



Agriculture & Horticulture  
DEVELOPMENT BOARD

# Poultry Pocketbook 2014



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Page

## Chapter 1 Marketing chain

Table 1.1	UK poultry meat supply balance .....	3
Table 1.2	UK eggs supply balance .....	3
Table 1.3	EU poultry meat supply balance .....	4
Table 1.4	EU egg supply balance .....	4

## Chapter 2 Poultry numbers

Table 2.1	UK poultry numbers, June survey .....	5
Figure 2.1	Density of poultry flock, June 2010 .....	6
Table 2.2	UK chick and poult placings .....	6

## Chapter 3 Slaughterings and production

Table 3.1	UK poultry slaughterings .....	7
Table 3.2	UK poultry meat production .....	7
Figure 3.1	UK broiler meat production .....	8
Figure 3.2	Average liveweight of broilers in England and Wales .....	8
Table 3.3	UK egg packing station throughput .....	9
Table 3.4	UK production of egg products by processors .....	9
Figure 3.3	EU chicken meat production, 2013 .....	10
Figure 3.4	EU egg production for human consumption, 2013 .....	10

## Chapter 4 Poultry and egg prices

Table 4.1	Average UK egg packer price paid to producers .....	11
Figure 4.1	Average poultry compound feed price, GB .....	12
Figure 4.2	UK wholesale chicken prices .....	12

	Page
Figure 4.3	UK wholesale hens' egg prices ..... 13
Figure 4.4	EU and UK broiler (65%) meat wholesale market price ..... 13
Figure 4.5	EU and UK egg (large and medium) wholesale market price ..... 14
<b>Chapter 5</b>	<b>Imports and exports</b>
Table 5.1	UK egg trade by volume ..... 15
Table 5.2	Volume and value of UK poultry meat imports ..... 16
Table 5.3	Volume and value of UK poultry meat exports ..... 17
Table 5.4	UK fresh/frozen poultry meat imports by source ..... 18
Table 5.5	UK fresh/frozen poultry meat exports by destination ..... 18
Table 5.6	UK processed poultry meat imports by source ..... 19
Table 5.7	UK processed poultry meat exports by destination ..... 19
<b>Chapter 6</b>	<b>Consumption</b>
Table 6.1	UK per capita consumption of poultry meat ..... 20
Table 6.2	GB retail chicken and egg value sales by type of outlet ..... 20
Figure 6.1	Trends in GB household chicken purchases by volume ..... 21
Figure 6.2	Trends in GB household egg purchases by volume ..... 21
Figure 6.3	Change in GB retail volume sales of chicken by product, 2013 ..... 22
Figure 6.4	Change in GB retail volume sales of eggs, 2013 ..... 22
Figure 6.5	Average GB retail price of chicken cuts, 2013 ..... 23
Figure 6.6	Average GB retail price of eggs, 2013 ..... 23
Figure 6.7	Proportion of chicken products on promotion in GB retail outlets ..... 24
Figure 6.8	Proportion of eggs on promotion in GB retail outlets ..... 24

# Chapter 1 – Marketing chain

Table 1.1 UK poultry meat supply balance

'000 tonnes	2009	2010	2011	2012	2013
Production	1,457	1,538	1,558	1,607	1,662
Imports	610	673	735	698	696
Exports	283	300	330	321	370
Total consumption	1,784	1,911	1,963	1,985	1,988
Self-sufficiency (%)	82	80	79	81	84

Offals included in production, trade and consumption.

All data is in carcase weight equivalent.

Source: Defra, GTIS/HMRC, AHDB Market Intelligence

Table 1.2 UK eggs supply balance

million dozen	2008	2009	2010	2011	2012*
Production (for human consumption)	754	751	826	821	797
of which: sold in shell	577	597	673	664	654
processed	177	154	152	158	143
Imports (a)	149	149	136	126	164
Exports (b)	11	9	8	11	20
Total consumption	892	890	953	937	940
Self-sufficiency (%)	84	84	87	88	85

(a) Includes shell egg equivalent of whole egg (dried, frozen and liquid), egg yolk and albumen.

(b) Includes hatching eggs for export and waste.

N.B. Defra has made major revisions to the trade data compared with last year's edition of the pocketbook.

