

# Key Data of the Chicken Industry

(Annualized data, estimated for 2008)

## Broilers

• Production In Head	9.0 Billion
• Production in Pounds RTC	36.6 Billion
• Production in Pounds Live Weight	49.9 Billion
• Exports in Pounds	6.3 Billion
• Exports as % of Production	17.1%
• Consumption per Capita, U.S.	85 Pounds
• Consumption per Capita, Other	1.3 Pound
• Total Chicken Consumption, per capita	86.3 Pounds
• Wholesale Value of Shipments	\$43.0 Billion
• Estimate Retail Value	\$59.0 Billion
• Market Channels	
– Retail Grocery	56%
– Foodservice	44%

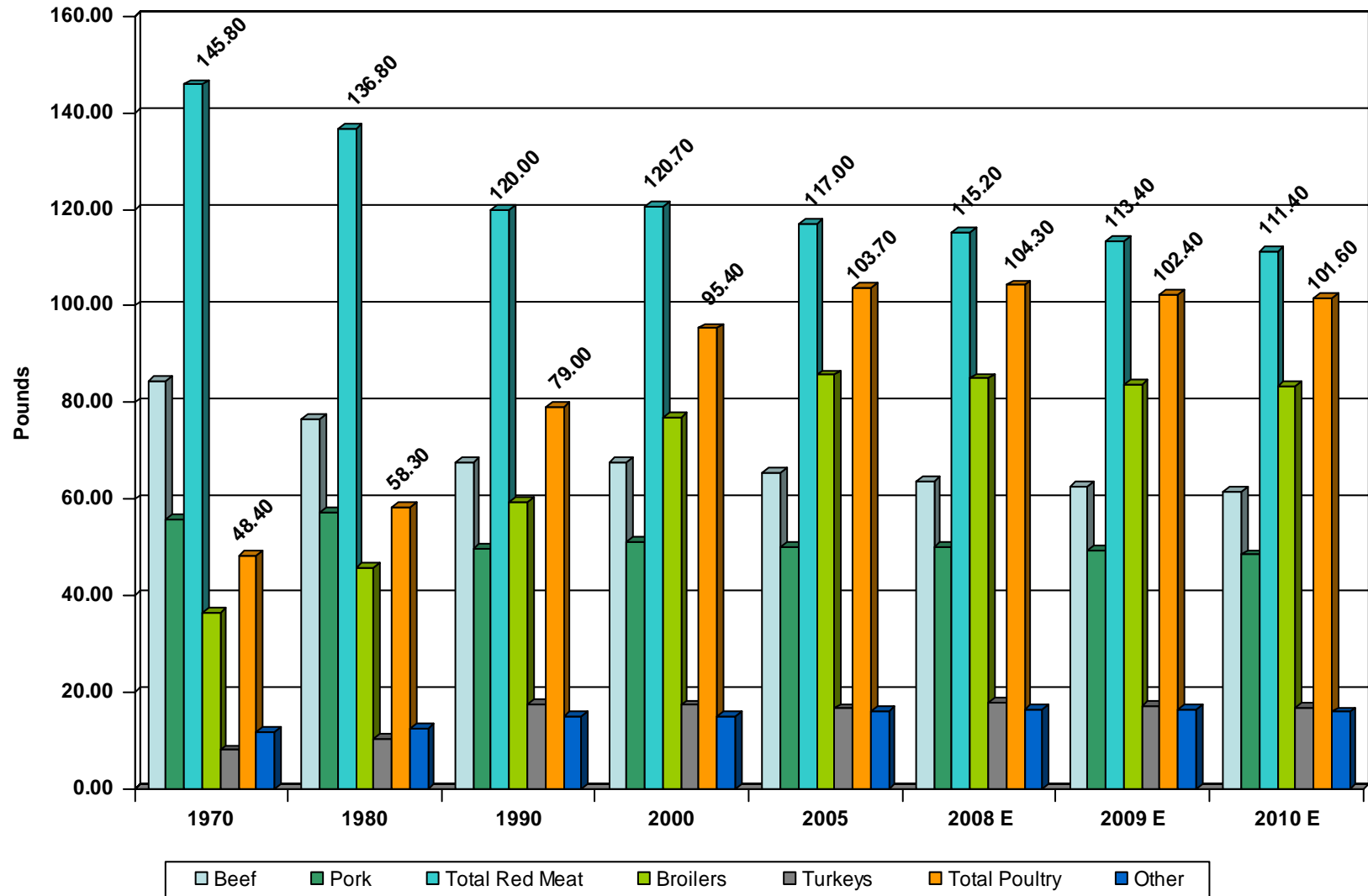
Source: National Chicken Council

# U.S. Broiler Performance

Year	Market Age	Market Weight	Feed to Meat Gain	Mortality
	Average Day	Pounds, liveweight	Pounds of feed to one pound of broiler, liveweight	Percent
1925	112	2.50	4.70	18.0%
1945	84	3.03	4.00	10.0%
1965	63	3.48	2.40	6.0%
1985	49	4.19	2.00	5.0%
2005	48	5.37	1.95	4.0%
2008 est.	48	5.60	1.93	4.5%
2009 est.	48	5.63	1.92	4.5%

