

# Poultry Digital

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## State of the nation

Bright outlook for US poultry and  
egg markets in 2019

Inside the IPPE global markets issue | Inside IPPE 2019: Our top picks for the year's biggest poultry event • State of the nation: Bright outlook for US poultry and egg markets in 2019 • Is South African Poultry back on track? • Canadian chicken: Low demand, lower carbon footprint • Why Zimbabwe's consumers favour tough end-of-lay hens to tender broilers • Q&A with Rabobank's global animal protein strategist • Reader Q&A with Mike Colley



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## FROM THE EDITOR

# “The global poultry industry surges forward”

What a year we had in 2018 – a year of trade wars, a renegotiated NAFTA (now the USMCA Agreement), WTO disputes, import blocks, tariffs and a Brexit plan which caused an historic vote of no confidence and which is still heading in uncertain directions.

Isolationist views inhibiting cooperation between nations are an obstacle not only to global trade, but to global prosperity. A boon, then, that the EU and Japan have agreed to reduce tariffs on poultry and egg products with their new trade deal and that tensions between the US and China appear to be relaxing – for now.

That being said, the global poultry industry surges forward. Innovative ideas have reduced antimicrobial use drastically and the world’s leading food businesses are getting behind a cage-free egg chain or otherwise taking measurable steps toward improving welfare for the hens that feed the world across faiths, borders, classes and cultures.

This issue of *Poultry Digital Magazine* takes IPPE 2019 as an opportunity to visit a few of the world’s markets from a global poultry perspective. Join us for our annual review of the US poultry meat and egg industry with predictions for 2019 (page 14); an update on how the South African market has recovered from a listeriosis outbreak in 2016 (page 18); and a look into how Zimbabwe is creating opportunities for egg farmers with end-of-lay hens (page 24).

We also visit Canadian broiler producers who are working to decrease their carbon footprints – just in time for consumers to choose more plant-based options instead (page 21). With an update from Rabobank about global poultry markets (page 26) and an inside look at our top picks from IPPE 2019’s programme (page 10), this issue ushers in the new year with a positive outlook for 2019.

Ryan Johnson | Editor



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Ryan Johnson

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## Brexit and beyond: a strong future in animal health

UK 06 NOVEMBER 2018

Mixed emotions were felt at the 2018 NOAH Brexit conference on 30 October as animal health industry representatives gathered to discuss the future of animal health after Brexit



**B**rexit and beyond: A strong future in animal health, the conference, hosted by the [National Office of Animal Health](#) (NOAH), brought together experts from across the animal health industry to discuss and debate the risks and opportunities that Brexit may hold for the UK.

With only a few short months left to establish both a deal and the constitution of that deal, the clock is ticking and patience is running low. There continues to be a distinct lack of clarity surrounding animal health and welfare policy and regulation, leaving many UK businesses sceptical of their future in the European marketplace.

It is NOAH's chief aim to ensure that UK businesses continue to

operate and thrive beyond EU exit, according to Dawn Howard, Chief Executive, NOAH, who opened the conference with an update on the progress achieved to date.

"NOAH's Brexit task force, established in October 2017, has continued to provide information to, consult with, and represent its members in all aspects of Brexit negotiations," she explained.

"When the Chequers paper was published, we were pleasantly surprised to see that there was quite a lot of reference in there to animal medicine and animal health, which is something we might not have seen had we not been so active in lobbying."

[Click here](#) to read the full story.

## Canadian government announced new working group for poultry and egg sectors

CANADA 2 NOVEMBER 2018



Canadian farmers and food businesses are vital to the country's prosperity, creation of good jobs, growth of the middle class, support for rural communities and high-quality products being brought to Canadian consumers' tables.

Minister of Agriculture and Agri-Food Lawrence MacAulay announced a new working group comprised of poultry and egg farmers and processors.

While informal engagement has already begun with the poultry and egg sector, the working group brings together officials from Agriculture and Agri-Food Canada (AAFC), representatives from national poultry and egg organisations and associations as well as regional representatives.

The working group will collaborate to develop strategies to fully and fairly support farmers and processors to help them adjust to the United States-Mexico-Canada Agreement (USMCA). It will also discuss support to reflect the impact of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

In addition to discussing impacts of the trade agreements in the short term, the working group will also chart a path forward to help the poultry and egg sectors innovate and remain an important source of jobs and economic growth for future generations. Supporting expertise to the working group may also include academic leaders, as well as industry and financial experts, as necessary.

[Click here](#) to read the full story.

# Compassion in World Farming launches first European EggTrack report

EU 05 NOVEMBER 2018

Compassion in World Farming announced their first European EggTrack report which shows the progress companies are making towards ending the use of cages for laying hens

In recent years, a wave of companies have made cage-free egg commitments and this report is designed to celebrate those public commitments, hold companies accountable for ensuring year-on-year progress towards their cage-free goals and stimulate a market shift away from caged egg production, said Compassion in World Farming (CIWF) in a news release.

By demonstrating the progress companies are making towards meeting their long-term cage-free commitments, CIWF hopes to inspire further progress and give producers the confidence to invest in the best alternative systems which are not only fit for the purpose of giving hens a good quality of life now, but fit for the future too.

All the companies highlighted in this report have made a commitment to sourcing only cage-free eggs by 2025 or sooner.

## Key findings

- 75 percent of the 83 companies

included in the European EggTrack report have reported progress against their commitments for at least part of their supply chain;

- 43 percent of companies have reported fully against their commitments for all parts of their supply chain;
- The average reported progress for future commitments (commitments with end dates 2018 to 2025) for shell eggs is 61 percent and for egg product/ingredient eggs is 47 percent

The EggTrack report will be produced annually and in future iterations we look forward to seeing all companies reporting progress across all parts of their supply chain, sending a strong signal that the food industry is fully committed to moving away from the use of cages for laying hens.

[Click here](#) to read the full story.

# California votes: hens must be cage-free by 2022

USA 08 NOVEMBER 2018 | Jocelyn Gecker

The Associated Press reported that despite the potential for increased egg prices and a cost of \$10 million a year to enforce the new legislation, California will make cage-free egg production a legal requirement by 2022.

Proposition 12, dubbed the Prevention of Cruelty to Farm Animals Act, also bans the sale of pork and veal which has been raised in cages which do not meet the new size requirements. This new legislation will also apply to out-of-state farmers who sell their eggs and meat in California.

"Change is coming," said Josh Balk, vice president at the Humane Society



of the United States, which sponsored and financed the measure. "This vote is a massive blow against industrial animal agriculture's abusive confinement systems."

[Click here](#) to read the full story.

# A market-ready method for gender identification in hatching eggs

GERMANY 09 NOVEMBER 2018



On 8 November 2018, the Federal Minister of Food and Agriculture, Julia Klöckner, together with Dr Ludger Breloh, SELEGGT Managing Director and Jan Kunath, Deputy CEO of REWE Group, presented in Berlin the now market-ready procedure for gender identification in hatching eggs: the SELEGGT process

In Germany alone, around 45 million male chicks from laying hen breeds are killed every year. Male chicks of these breeds do not lay eggs and do not fatten enough meat. Due to the high costs, the male chicks, the so-called layer brother cocks, are often not reared. In order to stop the chick culling, the German Federal Ministry of Food and Agriculture (BMEL) has funded the development of viable solutions for gender identification in hatching eggs with approximately five million euros so that male chicks do not have to be incubated.

Starting this November in 223 REWE and PENNY stores in Berlin, customers will be able to buy the first table eggs from laying hens that went through the new process as hatching eggs. REWE Group is already planning the national market launch of the so-called free-range respeggt eggs in all around 5,500 REWE and PENNY stores in Germany for the upcoming year. At the same time, SELEGGT is developing a business model to make the technology available to the industry as a cost-neutral service. The patented process will be available to the first hatcheries from 2020.

[Click here](#) to read the full story.