\* Provisional

Source: Defra

### Table 1.3 EU poultry meat supply balance

'000 tonnes	2009	2010	2011	2012	2013 (p)
Indigenous production	11,934	12,253	12,437	12,466	12,631
Imports	848	783	820	841	788
Exports	937	1,157	1,296	1,332	1,320
Total consumption	11,845	11,878	11,960	11,975	12,099
Self-sufficiency (%)	101	103	104	104	104

Includes poultry offals.

(p) Provisional

Source: EU Commission

### Table 1.4 EU egg supply balance

'000 tonnes	2009	2010	2011	2012	2013 (p)
Gross indigenous production	7,313	7,297	7,303	7,271	7,246
Imports	32	33	20	37	20
Exports	150	182	217	186	215
Eggs for hatching	863	880	874	984	802
Human consumption	6,331	6,268	6,231	6,138	6,249
Self-sufficiency (%)	102	102	103	102	103

All data is in whole egg equivalent.

(p) Provisional

Source: EU Commission

## Chapter 2 – Poultry numbers

Table 2.1 UK poultry numbers, June survey

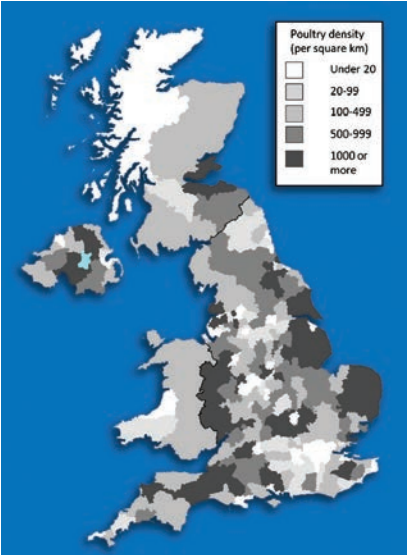
million head (a)	2009	2010	2011	2012	2013
Total poultry	153	164	163	160	163
Total breeding and laying fowl	43	47	49	47	47
of which:					
Hens and pullets laying eggs for eating	33	37	38	37	36
Total breeding flock	9	10	10	10	11
Table chickens (broilers)	99	105	102	103	105
Other poultry					
of which:	11	11	11	11	11
Turkeys	N/A	4	4	4	4

(a) Due to production cycles, subgroups within the poultry population are often volatile as the 'point in time' nature of the June Survey can lead to large variations in the numbers in each category.

N/A = Not available

Source: Defra

Figure 2.1 Density of poultry flock, June 2010



Data cover commercial holdings only.

Source: Defra

Table 2.2 UK chick and poult placings

million head	2009	2010 (a)	2011	2012	2013
Commercial broilers	844	904	896	918	943
Commercial layers	34	34	32	35	34
Turkeys (b)	16	16	17	18	17
Female broiler breeders	7	6	7	7	7

(a) 53-week statistical year

(b) Includes female breeder poulters but not male breeder poulters

Source: Defra

## Chapter 3 – Slaughterings and production

Table 3.1 UK poultry slaughterings

million head	Broilers	Boiling fowl	Turkeys
2000	760	38	27
2005	827	37	19
2006	813	36	18
2007	805	37	16
2008	792	39	16
2009	799	40	15
2010 (a)	863	41	16
2011	855	44	17
2012	874	46	18
2013	902	42	18

(a) 53-week statistical year

Source: Defra

Table 3.2 UK poultry meat production (a)

'000 tonnes	Broilers	Boiling fowl	Turkey	Ducks	Total
2000	1,163	51	264	41	1,519
2005	1,282	51	192	42	1,567
2006	1,237	53	178	41	1,509
2007	1,212	52	165	36	1,464
2008	1,214	56	160	33	1,462
2009	1,220	50	157	30	1,457
2010 (b)	1,323	53	162	30	1,568
2011	1,297	56	171	33	1,558
2012	1,322	58	196	32	1,607
2013	1,391	54	187	30	1,662

