

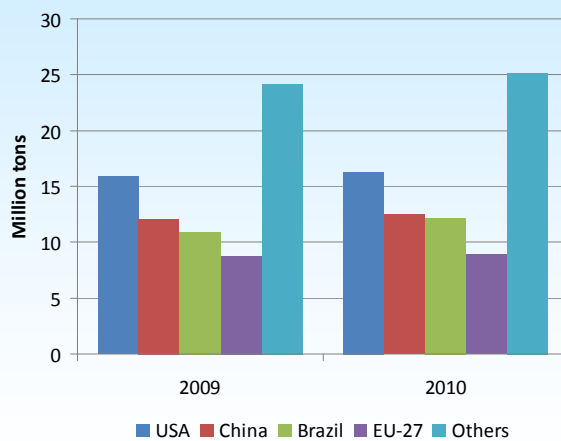


## Poultry Industry Overview

Ricardo Santin -2nd Vice President of the IPC and  
Markets Director of Ubabef

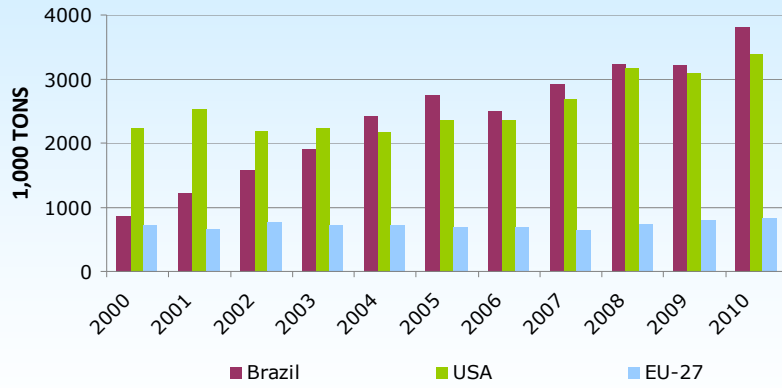


### WORLD CHICKEN MEAT PRODUCTION



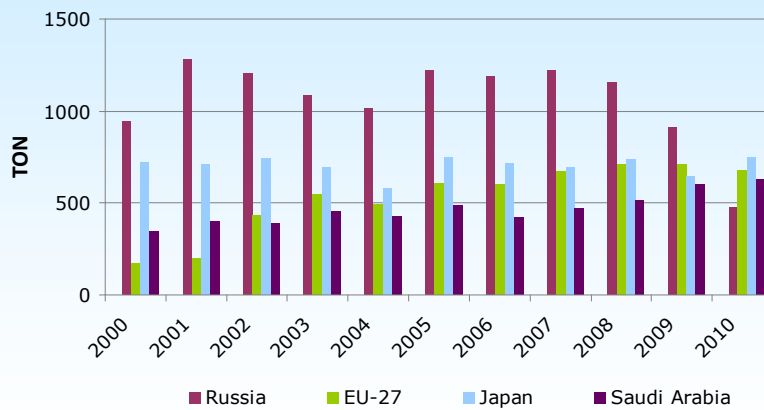
Source: USDA and UBABEF.

## WORLD CHICKEN MEAT EXPORTS



Source: USDA and UBABEF.

## WORLD CHICKEN MEAT IMPORTS



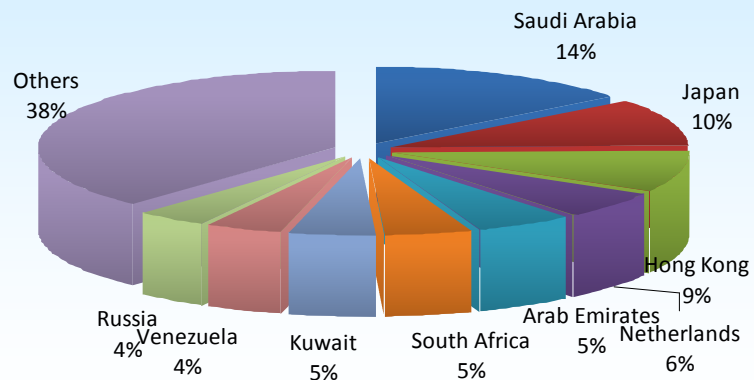
Source: USDA and UBABEF.