# Committed to innovation in poultry from the hatchery

We are committed to helping our customers optimise their performance and face the Antibiotic Free (ABF) challenge through innovative solutions and field support



To allow large poultry farming operations to take charge of their health management, pharmaceutical companies cannot simply supply them with effective pharmaceutical and biological products.

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[www.ceva.com/en/](http://www.ceva.com/en/)

# World poultry industry still struggling with necrotic enteritis

GLOBAL 29 NOVEMBER 2018

**Necrotic enteritis (NE) remains a formidable challenge in broilers raised without antibiotics and preventing the disease means steering clear of predisposing factors and implementing a rigid coccidiosis-control plan, speakers said at the Second International Conference on Necrotic Enteritis.**

In a 2016 survey of US poultry veterinarians about important diseases, NE ranked second in importance to coccidiosis, said John Smith, DVM, Alectryon LLC, a poultry consulting firm in Baldwin, Georgia.

Chickens raised without antibiotics now account for 45 percent of US broiler production, and NE is costing this segment of the industry an estimated \$6 billion dollars annually – a toll that’s likely to grow, Smith told the audience at the NE conference, held earlier this year in Denver, Colorado.

## Quantifying the problem

NE in poultry is caused by the bacterium *Clostridium perfringens* (CP), which is highly resilient and difficult to eliminate in broiler farms, several speakers noted.

Dan Karunakaran, DVM, PhD, Arm & Hammer, said that a survey he conducted indicated CP levels were rising in broilers and turkeys from 2014 to 2017, which he noted correlates with the rapid rise in NAE production – from 4 percent in 2013 to 40 percent in 2017.

The results of the survey, which involved 20 broiler and 25 turkey complexes, demonstrate that the incidence and severity of NE is linked to cycling of *Eimeria* organisms that cause the parasitic disease coccidiosis. Even healthy birds have low levels of CP, Karunakaran said.

In broilers, CP levels were highest in 3-week-old birds, while in turkeys CP spiked at 10 weeks of age, he reported.

Filip van Immerseel, PhD, from Ghent University, Belgium, reported on a worldwide survey he conducted on the prevalence of NE, which



appears to be 6 to 7 percent. He said, however, that good global data on NE is lacking, that definitions of NE vary among regions and the prevalence varies widely by region.

Asia has the highest rates of NE, he reported, although he gave no specific figures. In Belgium, 22 percent to 31 percent of layer pullet flocks have NE, he said.

Many of the speakers highlighted the importance of predisposing factors that allow CP to proliferate and NE to occur.

Van Immerseel cited coccidiosis, mycotoxins in feed, high-protein diets, immunosuppression and gut damage as key factors involved in allowing NE to develop. The bottom line for controlling NE is to prevent these predisposing factors and protect the epithelial cells of the bird’s gut, he said.

Other predisposing factors cited at the conference were high stocking density and humidity.

Indicating the clear connection between coccidiosis and NE, Mark Jenkins, Animal Parasitic Disease Lab, ARS, USDA, said that viable *E. maxima* and other *Eimeria* organisms were found on farms prior to chick placement on 35 of 60 houses tested in a study.

[Click here](#) to read the full story.

# How does organic chicken impact climate change?

SWEDEN 14 DECEMBER 2018

Organically farmed food has a bigger climate impact than conventionally farmed food, due to the greater areas of land required, according to a recent study.

This is the finding of a new international study involving Chalmers University of Technology, Sweden, published in the journal *Nature*.

The researchers developed a new method for assessing the climate impact from land-use, and used this, along with other methods, to compare organic and conventional food production.

The results show that organic food can result in much greater emissions. “Our study shows that organic peas, farmed in Sweden, have around a 50 percent bigger climate impact than conventionally farmed peas.

“For some foodstuffs, there is an even bigger difference - for example, with organic Swedish winter wheat the difference is closer to 70 percent,” said Stefan Wirsenius, an associate professor from Chalmers, and one of those responsible for the study.

The reason why organic food is so much worse for the climate is that the yields per hectare are much lower, primarily because fertilisers are not used.

To produce the same amount of organic food, you therefore need a much bigger area of land.

The ground-breaking aspect of the new study is the conclusion that this difference in land usage results in organic food causing a much larger climate impact.

“The greater land-use in organic farming leads indirectly to higher carbon dioxide emissions, thanks to deforestation,” explained Stefan Wirsenius.

“The world’s food production is governed by international trade, so how we farm in Sweden influences deforestation in the tropics.

“If we use more land for the same amount of food, we contribute indirectly to bigger deforestation elsewhere in the world.”

[Click here](#) to read the full story.





# Aviagen demonstrates Global Reach, Local Touch at IPPE 2019

Aviagen welcomes you to visit us in booth C10629 at IPPE 2019. We've been an exhibitor for more than 65 years, and the best part of the show for us is always meeting new people and strengthening our valued relationships.

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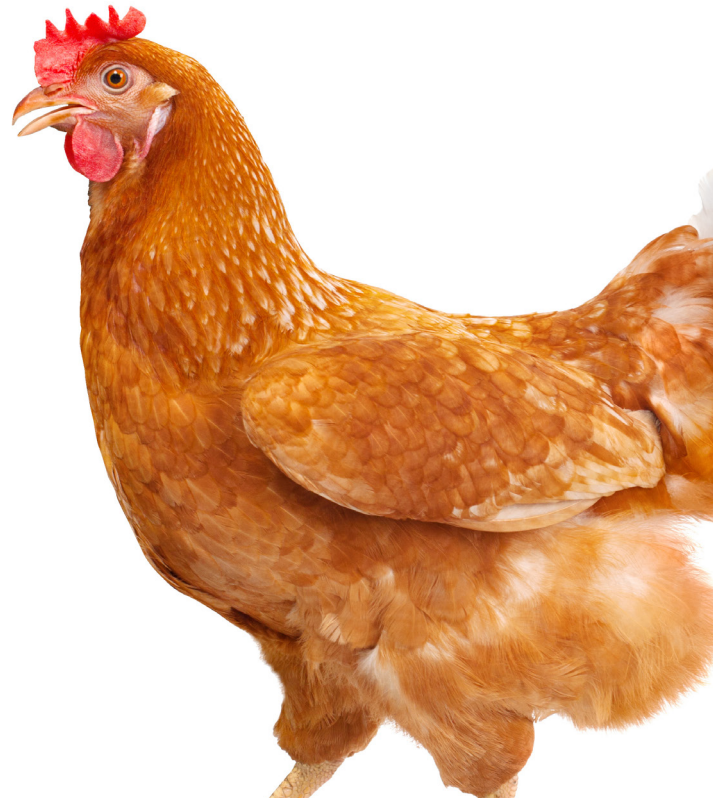
To learn more, stop by and see us at the show, or visit [www.aviagen.com](http://www.aviagen.com)

# Inside IPPE 2019

***Poultry Digital Magazine* selects ten of the top events at the year's biggest poultry event, hosted in Atlanta, Georgia by the US Poultry & Egg Association**

Words Ryan Johnson

Attracting more than 1,200 exhibitors and 30,000 visitors from around the world, IPPE 2019 is expanding this year across three halls of the Georgia World Congress Center. To help you prioritise both your visit and your plans for 2019, The Poultry Site has selected our top ten activities for the show.



# 1

## Take the plunge – into the welcome reception

The largest aquarium in the world invites IPPE visitors to the welcome reception where thousands of underwater species make for a bewildering backdrop. The reception is free but space is limited so pick up a sticker at the Reception Kiosk in the B- and C-Building lobbies to attend.

**When:** Tuesday, 12 February from 5:30-7:30pm

**Where:** Georgia Aquarium

**Price:** Free

[Click here for more events](#)

“The largest aquarium in the world invites IPPE visitors to the welcome reception where thousands of underwater species make for a bewildering backdrop”



## 2 Get technical with TechTalks

All day long, IPPE is offering short educational talks about operational and technical issues which are critical to all aspects of the meat, poultry and feed industries. Have a burning questions? Looking to meet like-minded peers? Check out IPPE 2019's TechTalks.