(a) Excludes other bird types, e.g. geese

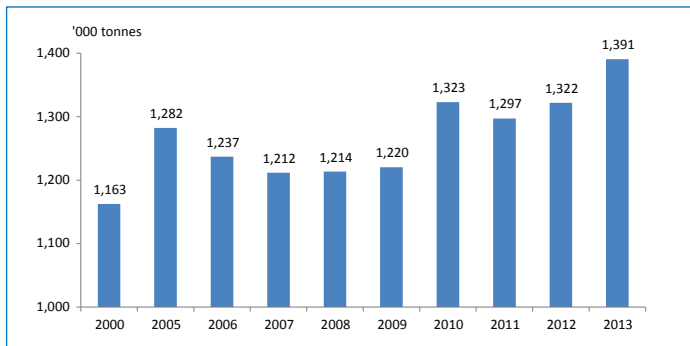
(b) 53-week statistical year

Boiling fowl includes spent commercial layer hens, spent layer breeders and spent broiler breeders.

Source: Defra

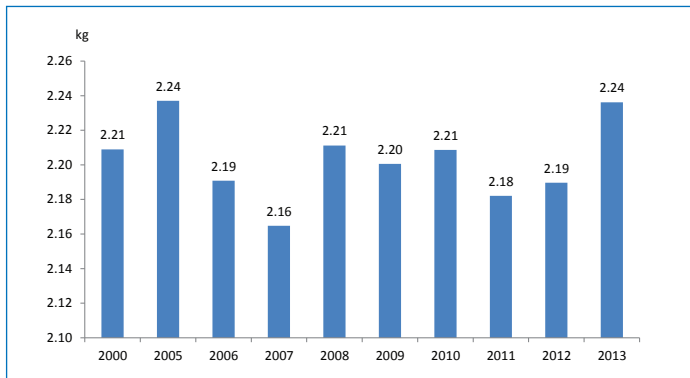


Figure 3.1 UK broiler meat production



Source: Defra

Figure 3.2 Average liveweight of broilers in England and Wales



Source: Defra

Table 3.3 UK egg packing station throughput

'000 cases	Total	Enriched cage	Barn	Free range	Organic
2000	22,460	16,187	1,675	4,598	N/A
2005	24,584	15,558	1,564	7,462	N/A
2006	24,021	15,053	1,229	6,541	1,198
2007	23,537	14,544	937	6,692	1,363
2008	24,680	14,395	926	8,000	1,359
2009	24,616	13,445	1,035	9,137	999
2010	27,067	13,522	1,334	11,283	928
2011	26,921	13,128	1,075	11,879	838
2012	25,922	12,596	948	11,716	662
2013	26,901	13,606	890	11,797	607

1 case = 360 eggs

N/A = Not available

Source: Defra

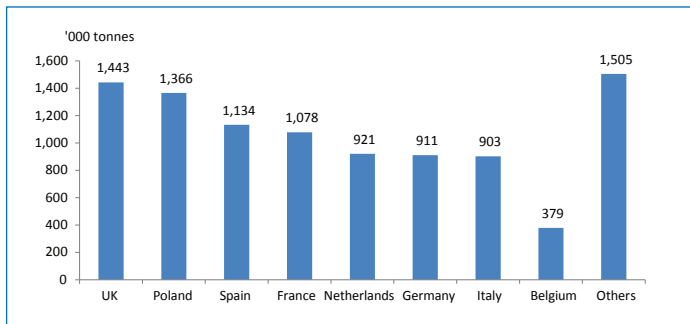
Table 3.4 UK production of egg products by processors

tonnes	Liquid egg	Hard boiled	Other	Total
2000	75,022	N/A	16,756	91,778
2005	78,066	28,649	13,630	120,345
2006	72,786	31,663	9,065	113,514
2007	75,027	28,002	2,590	105,619
2008	73,502		30,490	103,991
2009	63,442		30,282	93,724
2010	64,459		33,188	97,648
2011	67,908		32,518	100,426
2012	66,338		24,503	90,841
2013	62,338		32,667	95,005