## BRAZILIAN CHICKEN MEAT PRODUCTION AND EXPORTS



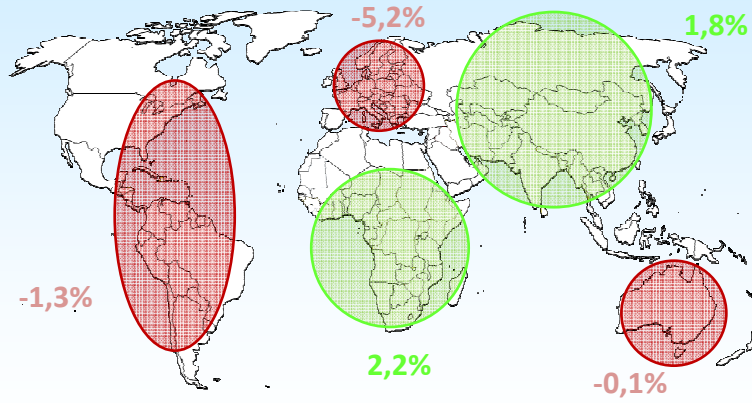
Source: SECEX

## MAIN IMPORTERS OF BRAZILIAN CHICKEN MEAT



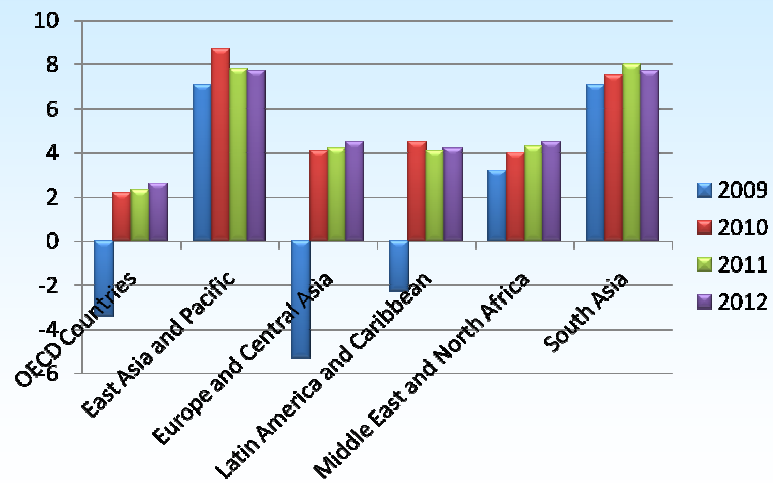
Source: Secex

## POPULATION GROWTH (2005 TO 2050)



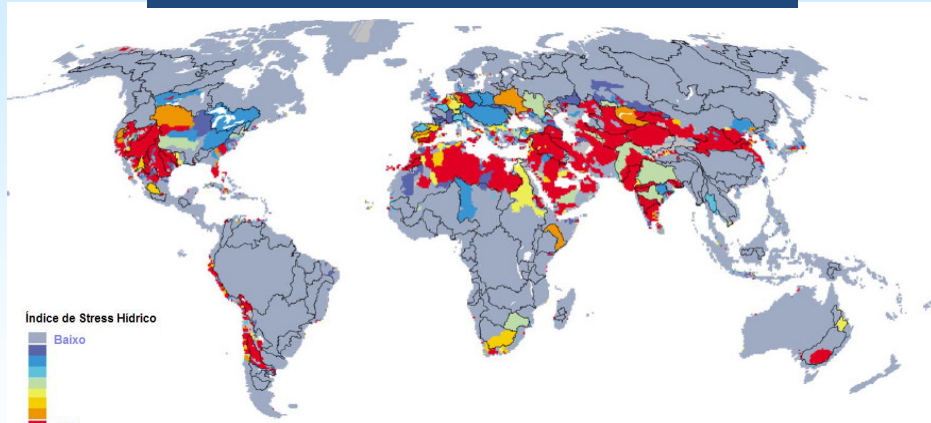
Source: IMF (Corresponds to ratio of countries)

## GDP INCREASE



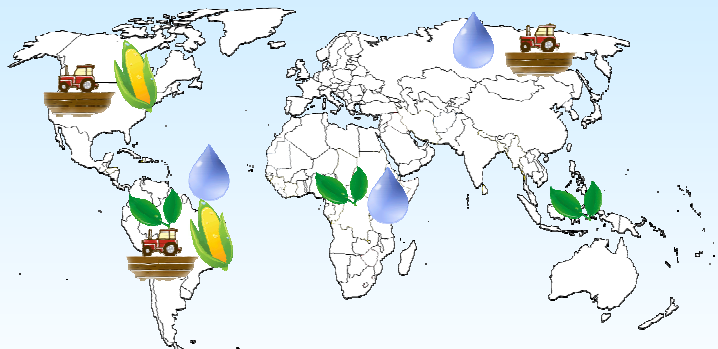
Source: World Bank

## WATER SCARCITY INDEX (2005 TO 2050)



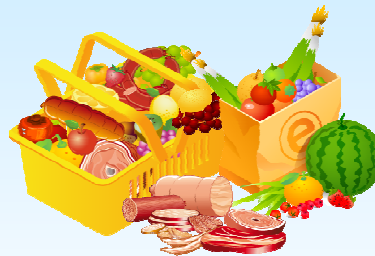
Source: World Resource Institute

## ANIMAL PROTEIN SUPPLY



- Biomass production potential
- Water supply
- Grains availability
- Arable land availability