**When:** Wednesday, 13 February 10:30am-4:30pm and Thursday, 14 February 9:30am-4:30pm  
**Where:** Booths A246, B8725, C9123  
**Price:** Free

[Click here for more events](#)

## 3 Carve it up at the chicken and turkey cutting and cooking demonstration

No matter what your day job is, whether you raise broilers, market them, sell them, breed them, grow their meat in a lab or study their genome, the real question is: can you carve a chicken – or a turkey for that matter – when you go home at the end of the day and sit down to dinner? Join Shawn O’Neele, the seventh season champion from the hit TV series MasterChef for a demonstration on how to cook and carve chicken and turkey.

**When:** Tuesday, 12 February from 11:00am-12:30pm  
**Where:** Booth B8635  
**Price:** Free

[Click here for more events](#)

## 4 Stay current at the International Poultry Scientific Forum

Sponsored by the Southern Poultry Science Society, the Southern Conference on Avian Diseases and the US Poultry & Egg Association, this forum will provide attendees the opportunity to share ideas and gain insight on topics such as environmental management, nutrition, physiology, processing and products, pathology and avian diseases. If you’re a US or Canadian student, upload your valid student ID at registration, or show it on site to gain free admission.

**When:** Tuesday, 12 February, 8:00am-2:00pm  
**Where:** TBD  
**Price:** \$55 (free for students with valid student ID)

[Click here for more details](#)

“Concerning poultry, people want to know not only what impact consumption has on animal welfare, but what impact production is having on the environment”

## 5 Reduce your footprint at the Animal Agriculture Sustainability Summit

The world’s population is growing in line with its interest in how our food is produced. Concerning poultry, people want to know not only what impact consumption has on animal welfare, but what impact production is having on the environment. This idea-sharing presentation will host industry representatives who will present their company’s progress on developing programmes, tools and projects to make poultry more sustainable.

**When:** Tuesday, 12 February, 9:00am-12:00pm  
**Where:** Booth C202/203  
**Price:** Free

[Click here for more details](#)



## 6

## How to prepare for the blockchain revolution

With more and more businesses turning to blockchain for the promise of improved efficiency and traceability to meet increasing consumer demand for both, this presentation will tell you all you need to know about the prospects for blockchain in the meat industry.

**When:** Tuesday, 12 February, 3:00-4:00pm

**Where:** Booth B404

**Price:** Free

[Click here for more details](#)

## “Industry experts share their insight on what to expect in 2019 and how the US poultry industry plans to move forward in both domestic and international markets”

## 7

## Get to know your markets at the Poultry Market Intelligence Forum

Industry experts share their insight on what to expect in 2019 and how the US poultry industry plans to move forward in both domestic and international markets. Join Dr Paul Aho from Poultry Perspectives and Mike Donohue from Agri Stats to get their insight on the next year in poultry.

**When:** Wednesday, 13 February, 9:00am-12:00pm

**Where:** Booth C202/203

**Price:** Free

[Click here for more details](#)

## 8

## Wastewater and what to do with it: Challenges for the poultry and egg industries

New challenges face the poultry and egg industries as the use of antimicrobial compounds affects wastewater treatment. How can the industry adapt best practice to ensure public health and safety is protected? This programme will allow attendees to learn from academics, industry representatives and consultants on how to address these issues.

**When:** Wednesday, 13 February, 9:00am-12:00pm

**Where:** C205

**Price:** Free

[Click here for more details](#)

# 9

## Ingredients for a better product: Functional ingredients in meat and poultry processing

There are a variety of different ingredients you can use during processing to provide a safer product for consumers. Join five industry experts for a workshop which will help you to understand the applications of each ingredient as well as what you should expect in the coming years with regards to meat product formulations and clean label trends. The importance of these insights should not be undervalued as the average consumer becomes more educated and more concerned about what's in their food.

**When:** Thursday, 14 February, 8:00am-10:00am, **Where:** Booth B405, **Price:** Free

[Click here for more details](#)

# 10

## 2018 was a record year for tariffs and trade (dis) agreements: How does international trade affect US agriculture?

From Brexit, to China-US trade negotiations, to a renegotiated NAFTA, 2018 was not uneventful in terms of trade and tariffs. Make sense of it all with Peter Rohde from Informa's Agribusiness Intelligence – IEG Vantage Client Advisory and David Williams at Informa Economics IEG. How does the meat industry tank in international trade? How does international trade affect US agriculture? Find these answers and more at this informative session.

**When:** Thursday, 14 February, 8:30am-10:00am, **Where:** B407, **Price:** Free

[Click here for more details](#)

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# State of the nation 2019

## The outlook is bright for both domestic consumption and exports, with the trials of 2015 now far behind

Words Treena Hein

**A**fter the extreme challenges of 2015's widespread highly pathogenic avian influenza (HPAI) outbreaks and their immediate aftermath in 2016, the years 2017 and 2018 have been successful periods of rebuilding for the US poultry sector. Here is our annual check-in with the three main associations on current issues and what's likely to come up in 2019.

The past 12 months have been a year of opportunity for the US egg industry, notes Chad Gregory, president of

the United Egg Producers cooperative (UEP). "In 2018, we've seen a steady increase in egg consumption," he says, "and experts predict that consumption will increase in 2019 by another 2 percent, to roughly 280 eggs consumed per capita."

On the chicken front, per capita consumption broke a new record in 2018 and production of chicken is set to increase by 2.5 percent in 2019 over 2018, according to the US Department of Agriculture (USDA). "If, in fact, chicken

markets rise 2.5 percent in 2019, it will be the largest annual increase since 2015, when output rose 3.9 percent," notes National Chicken Council (NCC) communications director Tom Super. The broiler industry has, he adds, compensated for some reduction in breeder egg production and hatchability over roughly the past year-and-a-half, by raising relatively heavier birds.

As chicken consumption continues to increase and consumers express a growing interest in where their food comes from, the NCC has recently developed a series of 360-degree virtual-reality [videos](#) showing the various stages of a chicken's life spent in modern, commercial production. The new videos, which Super calls a "fully immersive experience", is part of the NCC's consumer education programme, which it calls "Chicken Check In". "The virtual-reality experience has been launched on

**“On the chicken front, per capita consumption broke a new record in 2018 and production of chicken is set to increase by 2.5 percent in 2019 over 2018”**



## “After the AI outbreaks of 2015, broiler biosecurity was stepped up industry-wide in 2016 and 2017”

the heels of a national survey revealing that nearly 90 percent of consumers are interested in deeper information about the chicken they buy and eat,” Super explains. “Additionally, nearly 40 percent of consumers indicate information about ‘how chickens are cared for’ as one of the top topics they care about most. We know... most consumers have not visited a chicken farm, so we are bringing the farm to them.”

For its part, UEP continued to circulate videos in 2018 that were created in 2017 for the purposes of consumer education. “These videos demonstrate

the extensive measures taken by US egg farmers to care for their hens and protect them from the spread of disease,” says Gregory. “Spanish and English versions of the video are also being used by US egg producers to support training of employees. In 2019, UEP and its members will continue to share these videos.”

### **Biosecurity**

After the AI outbreaks of 2015, broiler biosecurity was stepped up industry-wide in 2016 and 2017. Super notes that “due to the hard work, preparation

and collaboration between industry, government and local and state health agencies, to date there have been no detections of HPAI in US commercial poultry flocks” in 2018.

Gregory adds that while his industry is deeply grateful that no occurrences of HPAI have been reported in 2018 in American egg flocks, egg producers continue to monitor other disease reports. “In particular, California and Minnesota surveillance testing has found both low-pathogenic AI in commercial turkey and mixed poultry flocks, as well as virulent Newcastle disease findings in live-bird markets and backyard flocks in California,” he says. “UEP maintains its support of the Farm Bill as consideration proceeded in the remaining weeks of 2018, including the bill’s provisions for disease prevention programmes, vaccination and federal testing.”