N/A = Not available

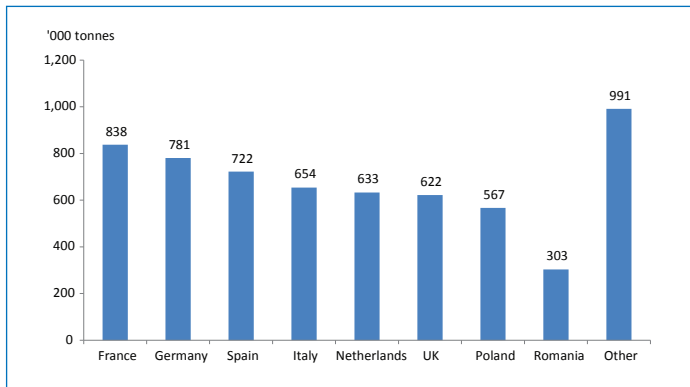
Source: Defra

Figure 3.3 EU chicken meat production, 2013



Source: Eurostat

Figure 3.4 EU egg production for human consumption, 2013



Source: EU Commission

## Chapter 4 – Poultry and egg prices

Table 4.1 Average UK egg packer price paid to producers

pence per dozen	All	Enriched cage	Barn	Free range	Organic
2000	39.7	32.3	48.6	62.3	
2005	45.7	34.4	52.0	67.9	
2006	50.2	37.1	51.5	67.9	c
2007	58.6	43.3	55.8	77.8	c
2008	70.7	52.8	70.6	89.8	c
2009	72.6	55.4	72.7	90.2	c
2010	70.1	53.6	72.2	84.4	135.5
2011	70.0	53.9	72.6	83.1	131.6
2012	86.2	72.2	c	97.7	c
2013	90.2	74.3	c	105.2	c

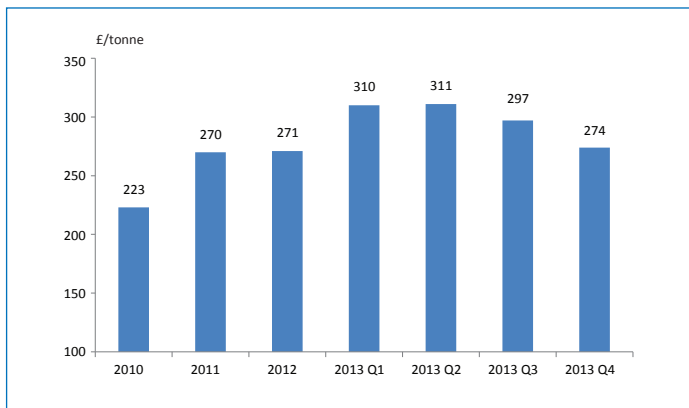
1 case = 360 eggs

Data cover all Class A eggs passed over a grader, including seconds. Prices exclude bonuses.  
From Q1 2006 the average UK "All" types price includes organic eggs.