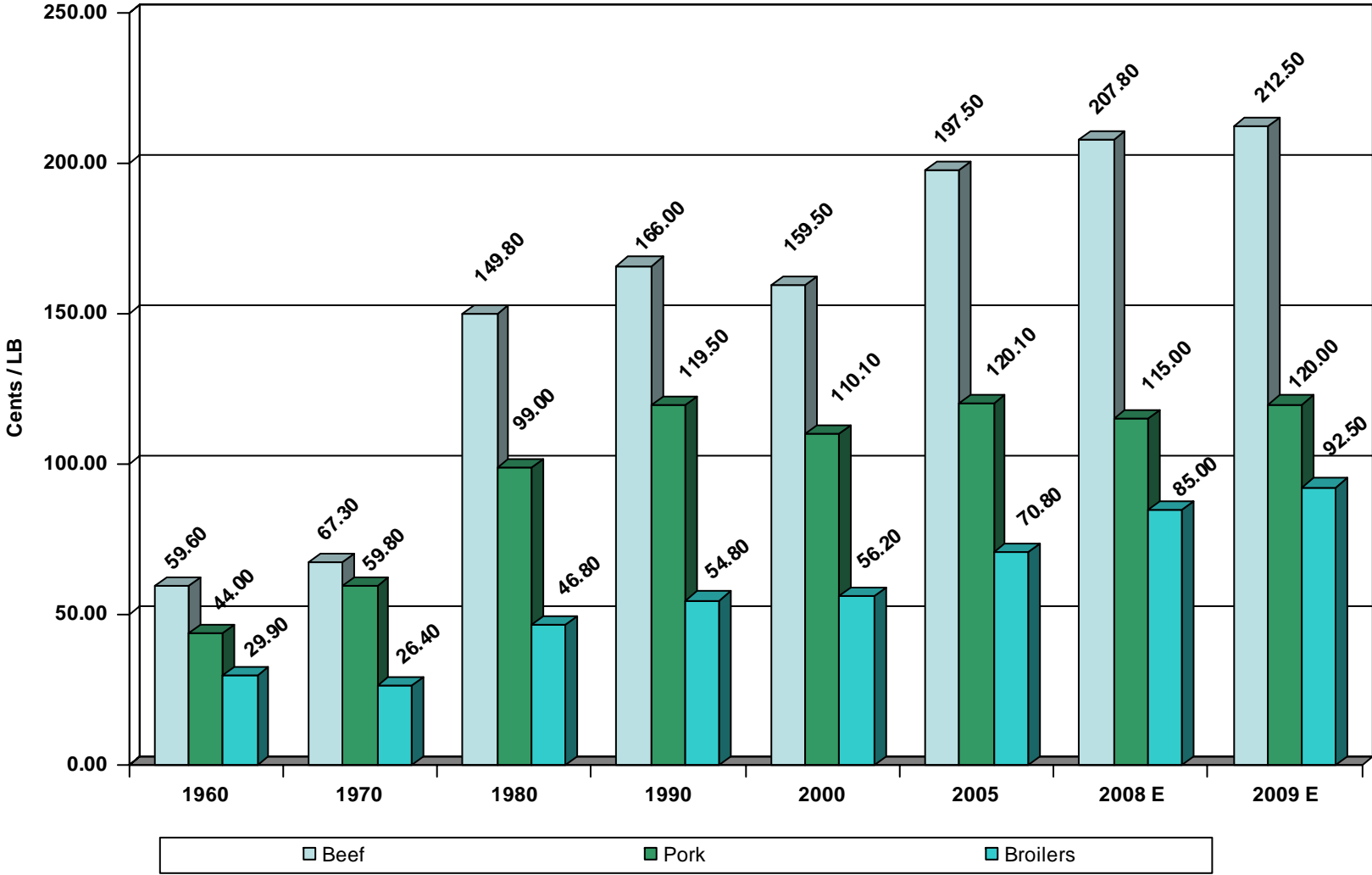
Source: National Chicken Council

# Per Capita Consumption