**EGGS** | Export outlook is looking good for 2019, says Chad Gregory, president of United Egg Producers



**EXPORTS** | Jim Sumner, president of the USA Poultry & Egg Export Council

## Welfare

In 2017, plans began for compliance with the NCC Animal Welfare Guidelines to be certified by a third-party auditor. Super reports that the National Chicken Council's broiler and broiler breeder welfare guidelines were certified in July 2018 by the Professional Animal Auditor Certification Organization. "With this certification," Super says, "consumers and customers can feel confident that when buying and eating chicken, the birds were well cared for and treated humanely."

On the egg front, in terms of housing, Gregory reports that as of October 2018 USDA data show that 230 companies

across seven egg-consuming sectors have committed to offering cage-free eggs in the coming years. This will require a cage-free flock of more than 225 million hens, which means US egg producers will still need to transition a total of 182 million hens to a cage-free living environment. Currently, there are about 43 million cage-free hens in the US, which Gregory says is about 13 percent of the total US hen population. He adds that because cage-free production is much more expensive than traditional production, the transition from conventional housing to cage-free housing will subsequently increase the cost of eggs for consumers.

## Food safety

Super reports that the majority of the US broiler industry is currently meeting or exceeding the Salmonella and Campylobacter performance standards for chicken parts set forth by the USDA's Food Safety and Inspection Service. However, in 2018, the US egg industry had two shell-egg recalls, totalling over 200 million eggs. "To mitigate the chance of future egg recalls, UEP has been working diligently with experts in food safety to discuss the need for research in egg plant-sanitation and identify best egg safety practices," Gregory reports. "Egg

**"Export outlook is looking good across the board. The USDA predicts that over 7 billion pounds (3.18 million tonnes) of chicken, mostly leg quarters, are expected to be exported in 2019, which is more than a 2.5 percent increase over 2018"**

farms across the country have begun updating their protocols and adding new equipment."

## Export

Export outlook is looking good across the board. The USDA predicts that over 7 billion pounds (3.18 million tonnes) of chicken, mostly leg quarters, are expected to be exported in 2019, which is more than a 2.5 percent increase over 2018. Super adds that the US broiler industry was pleased that the new United States-Mexico-Canada Agreement will maintain Mexico and Canada as two of the industry's most important export markets.

"Turning to China," he says, "it was a positive sign earlier in 2018 that the duties on broiler imports were dropped. However, a complete ban of US poultry products remains in place, allegedly stemming from the 2015 AI outbreak here." Jim Sumner, president of the USA Poultry & Egg Export Council, calls China's continued import ban "political, as every other country has opened its borders". However, he adds, "I'm still optimistic. It could easily get resolved."





**BROILERS** | Tom Super, senior vice president of communications, National Chicken Council

Super says that positive export news came in late 2018 from the Office of the US Trade Representative regarding new trade talks with Japan, the UK and the EU. He believes that these prospects, coupled with working to increase access to India, Morocco and Africa, might just result in 2019 being a good year for increasing US exports abroad. According to Sumner, more markets are

opening up. For example, New Zealand started importing processed egg products and some turkey from the US in 2018. US exports of turkey and broiler volumes to South Africa also increased by 16 percent in the first nine months of 2018. Cuba, Asia and the Middle East remain strong. "The biggest opportunity that we are really excited about is India for chicken and turkey," Sumner says. "We've had several shipments since that market opened around mid-2018." Because a large amount of all US poultry and egg exports go to Japan, and that country now has a free-trade agreement with Europe which takes effect in April 2019, a trade agreement between the US and Japan is currently being sought.

Overall, like Super, Sumner believes that for all products, the US export outlook for 2019 will be the same as 2018, if not better. While he notes that "there is a glut of protein right now, and we are having to compete more with meat proteins like pork and beef," African swine fever in China, combined with the fact that China is the world's

largest pork consumer, may result in the Chinese government encouraging more consumption of chicken. That potential demand might be met by both domestic production and imports.

Another positive factor for US chicken exports, in Sumner's view, is the continued improvement in the global economy. As people's incomes increase, the first thing that tends to improve is their diet, he notes, and poultry is generally purchased before other meat proteins.

Returning to the USA, domestic chicken consumption has increased every year since 2013 – and Super says that in 2019, per capita consumption is expected to reach almost 95lb (43kg), a record high. "Combined poultry and red-meat consumption could reach 224lb [101.6kg] per person in 2019, compared with [over] 220lb in 2018," he explains. "For consumers to be motivated to eat about 4lb [1.8kg] more of poultry and red meat in 2019, it will require a continued good US general economy, low unemployment and retail poultry and meat prices favourable to consumers." **PD**

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# Is South African poultry back on track?

**In spite of an uphill battle since 2016, South African poultry's major players are cautiously optimistic about 2019**

Words Glennis Kriel

Saying the past three years have been tough for the South African poultry industry would be a gross understatement. Drought conditions in various parts of the country caused maize prices to hit record highs in 2016, resulting in broiler feeding costs to increase by 13.5 percent while producer prices increased by a mere 1.2 percent.


The higher feeding costs have rendered farmers less competitive against cheaply imported poultry products, causing widespread job losses and the end of many small-scale farming operations. RCL Foods alone had to close 15 farms and retrench 1,350 workers to keep its head above water.

## Avian influenza

With the drought breaking in maize-producing regions, things looked better for 2017. Feed prices decreased by 10.5 percent, while producer prices increased by 15 percent. But the spike in producer prices, unfortunately, was caused by the first ever highly pathogenic avian influenza outbreak in the country.

The industry did have a contingency plan in place, as industry leaders reasoned it would only be a matter of time before the virus would hit the country. But the programme's practical implementation proved much easier said than done, especially when it came to the culling of large volumes of birds in one day.





Whereas farmers in other countries are often compensated for their losses, it remains uncertain whether farmers in South Africa will receive any redress from the government. According to the [Bureau for Food and Agriculture \(BFAP\)](#), about 4.7 million layers and 700,000 broilers worth R 317 million (roughly £17.8 million GBP) were culled during the outbreak, with the total loss in business estimated around R 1.87 billion (roughly £105.1 million).

### Listeria

The listeria outbreak at the start of 2018 did not really affect poultry consumption, but resulted in the recall of several processed meats. In response, producers reviewed and proactively improved their risk-mitigation measures with many attending a workshop to discuss recently issued guidelines on compliance with process hygiene control and microbiological food-safety performance objectives as required by the Meat Safety Act.

Dr Ziyanda Majokweni, general manager of the [South African Poultry Association](#), says the industry is committed to assisting the National Department of Agriculture, Forestry and Fisheries with meaningful, measurable objectives in this regard: “Pathogen-reduction plans remain key tools both nationally and globally in ensuring the management of food-borne pathogens.”

### Outlook for next year

Dr Majokweni is optimistic about 2019. The industry has managed to get through the 2018 winter with only two confirmed cases of highly pathogenic H5N8 outbreaks in commercial chicken and one in quail. The continued circulation of the virus in ostriches, nevertheless, remains disconcerting.

“New outbreaks have been reported in the European Union and South Africa is watching developments closely and remains guarded,” says Majokweni.

While the industry should be better prepared for future outbreaks, avian

## “The industry has managed to get through the 2018 winter with only two confirmed cases of highly pathogenic H5N8 outbreaks in commercial chicken and one in quail”

influenza will remain a huge threat, with effective disease management largely dependent on the strain of the virus and buy-in of the industry as a whole in investing in efforts to contain it. The possibility of emergency vaccination has been investigated and a proposal on the use of such an intervention has been sent to industry stakeholders for comment.

Marthinus Stander, CEO of [Country Bird Holdings](#), says good rains and maize prices have contributed a good 18 months for the broiler industry, in spite of the avian influenza outbreak. The improved conditions have led to some significant industry investments and allowed farmers to strengthen their financial positions. According to Stander, however, future prices will depend on climatic conditions and the value of the South African rand against other major currencies.

