK and in 2021 UK farmers produced 11.3 billion eggs. We also import eggs to meet domestic demand and in 2021, we imported an extra 1.4 billion eggs². The nature of shell eggs makes exporting difficult due to the risk of damage in transit. Despite this, shell egg export figures for May 2021 are 63,000 cases, up 1% compared to the same period in 2020, whilst egg product exports were 40,000 cases, up 55% compared to May 2020. In total, 315 million eggs were exported by the UK in 2020.

For liquid egg, exports are far easier with no risk of shell damage and the ability to vary the volume of packaging. Of 23,400 tonnes of eggs bought by UK egg processors in Q2 2021, 73% of total production was processed into liquid egg³. Demand for liquid egg is particularly high across countries in the EU such as France, Germany and Belgium with all three countries importing significant average quantities of liquid egg. With these import quantities growing, there are opportunities for UK egg processes to export more liquid egg.

Powdered egg production supplies both the catering and home-baking industry and is increasingly used within ice cream production. Alongside this, it is an important raw material for protein powder and the body supplement market is growing. Egg protein powders contain a high amount of protein with minimal carbohydrates and fat. These protein powders are known to improve muscle mass, overall performance, and strength and the market has been driven by the rising trends of health clubs and fitness focus in the Middle East and Asia. Furthermore, there has also been a growth in demand for dietary supplements and protein rich food across Europe and North America. Globally, the egg protein powder market was valued at roughly \$7.4 billion in 2020 with growth prediction of 5.5% over the next 7 years, with an estimated worth of \$10.85 billion by 2027⁴.

1. One case = 30 dozen eggs.

2. [UK Egg Industry Data | Official Egg Info](#)

3. GOV.uk - [United Kingdom egg statistics: Quarter 2 2021](#) - GOV.UK (www.gov.uk)

4. [Egg Protein Powder Market Size and Share | Statistics - 2027](#) (gminsights.com)



Poultry



Case Study

Paul Kelly – Free Range Turkeys (KellyBronze)

KellyBronze turkeys was founded in 1971 and became the first farm in the UK to rear free range turkeys. KellyBronze breed, rear, process, pack and sell their turkeys to consumers in the UK and across a number of international markets. Alongside selling turkeys, KellyBronze has developed their range of products and invested in processing methods to increase shelf-life and improve taste. For these reasons, KellyBronze have also created a renowned reputation for their genetics and have successfully expanded the business to supply hatching eggs and day-old chicks.

'KellyBronze exports mostly take shape as frozen goods including whole birds, turkey crowns and cuts such as breast joints and thigh mince. We also export hatching eggs and day-old chicks.

Important export markets for us include Hong Kong and Dubai with potential for exports to Singapore as consumer demand rises. Our customers in Hong Kong import approximately £50,000 per year of our products whilst we ship a small number of exports to Dubai for Christmas Day turkey.

For KellyBronze, exports do not represent a large percentage of value for our business, contributing less than 1% for meat exports and around 5% from the hatchery. Despite this, exports remain important to us and there is potential to expand beyond these current markets and Mainland Europe into countries within the Gulf and Asia.

UK wide logistical issues, labelling and certification requirements in destination markets and problems operating through overseas ports for both meat and hatching egg exports posed significant challenges to our exporting success in the previous year. Our poultry exports have also been hindered by the Avian Influenza (AI) outbreak in the UK and the different way countries around the world have applied regionalisation.'

Philip Regan, KellyBronze Sales Manager

KellyBronze's exports currently focus on selling surplus frozen stock and this enables the business to build resilience and reduce reliance solely on the UK market. Although, like many poultry exporters in the UK, KellyBronze's exporting potential is held back due to uncertainty and market access concerns. Identifying where the government can support this is welcomed, KellyBronze recognises the value of trade shows to promote their brand and range of products. Maintaining open international communication in tandem with better access to help and support with export paperwork requirements is also incredibly important to help grow UK poultry exports.