of Poultry & Livestock

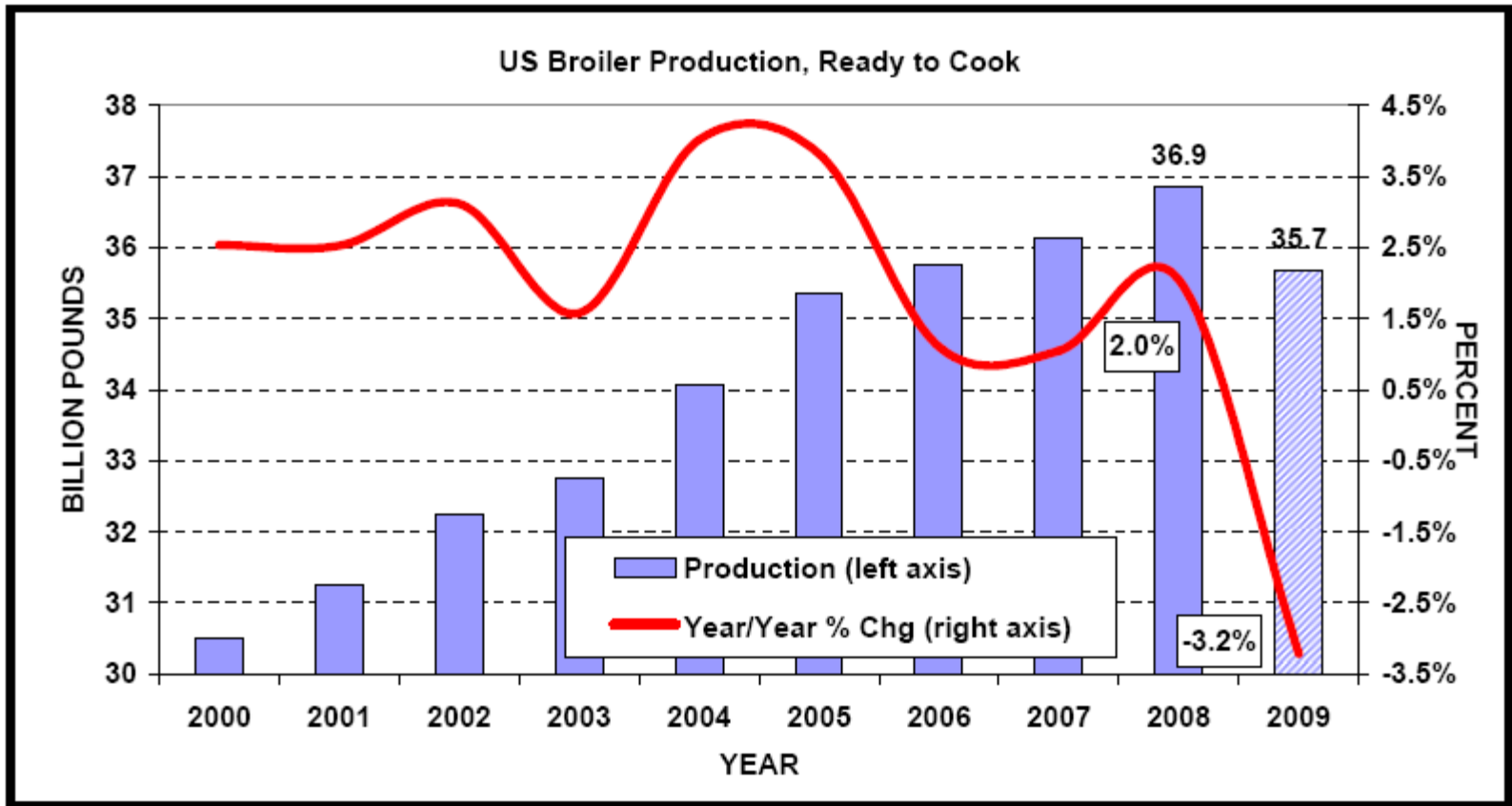


Source: National Chicken Council