c = Confidential

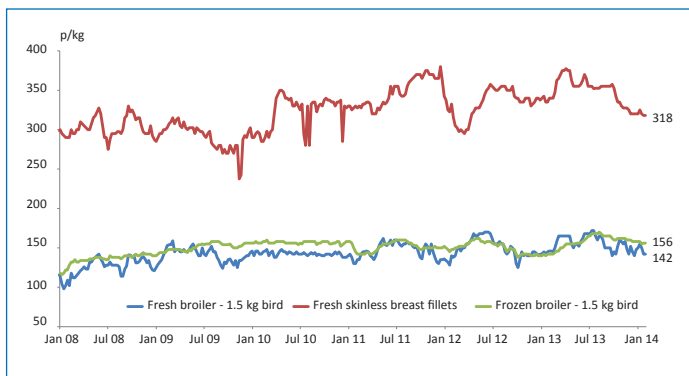
Source: Defra

Figure 4.1 Average poultry compound feed price, GB



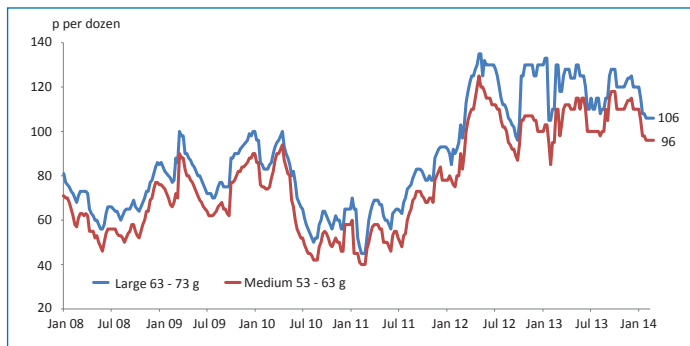
Source: Defra

Figure 4.2 UK wholesale chicken prices



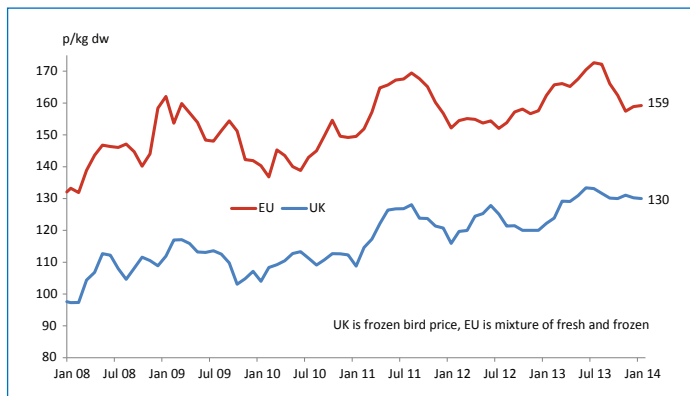
Source: Defra/London wholesale market

Figure 4.3 UK wholesale hens' egg prices



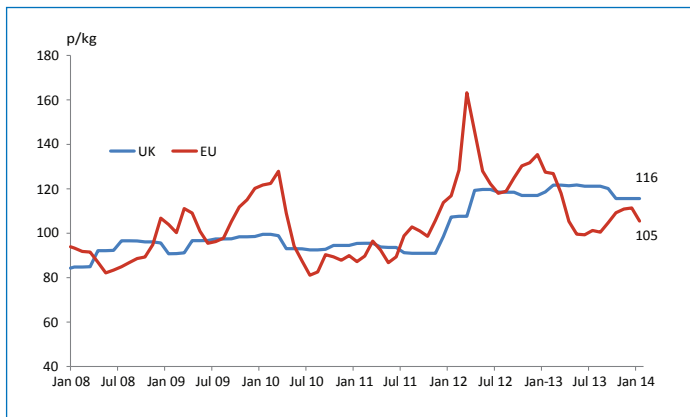
Source: Defra/London wholesale market

Figure 4.4 EU and UK broiler (65%) meat wholesale market price



Source: EU Commission

Figure 4.5 EU and UK egg (large and medium) wholesale market price



Source: EU Commission

## Chapter 5 – Imports and exports

Table 5.1 UK egg trade by volume

'000 cases	2009	2010	2011	2012	2013 (e)
<b>Imports</b>					
Shell eggs (a)(b)	2,112	1,548	1,395	2,281	1,755
Egg products (a)	2,843	2,987	2,815	3,157	3,320
Total	4,955	4,535	4,210	5,438	5,075
<b>Exports</b>					
Shell eggs (a)(b)	137	165	221	269	280
Egg products (a)	182	127	137	363	515
Total	319	291	358	632	795

1 case = 360 eggs

N.B. Defra has made major revisions to data compared with last year's edition of the pocketbook.

(a) Data based on the following Standard Industrial Trade Classifications (SITCs): 025.21, 025.22 and 025.30.

(b) From 2012, shell eggs SITC code changed from 04070030 to 040721000, 040729100 and 040790100.

All data converted to shell egg equivalent.

(e) Estimate

Source: Defra



Table 5.2 Volume and value of UK poultry meat imports

Tonnes, product weight	2009	2010	2011	2012	2013
Fresh/frozen poultry (inc offals)	338,278	378,926	412,368	382,067	382,597
Salted poultry	33,542	36,111	47,508	43,439	49,610
Processed poultry	240,424	254,079	278,732	292,288	293,697
Total	612,244	669,116	738,608	717,794	725,904
<b>Value, £'000</b>					
Fresh/frozen poultry (inc offals)	849,526	945,617	1,078,530	936,144	953,248
Salted poultry	61,119	72,630	102,571	85,009	103,090
Processed poultry	623,543	684,074	797,679	802,476	856,072
Total	1,534,188	1,702,321	1,978,780	1,823,629	1,912,410