## INCREASE IN FOOD DEMAND



Increase in population  
will ↑ the demand for  
food.  
In 10 years, ↑20%

Source: Elaborado a partir de dados da OCDE/FAO

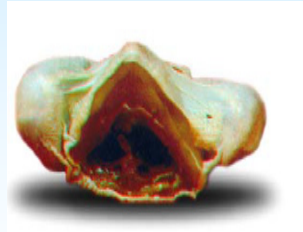
## WATER, FEED AND TIME TO PRODUCE 1 KG OF MEAT

			
 →	6,5	15.500*	365
 →	4	4.800*	180
 →	1,6	3.900*	42
	(Kg)	(litres)	(days)

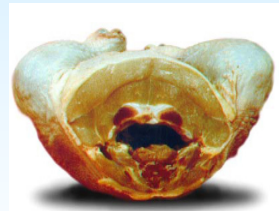
FONTE: Water Footprint Network; Slow Food USA; Embrapa Gado de Corte; Embrapa Pecuária Sul; FAO, Ministère de Agriculture et de la Pêche (France), Department for Environment, Food and Rural Affairs (UK)

## GENETIC IMPROVEMENT

1970



2008



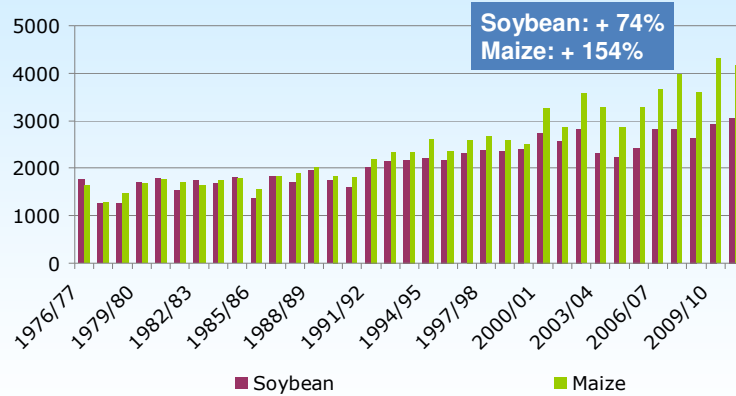
Fonte: Poultry Perspective

## GENETIC IMPROVEMENT

Year	Weight	FCR	Mortality	Age
1925	1.0	4.7	18	112
1950	1.3	3.4	8	74
1975	1.7	2.3	6	56
2000	2.1	1.9	5	42
2025	2.5	1.5	4	35

FONTE: Poultry Perspective

## PRODUCTIVITY (kg/ha)



Source: Embrapa

## IMPORTANT INITIATIVES FOR THE MANAGEMENT OF SUSTAINABILITY

- Reduction of use of packaging
- Reuse of litter → less residues from the poultry activity
- Composting of dead birds
- Production of biofuel from chicken fat, inedible offals and condemned carcasses
- Open sided aviaries → reduction of use of electricity
- Standards and requirements followed by European companies to reduce and avoid air, water and soil pollution are also established for some Brazilian companies
- BM&F Bovespa Efficient Carbon Index
- Selective collection for recycling
- Compensation → planting native trees in degraded areas owned by integrated producers and suppliers

## IMPORTANT INITIATIVES FOR THE MANAGEMENT OF SUSTAINABILITY

Biodigester system for waste water treatment

↓ CO<sub>2</sub>

=



Reduces 73K  
tons of CO<sub>2</sub>  
per year

Planting and preserving 15 million trees

- Treatment, purification and reuse of liquid effluents = 70% of water reused in the Industrial process
- 90% in the efficiency of polluting agent removal

## CONCLUSIONS

- Technology and land must be together to increase food production
- Government, civil society and international organizations must rethink pre-conceived concepts → carbon footprint for finished imported food products is certainly lower than for imports of inputs, such as soya and maize
- Preserved forests must be valuable



*Thank you!*

[Ricardo.santin@ubabef.com.br](mailto:Ricardo.santin@ubabef.com.br)