“Our maize reserves are looking good, so an average harvest should be good enough this year,” he says. “We, nevertheless, have not received enough rain to date and there is a 70 percent chance that we might be heading for another El Niño, which is associated with drought in the major maize-producing regions of South Africa.”

The value of the rand would have an impact on maize prices, since prices for South African maize are derived from maize prices on the Chicago Board of Trade. Stander says political uncertainty, corruption and talks

about land expropriation have been taking their toll on investor confidence and have negatively impacted the currency.

**Better protection**

Both Stander and Dr Majokweni say they are excited by an announcement made by South Africa’s president, Cyril Ramaphosa, in September 2018 of an “economic stimulus and recovery plan”, which among other things, will be used to protect the industry. So far, an EU safeguard duty has been set at 35.3 percent, to be imposed from 28 September until 11 March 2019 – this will go down to 30 percent from 12 March 2020 until 11 March 2021, to reach 25 percent between 12 March 2020 and 11 March 2021, and the 5 percent from 12 March 2021 until 11 March 2022.

Stander says various studies have revealed that South African farmers are just as efficient and economically viable as their European and US counterparts, in spite of these countries benefitting from subsidies: “These and other countries are dumping pieces of meat that are unwanted by their consumers. This is not only a problem in South Africa, but is preventing the development of poultry industries in other parts of Africa.”

According to reports from the South African Revenue Services, total imports for 2016 increased by 17.1 percent to 560,155 tonnes in comparison with the previous year and would have

**“According to reports from the South African Revenue Services, total imports for 2016 increased by 17.1 percent to 560,155 tonnes in comparison with the previous year”**

been 20 percent higher if it had not been for avian-influenza-related trade bans imposed on December’s imports. At 556,877 tonnes, imports in 2017 were 0.6 percent lower than in 2016, but 25 percent higher than the industry’s five-year average. The value of these imports was 17.5 percent higher at R 6.44 billion (roughly £364 million).

Total imports for 2018 were 0.7 percent lower while the value of these imports was 2.5 percent less than in the first half of 2017. Total imports for the year amounted to 438,839 tonnes by September, with a value of R 5.01 billion (roughly £283 million). Of this 73 percent was bone-in leg portions.

Dr Majokweni points out that the South African poultry industry sheds 1,069 direct and indirect jobs for every 10,000 tonnes of broiler meat that is not produced locally. **PD**



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# Canadian chicken: low demand, but lower carbon footprint

Canadian chicken lowers carbon footprint in time for consumers to choose plants

Words Melanie Epp

A key result from a recent lifecycle assessment (LCA) has Canadian farmers celebrating. The study, conducted by [Groupe AGÉCO](#), a consultation firm specialising in corporate social responsibility and economic studies, found that, per kilogram of protein, the carbon footprint of Canadian chicken is lower than that of other livestock commodities produced in North America. These findings are based on the UN Food and Agriculture Organization's assessment of global livestock emissions.

**“Canadians are already considering moving away from meat towards more plant-based diets”**

The celebrations may be short lived, however, as the results of a second study show that Canadians are already considering moving away from meat towards more plant-based diets. These findings also happen to coincide with the expected release of the latest version of [Canada's Food Guide](#), which recommends shifting towards a more plant-based diet.

## Canada's chicken farmers have set the bar high

According to the [LCA](#), in comparison to the global average for poultry production, Canadian chicken has one of the lowest carbon footprints in the world. Since 1976, the environmental performance of Canadian chicken has improved considerably, due mostly to major productivity gains and improvements in feed conversion ratios.

The study assessed four main environmental issues: carbon footprint; resource use; biodiversity and ecosystem quality; and human health. It found that in the last 40 years the carbon footprint of the

sector has been reduced by 37 percent. In the same time period, water consumption has been reduced by 45 percent, and 62 percent of total energy use comes from renewable resources, with chickenfeed accounting for the bulk of renewable energy consumption.

## Dalhousie University assesses protein preferences in Canada

While the results of the LCA may ease the minds of some Canadian consumers, the results of a recent [Dalhousie University study](#) are still cause for concern. The study shows that the reasons for consuming – and not consuming – meat are attributed not only to environmental impact, but also to health.

The study, led by Dr Sylvain Charlebois, looked at national protein preferences. Results reveal that an estimated 6.4 million Canadians have dietary preferences that reduce or eliminate meat consumption entirely. It also found that 32.2 percent of Canadians are thinking about reducing their meat consumption over the next six months.

Factors contributing to these preferences include concerns about health, animal welfare, the environment and taste.

More than half of households with three or more children appear to be more influenced by taste preferences, while more than half of households with two children are concerned about health benefits.

Dr Charlebois admits that one should be cautious when assessing the results of social science studies on “the willingness to do something”.

“Thirty-two percent means that during the survey people are willing to reduce their meat consumption,” he said. “But are they actually going to do it? The real answer is probably around 50 percent of that number, which would be probably around 16 percent [overall].”

“But 16 percent is actually quite a lot,” he quickly added.

If Dalhousie’s study doesn’t set off any alarms, then perhaps Canada’s new food guide will. Health Canada, the government department responsible for national public health, is in the process of redrafting Canada’s Food Guide. The guide is a document that was created to provide dietary guidance and promote a pattern of eating that meets nutritional needs and reduces the incidence of major health problems such as obesity, diabetes, cancer and cardiovascular disease.

The latest version is slated for release some time this winter or early next year. If the final version looks anything like the [current list of proposed recommendations](#), though, then livestock producers should be concerned.

For one, Canada’s Food Guide is the second most requested government document after income tax forms, which points to its importance in shaping Canadians’ ideas of healthy food consumption.

Secondly, the guiding principles stray from previous versions in their recommendation of “regular intake of vegetables, fruit, whole grains and protein-rich foods, especially plant-based sources of protein”.

Health Canada’s proposed recommendations also include this suggestive statement:

“The primary focus of Health Canada’s proposed healthy-eating recommendations is to support health. However,

there are also potential environmental benefits of shifting towards healthy eating. In general, diets higher in plant-based foods and lower in animal-based foods are associated with a lesser environmental impact, when compared to current diets high in sodium, sugars and saturated fat.”

Full-scale assessments of the environmental impact of the different diets have not been conducted, however, which is why the proposed recommendations concern commodity groups like the [Chicken Farmers of Canada \(CFC\)](#).

“Some [of the influences] have to do with assumptions being made about health; some have to do with assumptions being made about the environment,” said Lisa Bishop-Spencer, brand and communications director at CFC. “Others still are being influenced by a small minority of people whose objective is to eliminate meat from Canadian diets altogether.”

“Environmental comparisons are difficult to make,” Bishop-Spencer added, pointing out that many plant replacements require extensive processing and sometimes have to travel longer distances, especially when they’re out of season.

“We are concerned that recommending a move to plant-based protein sources will mislead Canadians,” she continued. “Especially as there are no ‘excellent’ sources of plant-based protein, based on Health Canada’s own standards.”

To achieve the same protein as one serving (75g) of roasted chicken breast, one would need to consume one of the following, said Bishop-Spencer:

- over 300g of tofu (two full 150g servings, with 82 kilocalories per serving)
- three cups of quinoa (almost six 125ml servings, with 117 kcal per serving)
- over half a cup of almonds (three full 60ml servings, with 208 kcal per serving)
- over 350ml of navy beans (over two full 175ml servings, with 189 kcal per serving)
- just under 350ml of lentils (almost two full 175ml servings, with 190 kcal per serving)

“We believe that lean meats are important to the health of Canadians and they need to be maintained as a staple in Canada’s Food Guide, alongside – and not instead of – plant-based proteins,” said Bishop-Spencer.

It should be noted that CFC’s lifecycle assessment did not look at the environmental impact of chicken in comparison to plant proteins. It did, however, compare impacts to other meat proteins and found that the carbon footprint of Canadian chicken is lower than that of sheep, beef and pork processing in North America.