Source: GTIS, HM Revenue and Customs

Table 5.3 Volume and value of UK poultry meat exports

Tonnes, product weight	2009	2010	2011	2012	2013
Fresh/frozen poultry (inc offals)	258,008	270,450	295,241	289,787	341,758
Salted poultry	4,346	5,145	3,971	2,929	2,409
Processed poultry	38,254	38,341	45,511	45,850	42,372
Total	300,608	313,936	344,723	338,566	386,539
<b>Value, £'000</b>					
Fresh/frozen poultry (inc offals)	231,054	260,864	306,725	273,987	329,430
Salted poultry	7,071	9,356	9,623	6,646	5,416
Processed poultry	121,564	126,382	143,602	137,584	125,679
Total	359,689	396,602	459,950	418,217	460,526

Source: GTIS, HM Revenue and Customs

Table 5.4 UK fresh/frozen poultry meat imports by source

Tonnes, product weight	2009	2010	2011	2012	2013
Total	338,278	378,926	412,368	382,067	382,597
of which from:					
Netherlands	158,596	144,066	169,462	180,940	176,463
Poland	27,257	39,531	43,497	46,817	51,843
Ireland	26,663	63,956	66,799	28,694	27,286
Germany	22,508	25,304	31,272	25,979	26,227
Belgium	21,171	23,703	20,644	28,008	25,820
France	25,050	20,125	20,276	14,877	13,224
Italy	9,396	9,182	9,709	14,679	12,146
Brazil	9,043	10,183	9,282	6,584	8,908
Chile	9,599	9,887	9,877	8,792	8,048

Source: GTIS, HM Revenue and Customs

Table 5.5 UK fresh/frozen poultry meat exports by destination

Tonnes, product weight	2009	2010	2011	2012	2013
Total	258,008	270,450	295,241	289,787	341,758
of which to:					
(EU 28)	(220,243)	(203,784)	(197,773)	(203,352)	(248,712)
Netherlands	76,237	59,588	52,799	66,378	100,514
Ireland	31,820	44,165	46,048	48,786	46,062
South Africa	1,639	7,810	24,722	26,602	38,341
France	21,309	21,824	23,986	18,657	21,073
Hong Kong	14,222	26,236	40,215	25,449	20,876
Germany	46,429	34,669	26,212	15,882	19,385
Spain	10,852	14,123	15,555	17,029	16,016
Belgium	1,925	3,195	5,917	8,862	14,822
Hungary	8,181	7,859	7,886	9,992	12,307

Source: GTIS, HM Revenue and Customs

Table 5.6 UK processed poultry meat imports by source

Tonnes, product weight	2009	2010	2011	2012	2013
Total	240,424	254,079	278,732	292,288	293,697
of which from:					
(EU 28)	(96,484)	(90,830)	(111,180)	(128,400)	(136,643)
Thailand	123,940	134,894	138,900	134,479	116,651
Ireland	27,435	23,668	27,674	28,539	34,193
Netherlands	29,647	19,279	28,164	33,467	31,526
Brazil	17,871	20,414	19,939	21,456	29,008
Germany	10,503	14,084	13,092	15,607	16,125
Poland	5,223	6,897	10,490	11,989	14,633
France	4,369	4,164	4,817	9,013	11,411
China	1,345	5,407	5,861	6,008	8,963

Source: GTIS, HM Revenue and Customs

Table 5.7 UK processed poultry meat exports by destination

Tonnes, product weight	2009	2010	2011	2012	2013
Total	38,254	38,341	45,511	45,850	42,372
of which to:					
Ireland	24,596	24,011	27,602	25,598	22,034
Germany	2,237	4,088	4,981	5,972	6,724
Netherlands	4,315	3,987	5,912	6,543	5,580

Source: GTIS, HM Revenue and Customs

## Chapter 6 – Consumption

Table 6.1 UK per capita consumption of poultry meat

	Poultry meat kg/person/year	All meat
2000	30.0	78.8
2005	31.5	83.1
2006	30.7	82.8
2007	29.1	82.3
2008	28.5	79.4
2009	28.9	77.3
2010	30.7	78.7
2011	31.3	79.0
2012	31.4	78.6
2013	31.2	77.3

All data in carcase weight equivalent.