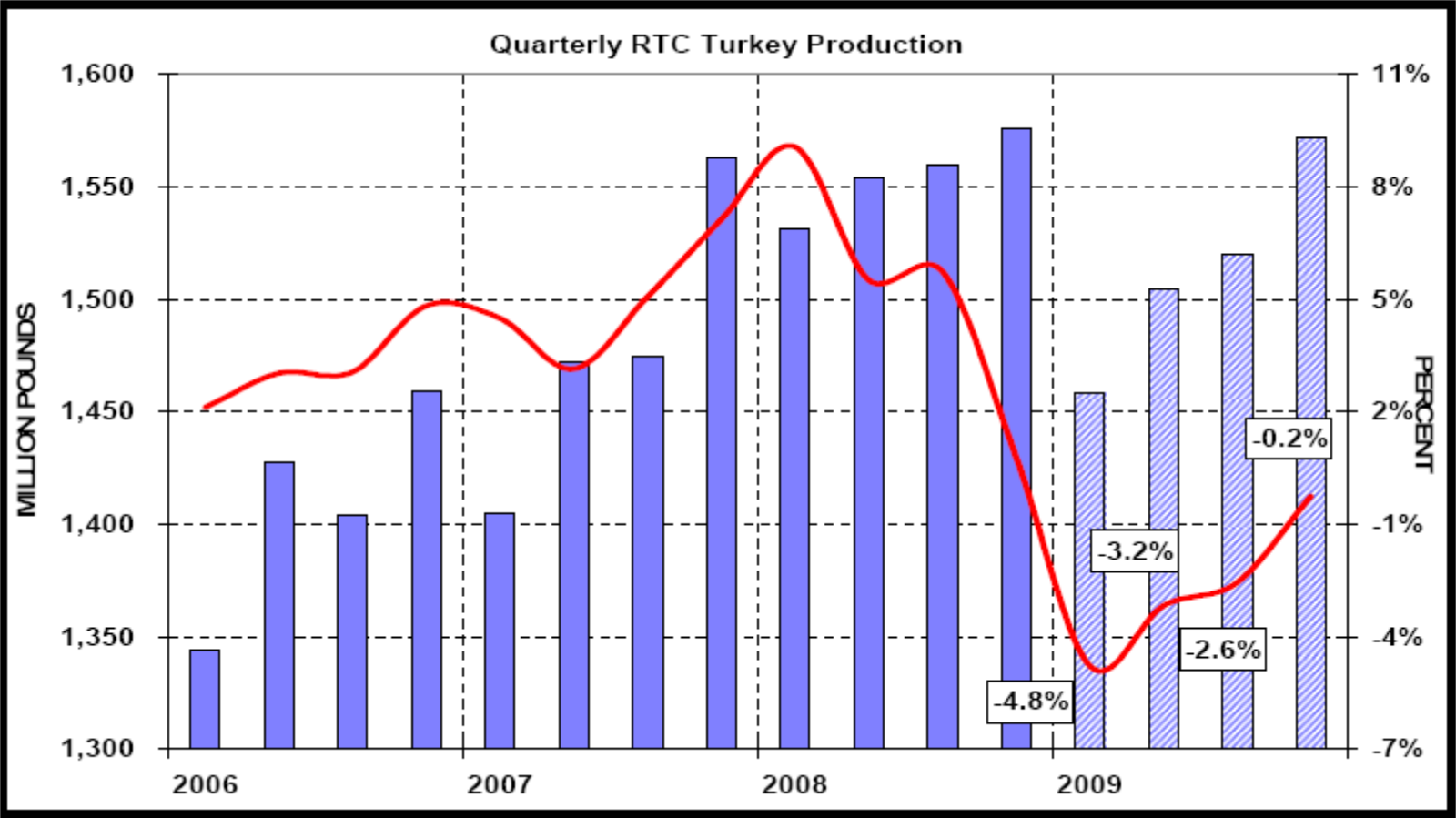
# Wholesale Prices for Beef, Pork & Broilers