The Poultry Site contacted Health Canada for comment. Media relations officer Geoffroy Legault-Thivierge, however, said they were unable to provide official comment prior to the release of the new guide.

It’s not all bad news for poultry producers, though. At a recent event in Montreal, Charlebois spoke with cattle producers about the results of his survey. The number of consumers moving away from animal proteins, red meat in particular, concerns many of them, he said.

Canada’s chicken farmers are not too concerned, however. According to annual consumption data and a survey conducted by the Canadian market-research company Leger for Chicken Farmers of Canada, 84 percent of Canadians purchase fresh chicken on a regular basis. Furthermore, 90 percent place chicken among the top three meats they eat most often, consuming chicken more than beef, pork and other meats.

“In short, we are not overly concerned, but will continue to do our work in promoting Canadian chicken as a healthy, affordable, sustainable protein source, which consumers can trust has been raised to high standards of animal care and food safety,” concluded Bishop-Spencer.

Even if Health Canada’s proposed guidelines make it into the new food guide, it’s unlikely that change in the consumer market will evolve too quickly as a result.

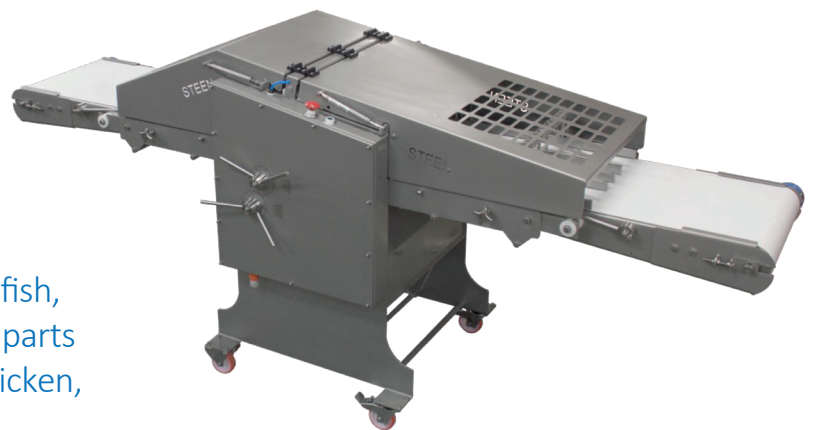
“I think it’s noble for Health Canada to look for a new regime overall,” said Charlebois. “But there is a food culture in Canada that does revolve around animal protein, and you just can’t deny that overnight. It’s part of our heritage.” **PD**

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# An alternative market for meat in Zimbabwe

## Why Zimbabwe's consumers favour tough end-of-lay hens to tender broilers

Words Ian Nkala

Despite an uncertain economic climate, and having recently been hit by avian influenza, Zimbabwe's domestic poultry market is growing rapidly – and consumers' taste for end-of-lay hens means it's win-win for the country's egg farmers.

Sis Bee's Kitchen is a popular restaurant chain in Bulawayo, Zimbabwe's second largest city, specialising in traditional cuisine. Customers choose from a range of dishes including isitshwala (a word from the local Ndebele language that describes any thick, cereal-based paste) cooked from sorghum and finger millet meal, in addition to the staple, maize-meal-based isitshwala. Those who select the sorghum or finger millet isitshwala often complement it with white meats – such as fish, indigenous chicken (known colloquially as road-runners) or end-of-lay chicken.

"That gives us the edge over our competition," says a member of staff at one Sis Bee's Kitchen outlet. "Our society is getting more perceptive about their food and physical well-being. They like their traditional chicken. But because road-runners have not been commercialised that much yet, we are under-supplied – hence end-of-lay chickens, which are grown commercially, come in. It tastes just like the road-runner."

Although the end-of-lay chickens are technically exotic species, they resemble the road-runner in their hardiness – and the lean nature of their meat. Having rendered much value already in terms of the eggs they've laid, spent hens give the farmer more when they are bought by restaurants and individuals who crave their almost fat-free meat.

For instance, Mugove Nyoni, a Bulawayo fitness enthusiast says: "I grew up eating the road-runner. I like the toughness of its meat; you almost get no fat in it and it's tasty like the off-layer."

Off-layers cost about USD\$7 per bird – \$3 cheaper than a broiler. Therefore, aside from being attractive because of its perceived health benefits, off-layer meat is increasingly popular due to its lower price.

Rainbow, one of Bulawayo's biggest hotels, serves traditional food every Wednesday and Friday. End-of-lay and indigenous chickens and sorghum and finger millet meal isitshwala are part of its menu.

"We serve them but the farmer or anyone selling them must represent a company that has a valid tax-clearance certificate," says Samukele Nkhata, a buyer at the hotel.

While demand from hotels and restaurants is evenly spread across the year,

the Christmas period presents opportunities for farmers to sell big volumes directly to consumers hosting weddings and parties.

Like most local farmers, Naomi Bhebhe, who farms in Nyamandlovu, 18 miles west of Bulawayo, does not operate as part of a company, and therefore does not have a tax-clearance certificate. As a result, she is unable to sell directly to Rainbow or Holiday Inn, another leading Bulawayo hotel.

"We have a batch of 9,000 hens that is at point-of-lay," she says. "In terms of our production cycle, we are getting rid of the older hens to make way for the younger ones. We are fortunate that this Christmas period coincides with one batch being sold off and a newer one coming in. December, as you know, is Zimbabwe's party month, so it should be easy for us to sell."

A buyer at one of the city's hotels says farmers such as Bhebhe, who lack tax certificates, could, in theory, sell to his hotel using other people's documents. This smacks of criminality but is widely practised in Zimbabwe with little risk of prosecution.

The southern African country, which produces some 15 million dozens of table eggs yearly, is recovering from a bird flu outbreak that saw 180,000 breeding







hens being culled last year, resulting in a shortage of day-old chicks. To help revive output, the government suspended duty on imported fertilised eggs in September 2017. The waiver expired in January this year, but will be renewed for a year from 1 January 2019.

According to agricultural economist and newspaper columnist Mhlupheki Dube, egg farmers are paid less for their hens than for broilers. This is somewhat advantageous as the lower price helps them to move big volumes faster when their birds age.

“The value of the layer is in the egg but that of a broiler is in the meat. Therefore, at the end-of-lay stage, the hen would have done its job and what the farmer gets is its residual value. For that reason \$7 per bird is actually an attractive price because the hen has already given the farmer about 900 eggs over its production period of 30 months or so”

Some farmers feed their end-of-lay hens on broiler finisher to fatten them, but Bhebhe says doing so destroys the birds’ culinary appeal.

“The reason why customers buy our hens is their leanness. Now, if a farmer fattens the layer he or she is no different from a broiler farmer who strives to achieve weights as high as 2.8kg to

3kg of high-fat birds,” she said.

Reneth Mano, an agricultural economist at the Zimbabwe Poultry Association agrees with her. “A road-runner is popular because it eats the diet of a road-runner. It is raised under the conditions in which road-runners are raised, not those of a broiler,” he says. “So if you want to transform an end-of-lay hen into a broiler you are making a mistake. The market which seeks leaner meat will have no business with you just as they have no business with broiler meat.”

Overall, demand for chicken has grown so rapidly this year that producers are chasing demand, says Mano. Chicken consumption, he adds, has risen by 41 percent.

“We are bullish about 2019,” he continues. “If we take care of our foreign-currency situation to import soya and vitamins, growth will continue. A drought has been forecast but we are entering it with surplus stocks of maize, a key ingredient in the manufacture of chickenfeed. The poultry industry needs 300,000 to 400,000 tonnes of maize yearly for chickenfeed. As we speak the Grain Marketing Board has more than that in stock. So, yes, we are facing a drought, but I don’t see it affecting the supply of chickenfeed next year.”

His optimism will depend on reliable foreign-currency availability, but the events of the past two months might dash his hopes and those of poultry farmers in general.