Source: AHDB MI calculations based on data from Defra, HMRC, ONS

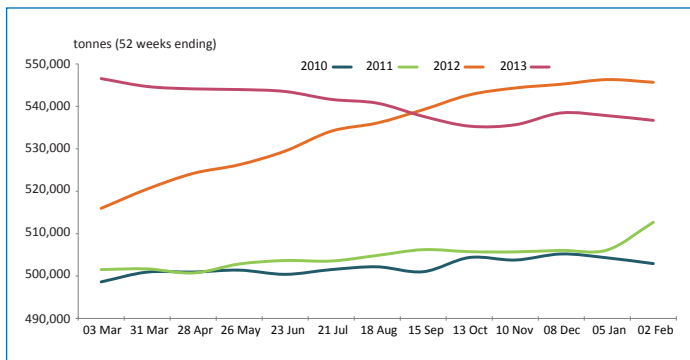
Table 6.2 GB retail chicken and egg value sales by type of outlet

%	Multiples	Freezer centres	Butchers	Other
<b>Chicken</b>				
2011	89.2	5.0	3.3	2.5
2012	89.2	4.9	3.2	2.7
2013	88.0	5.4	3.6	3.0
<b>Eggs</b>				
2011	85.5	4.7	1.8	8.0
2012	86.2	4.9	1.7	7.2
2013	86.8	4.7	1.6	7.0

Data covers 52-weeks ending in early February of the following year.

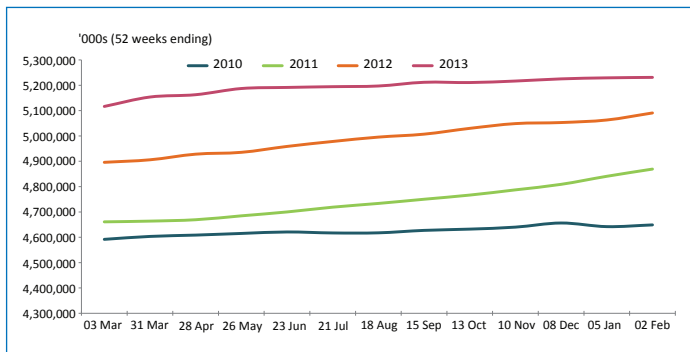
Source: Kantar WorldPanel

Figure 6.1 Trends in GB household chicken purchases by volume



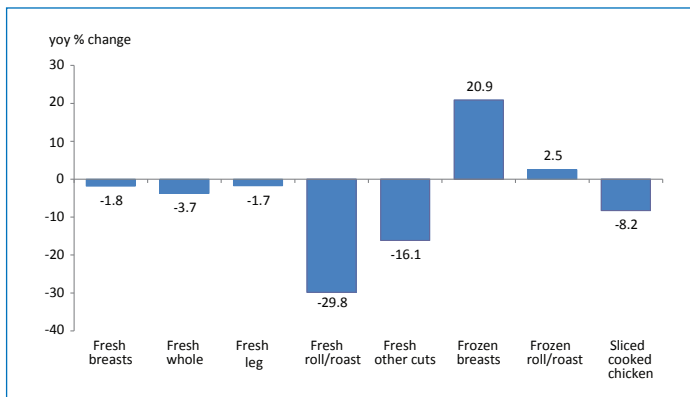
Source: Kantar WorldPanel

Figure 6.2 Trends in GB household egg purchases by volume



Source: Kantar WorldPanel

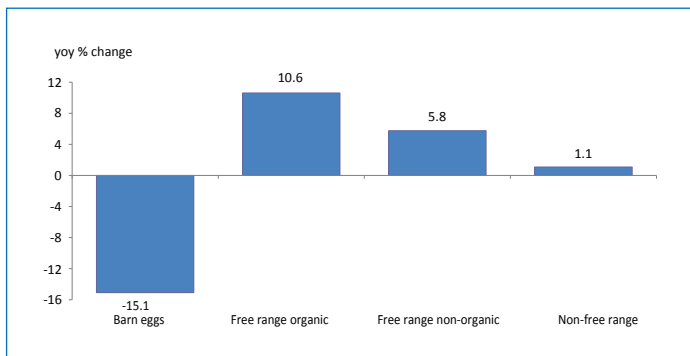
Figure 6.3 Change in GB retail volume sales of chicken by product, 2013



Data covers 52-weeks ended 2 February 2014.