Source: National Chicken Council

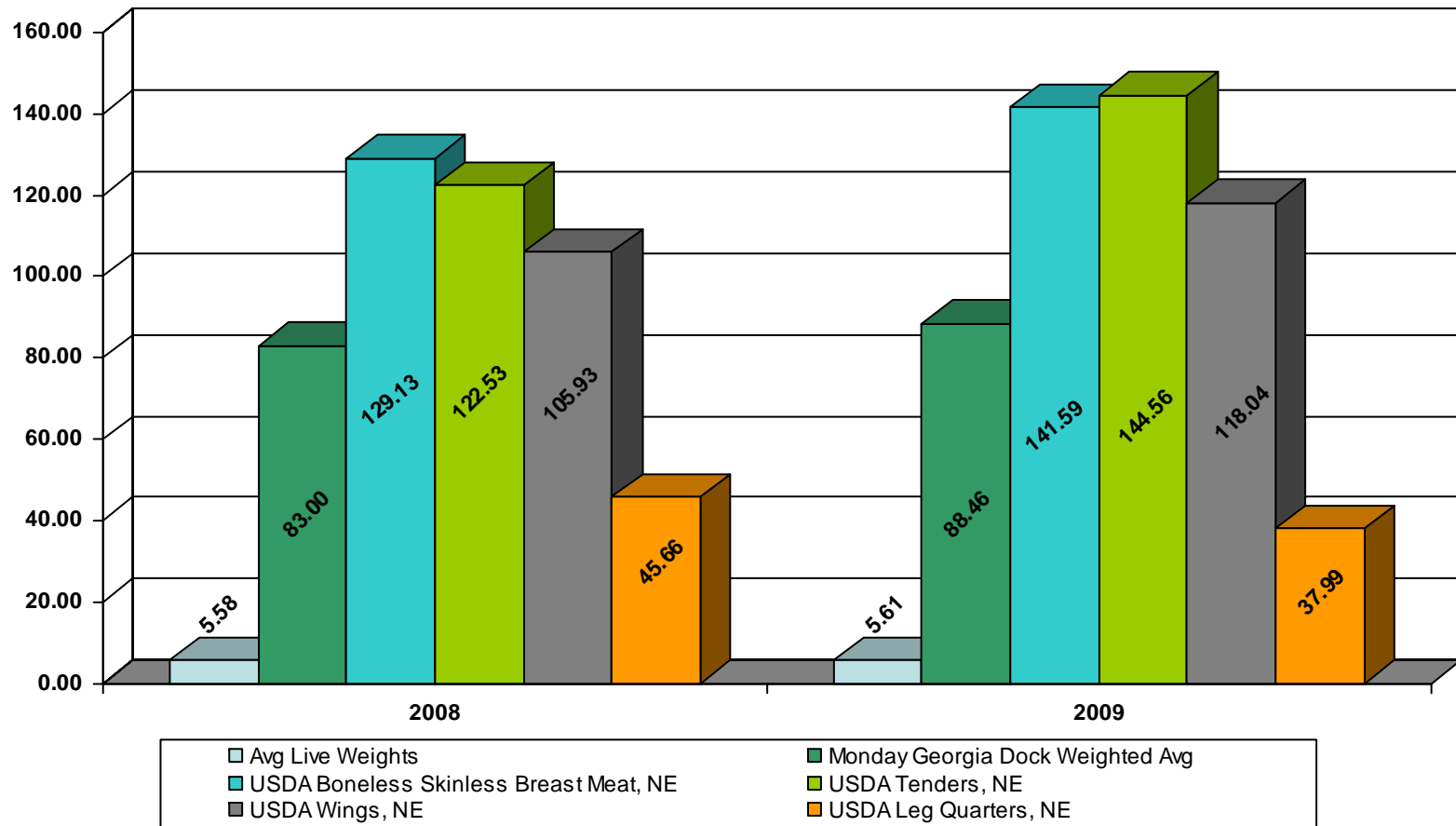


Source: Informa Economics  
1/30/09



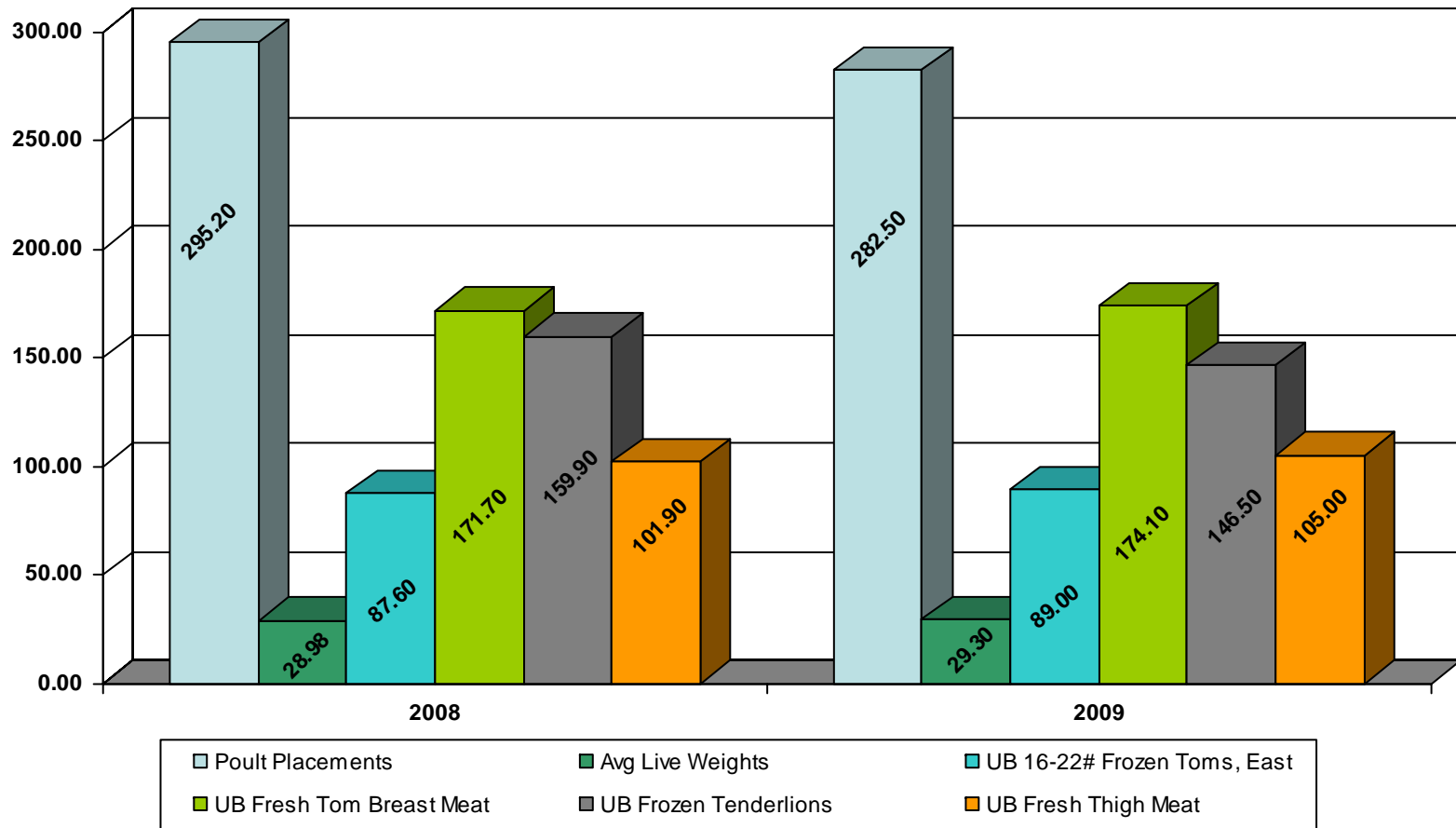
Source: Informa Economics  
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# Annual Fundamental Forecast for Broilers 2008 vs. 2009