In early October the bond, a surrogate

## “Aside from being attractive because of its perceived health benefits, off-layer meat is increasingly popular due to its lower price”

local currency, depreciated by more than 600 percent against the US dollar with which it officially trades at par. Although it had recovered to 300 percent by end of November, the margin has remained too wide. Stockfeed prices have shot up to \$42 (bond) per 50kg bag from \$28 in September. Vaccine prices have risen sharply too, and most suppliers are rejecting payment through the bond, preferring the US dollar or the South African rand, currencies which most farmers do not have access to. Inflation accelerated to 20.85 percent in October, the first time in nine years it has been in double-digit territory.

As Thomas Nherera, a former president of the Zimbabwe Commercial Farmers’ Union, has said, “The tax incentive is useful but inflationary pressures should be contained for the industry to fully recover from bird flu and grow next year.” **PD**



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# Farming in Focus

## Meet the leaders driving change in their industry

Words Ryan Johnson

**Justin Sherrard**  
Global Strategist Animal Protein, Rabobank

After a year of tensions and uncertainty in terms of global trade, a US-China trade war, an ever-changing Brexit horizon and a new NAFTA deal, the global poultry industry surges forward. Opportunities abound in this industry, so we invited Justin Sherrard, Rabobank's global strategist for animal protein, to speak with us about what we ought to expect in the coming year.

### **Has the US-China trade climate had any impact on poultry trade, either between the two nations or globally?**

No material impact on poultry trade has been registered to date, owing to the ban on poultry imports China imposed due to avian influenza, so there isn't any poultry trade between the US and China to be impacted.

This could change, however, since the two countries are exploring options for an increase in agricultural exports from the US to China. Two areas of opportunity come to mind.

First, the US export of chicken to China. China is currently experiencing record prices for certain cuts of poultry meat as a result of the African Swine Fever outbreaks and a general shift away from pork in some foodservice channels (eg group dining). Margins for the US poultry industry are also under pressure, so additional export opportunities would be most welcome.

Second, US exports of breeding stock to China. One reason China's white-feathered broiler production has been declining is that breeding stock in the industry has been limited since the aforementioned trade ban. Increasing exports of breeding stock



from the US could lead to welcome productivity growth in China's poultry industry.

### **In terms of global poultry trade, which country was most affected in 2018 and why?**

Brazil was most affected by changes in global trade in 2018, for a number of reasons. First, the EU de-listed Brazilian plants from trade due to concerns over the integrity of the food safety inspection system, which affected breast meat exports. This presented particular problems for the industry in Brazil because breast meat trade is limited, so alternative markets are not easy to find.

China also launched an anti-dumping investigation into Brazil in mid-2018, which created another area of uncertainty around

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$$2 \left( \frac{w_{11}}{\bar{w}} \right) + 2pq \left( \frac{w_{12}}{\bar{w}} \right) + q^2 \left( \frac{w_{22}}{\bar{w}} \right) = 0$$

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poultry exports. Moreover, changes in halal standards in Saudi Arabia, another major export market for Brazil, have also challenged Brazil's export poultry exports. Production and exports were also significantly affected by the trucker's strike in May.

Despite these challenges Brazil's export performance in 2018 has been remarkably strong – based on the first 10 months of 2018, exports were down seven percent.

### What trends and world issues will have the greatest impact on the poultry industry in 2019?

Four issues stand out as driving change in the global poultry industry in 2019:

#### *Biosecurity issues*

Avian Influenza remains an issue for the global industry. It requires ongoing investment to strengthen biosecurity measures, and has the potential to distort trade flows. In addition, the severity of the African Swine Fever outbreak in China means all proteins will see enhanced demand in trade markets, with upside movement of prices.

#### *Trade*

The US-China trade war may be enjoying a temporary truce right now, but we expect disruptions in trade to continue through the course of 2019 as we move into a new era of US-China relations.

While this is the highest profile trade issue, there are many other trade dynamics in play as we move into 2019, including the new Comprehensive and Progressive Trans-Pacific Trade Partnership, which will see some countries advantaged in their access to Japan, for example, and the gradual normalisation of trade relationships within North America. But it is ongoing use of non-tariff barriers that will continue to complicate trade flows, reflecting a shift to protectionism in many parts of the world.

#### *Regional changes in feed prices*

Some regions are expecting to see higher, while others will see stable or even lower feed prices in 2019. This diversion in feed prices could lead to new opportunities and threats in poultry trade flows.

# “The US is looking for new export destinations, as it is expanding production ahead of demand”

#### *The tightening of the cycle in the US*

With new capacity coming on-stream in 2019, production will continue expanding in 2019. This is already putting poultry margins under pressure, and we expect to see more pressure on margins in the US in 2019. This could spill over into trade – with the US more aggressive in export markets, for example.

#### How have US politics affected global poultry trade?

First, the US is looking for new export destinations, as it is expanding production ahead of demand. Second, some traditional importers are looking to diversify their supply base, in response to uncertainties over their future trade relationships with the US. Mexico is the stand-out example, as it has looked to Brazil and Chile as alternative suppliers during 2018

#### Globally, which countries are making the best progress on animal welfare improvements?

There are two ways of answering this question. Where are animal welfare standards highest? In Europe, and within Europe, countries like the UK have high standards that are being imposed by food retailers and foodservice companies.

Also, where are standards likely to see the biggest changes? Probably in the US, following recent regulatory changes in California which legislates that egg production must be cage-free by 2022.

#### What innovations which have already been released or which are due to be released do you anticipate will improve the industry the most?

Innovation designed to improve animal welfare outcomes, and to demonstrate these improvements along the supply chain, have the greatest potential for growth in 2019, as well as automation in processing to address labour availability challenges in many markets.

#### How was 2018 for avian influenza?

2018 was a relatively mild year, with few significant AI outbreaks. This should give the industry confidence that its ability to manage AI threats is improving, but at the same time should not be seen as an opportunity to reduce investment in this area.

#### What predictions can you make regarding the influence of Brexit on poultry?

The first part of this question is about what type of Brexit we are most likely to see in 2019, and the second part is about the implications of that on the poultry industry.

I write as we approach the end of 2018, and see a no Brexit, a soft Brexit and a hard Brexit as three possible outcomes. A smooth process is not part of any of these potential outcomes, so whatever outcome we have, business should plan for uncertainty around trade access (tariffs and non-tariff barriers) and the value of Sterling. For companies in the UK, planning for uncertainty around consumer confidence (demand) and labour availability is also important.

Only a hard Brexit outcome is expected to create lasting changes in trade flows, but even under this scenario, in 2019 it is unlikely that any company/country other than those working to EU standards will be able to export to the UK, given the animal welfare standards imposed by the food retail and foodservice industry in the UK. **PD**



# Introducing...

## The Sebastopol

Words Ryan Johnson

The Sebastopol goose descends from the Greylag goose and originated along the Danube river near the Black Sea, which also earned it the title of “Danubian” goose at one point in time. A goose of curly feathers and many names, it is also known in German as the Lockengans and in French as L’Oie Frisée (curly goose, in both instances).

Commonly known in English as the Sebastopol owing to its point of origin being the city of Sevastopol, a Black Sea port on the Crimean Peninsula, its name goes further than a mere geographic reference when its striking appearance is coupled with some always-welcome etymology. The ancient Greek word *σεβαστός* (sebastos) may – aptly! – be translated as venerable, august, or magnificent.

It is a medium-sized goose originally bred to grow curly feathers which were used in bedding. While there is a smooth-feathered variant, curly Sebastopols are more common.

It’s attractive plumage, however, indicates a lack of flying ability in addition to poor water resistance. Interested keepers should thus ensure to provide adequate shelter for their Sebastopol in case of poor weather. Not only this, but allowing the goose to run free on a dry, mud-free range will ensure clean, attractive feathers and one happy goose.

Today, although rare, the breed is kept largely as an ornament to backyard flocks but may also be kept as a table bird and will even lay upwards of 25 eggs per year.