Source: Kantar WorldPanel

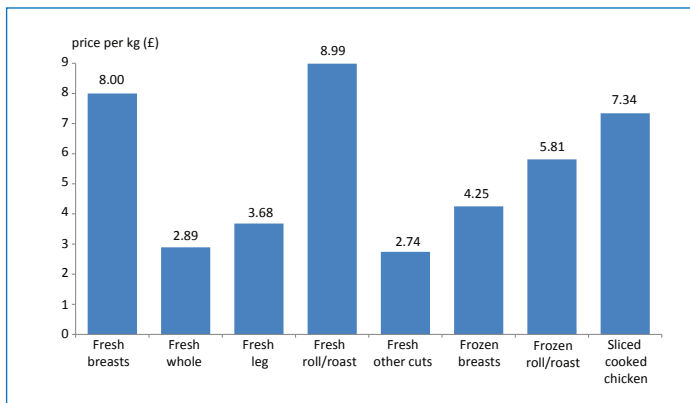
Figure 6.4 Change in GB retail volume sales of eggs, 2013



Data covers 52-weeks ended 2 February 2014.

Source: Kantar WorldPanel

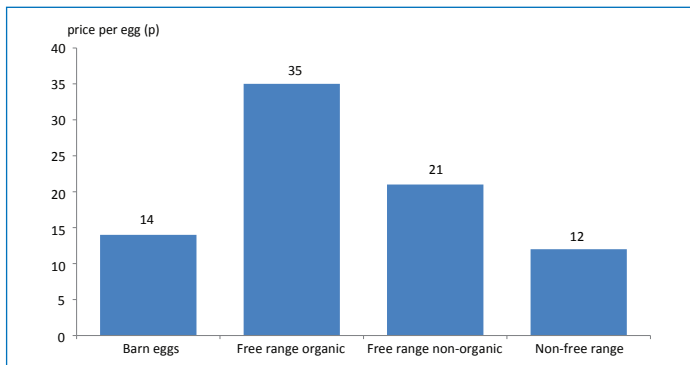
Figure 6.5 Average GB retail price of chicken cuts, 2013



Data covers 52-weeks ended 2 February 2014.

Source: Kantar WorldPanel

Figure 6.6 Average GB retail price of eggs, 2013

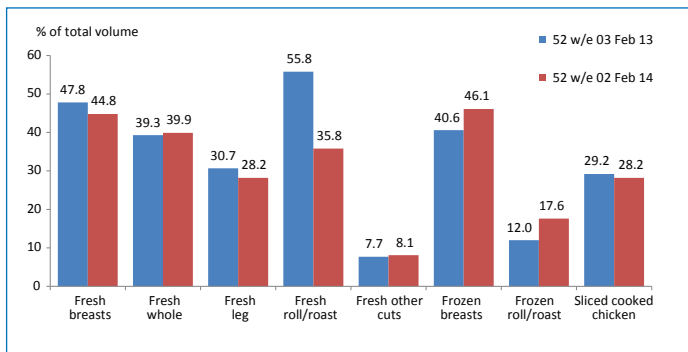


Data covers 52-weeks ended 2 February 2014.

Source: Kantar WorldPanel

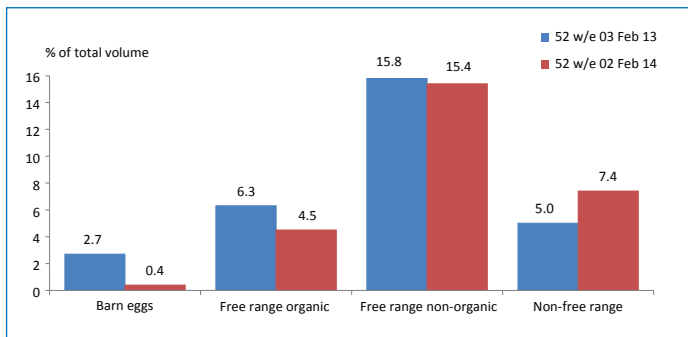


Figure 6.7 Proportion of chicken products on promotion in GB retail outlets



Source: Kantar WorldPanel

Figure 6.8 Proportion of eggs on promotion in GB retail outlets



Source: Kantar WorldPanel



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