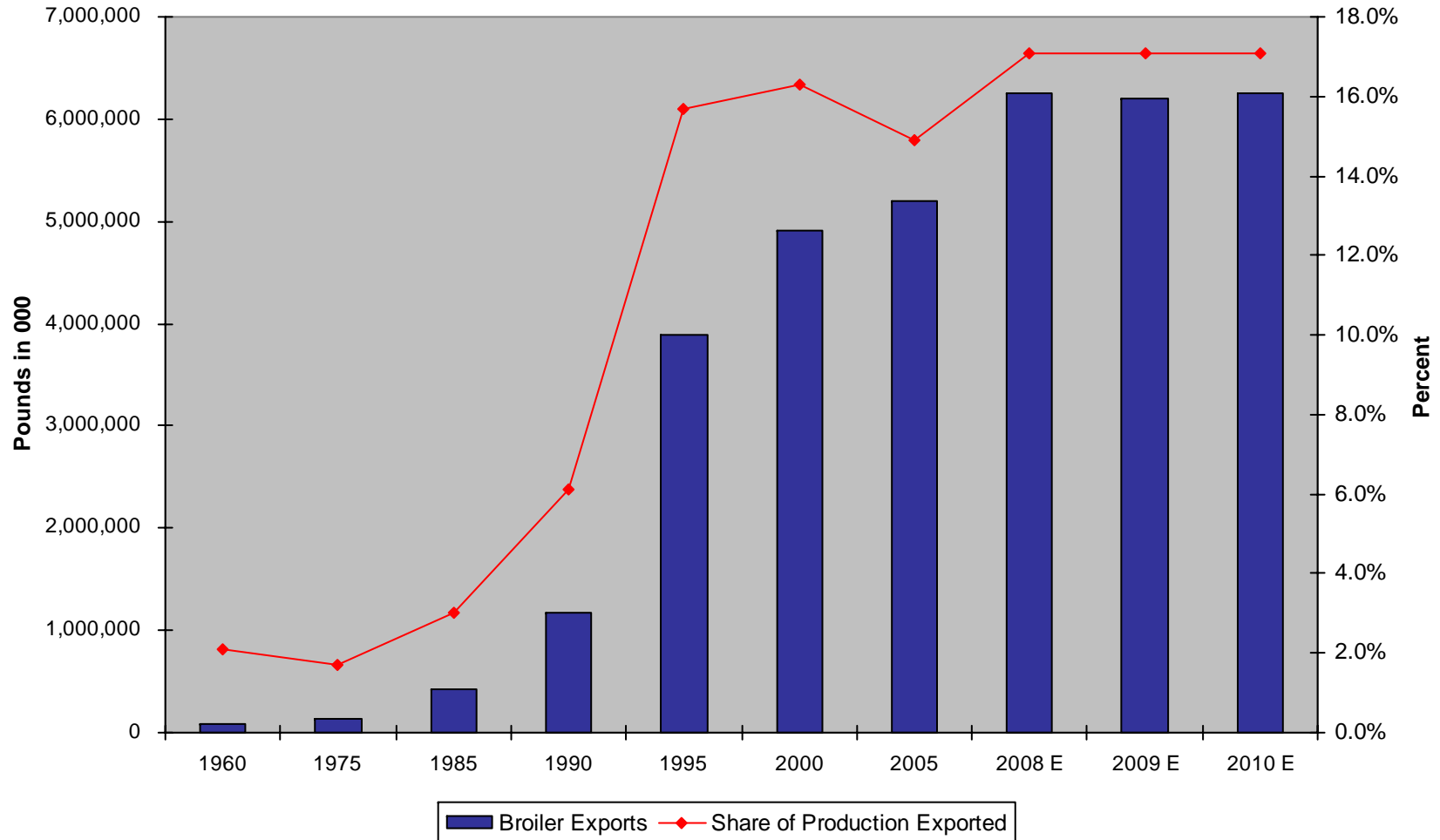
Source: Informa Economics  
1/30/09

# Annual Fundamental Forecast for Turkeys 2008 vs. 2009



Source: Informa Economics  
1/30/09

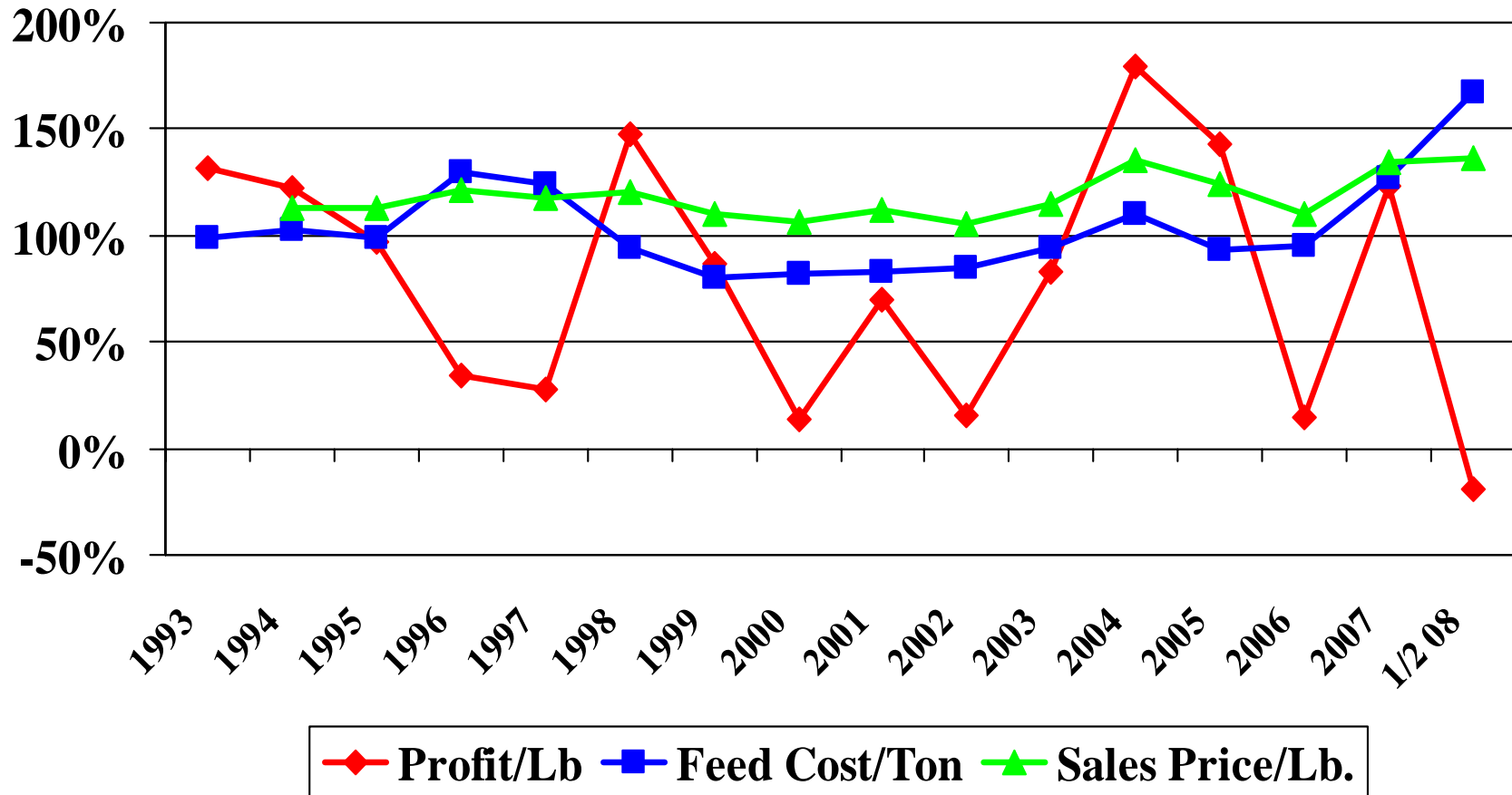
# U.S. Broiler Exports Quantity and Share of Production



Source: National Chicken Council



## Ratios of Changes in Profits, Feed Cost and Sales Price from Base Year 1992 = 100



Source: Agristats