The Sebastopol is a priority breed on the [Rare Breeds Survival Trust watchlist](#).

Oh, and before you go, get a load of those eyes! **PD**

# YOUR QUESTIONS

Poultry professional Mike Colley answers the best questions from The Poultry Site community



**Got a question?** Email [newsdesk@5mpublishing.com](mailto:newsdesk@5mpublishing.com) | Twitter [@thePoultrysite](https://twitter.com/thePoultrysite) | Facebook /ThePoultrysite | Forum [forum.thePoultrysite.com](http://forum.thePoultrysite.com) | Post Unit 10, Southhill Business Park, Cornbury Park, Charlbury, Oxford, OX7 3EW

## Q: Why is my chicken egg bound and how do I fix it?

**A:** It's interesting that the phrase "egg bound" has entered the popular vernacular, my own experience is that this is a rare complaint among commercial fowl but may be more frequent among backyard flocks and particular breeds. In essence, you have four factors at play: egg size, passage size, pushing force and lubrication. Firstly, we need to rule out other issues that may lead one to thinking a bird is egg bound. A swollen abdomen could be the result of peritonitis and one should consider the overall condition of the bird; purpling of the comb and wattles would also be indicative of septicaemia and only a veterinary surgeon could help a bird in this condition. Ask yourself, is this bird actually in lay, has it got bright red head gear, is the vent wide loose and moist, can you place two to three fingers between its pubic bones (the points either side of the vent) and a hands width between the pubic bones and the rear end of the sternum.

If your hen is egg-bound and it literally has an egg stuck within the uterus or between the uterus and the vent, this can easily be diagnosed by placing

a finger into the vent and feeling if an egg is there. If there is an egg, your best course of action is to visit your vet so they can help remove it. If the bird does not appear to be uncomfortable, put it on its own for 24 hours and if the egg is not discharged in that time then go to the vet.

Home remedies should be left to the experienced poultry person as a novice may cause more harm than good. Very large eggs can be indicative of overeating, so with most breeds give them 20 minutes' worth of feed morning and night, leaving them hanging cabbages to peck at during the day. Overeating can also lead to obesity and too much abdominal fat will restrict the passage of the egg.

Pushing force and lubrication are going to be a problem for a weak bird, so it's important that all your chickens are given a complete diet and the ones you buy from the farming merchants are the best. Remember, feed on a grower's diet to 16 weeks and then a layer's diet thereafter. For a standard sized chicken 120g per day per bird is generally adequate.

**Q: What's the story on feeding kitchen scraps to my chickens? Is it OK?**

**A:** To put it simply, under European law (unless you run a completely Vegan household and have a licence) it is illegal to feed any livestock scraps from your or anybody else's kitchen. You'll find the details [on this page of the government's website](#). This legislation dates back to the 1980's when catering waste was regularly collected, processed (boiled) and fed to pigs as swill. Salmonella was the first big story to hit the public and have a very heavy toll on the livestock industry, then in the 90's it was "Mad Cow Disease" CJD and more recently E. coli. Each of these conditions have the potential to kill and indeed do kill people regularly. Most of us would think criminalising feeding kitchen scraps is overkill, but it's about minimising the risk and, as the headlines indicate, unless you have a complete ban, a certain sector of society will find a loophole and happily feed their livestock anything, putting all of us at risk.

So, what can you feed your chickens? Over the counter chicken feed is like rocket fuel, compounded for the athletes of the chicken world – the modern hybrid – so supplementing the diet will probably reduce production rather than help it. For your older hens or traditional poultry though, who are not laying over 250 eggs a year, supplementing their diet in moderation is fine. Anything edible directly from the garden or vegetable patch is great just as long as it does not pass through your house. Hanging up cabbages will keep your birds entertained for hours and they will relish the odd caterpillar or worm. Just make sure you're keeping up your parasite control and consult a vet at the first sign of illness in your flock. **PD**

### Mike Colley

*Mike has had an interest in all things chicken since he first asked his mum on the school bus "what colour eggs do different coloured chickens lay?" aged five. Over the next 45 years Mike developed his knowledge of poultry: in his backyard, breeding, hatching, showing and selling chickens, as well as in the commercial poultry industry as an Area Manager and, latterly, a Research Manager.*



# EVENTS

Poultry events from around the globe

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## IPPE

Date: 12-14 February 2019

Location: Atlanta, Georgia

International Production & Processing Expo (IPPE) continues to grow and expand. The focus of the show is on innovative technologies, products and services to help your business grow. Networking events will bring producers and industry leaders together and education programmes, both free and fee-based, will help you to grow your knowledge and improve your business. Join 8,000 international visitors at the world's largest poultry event.

[ippexpo.com](http://ippexpo.com)

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## Northern Poultry Conference

Date: 26 February 2019

Location: Oulton, UK

The purpose of the conference is to support broiler growers in the North of England. The programme will cover specific broiler technical subjects along with feed and veterinary updates.

[www.poultryconference.com/NBC/overview.aspx](http://www.poultryconference.com/NBC/overview.aspx)

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## Animal Health Investment Europe

Date: 26-27 February 2019

Location: London, UK

Animal Health Investment Europe is a premier investment forum showcasing the most exciting investment opportunities in animal health and nutrition and connecting those businesses with financial investors and strategic corporate partners.

[www.animalhealthevent.com/events/animal-health-innovation-europe-2019](http://www.animalhealthevent.com/events/animal-health-innovation-europe-2019)

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ATLANTA, GEORGIA | IPPE 2019 will be held in Atlanta, Georgia from February 12-14, 2019

## Agra ME

Date: 5-7 March 2019

Location: Dubai, UAE

With a growing demand for better food security strategies and products in the region, the Animal Farming section at AgraME will connect exhibitors with local and international buyers, from feed to housing, that cater to all farm animal types.

[www.agramiddleeast.com/en/Home.html](http://www.agramiddleeast.com/en/Home.html)

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## VIV Asia

Date: 13-15 March 2019

Location: Bangkok, Thailand

With more than 1,300 international exhibitors, VIV Asia offers a unique selection, comprising global market leaders and regional as well as national Asian players of growing importance. Professionals active in the production of pig meat, poultry meat, eggs, fish and dairy all have numerous reasons to meet up in Bangkok.

[www.viv.net/events/viv-asia-2019-bangkok](http://www.viv.net/events/viv-asia-2019-bangkok)

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## National Poultry Show

Date: 3-4 April 2018

Location: London, Ontario

The National Poultry Show in partnership with Poultry Industry Council is the largest Poultry Show in Canada. The show leads the industry with over 100,000 square feet of exhibit space and 3,500 attendees, as it continues to provide companies with an opportunity to display the latest in the poultry industry, equipment and feed.

[www.westernfairdistrict.com/national-poultry-show](http://www.westernfairdistrict.com/national-poultry-show)

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## VIV Turkey

Date: 13-15 June 2019

Location: Istanbul, Turkey

VIV's Feed to Meat concept covers the entire animal protein chain, from primary production to finished products. VIV TURKEY represents all parts of the meat production process. VIV TURKEY aims to facilitate the transfer of knowledge and technology between Turkish Poultry sector professionals by creating an international network platform that will foster development for all parties.

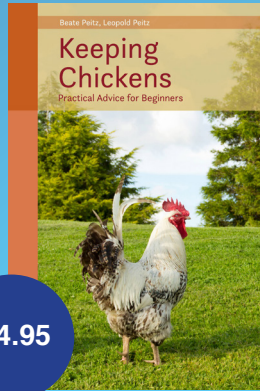
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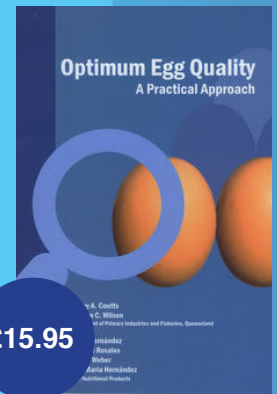
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