U.S. POULTRY MOVING THE NEEDLE

KANSAS SOYBEAN EXPO
January 8, 2020

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USA Poultry & Egg Export Council (USAPEEC)

USAPEEC

The USA Poultry & Egg Export Council (USAPEEC) is a non-profit trade association whose members account for more than

95% of all U.S. poultry and egg exports.

WHAT DOES USAPEEC DO?

Increase U.S. Poultry & Egg Exports by:

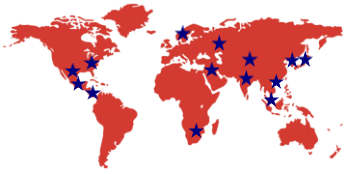
- Protecting Markets
- Opening Markets
- Developing Markets
- Serving as the industry's voice on trade and policy issues

Serves as a link between the industry and the government.

Acts as a liaison between exporters and importers, representing the U.S. poultry industry.

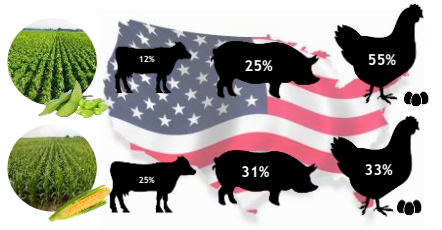
USAPEEC LOCATIONS

14 offices including HQ in Stone Mountain, GA
and international locations in major export markets



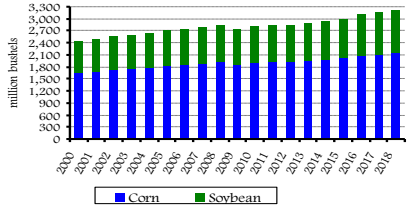
Mexico City
Monterrey
Hong Kong
Singapore
Moscow/Central Asia
Central Asia
Tokyo
Seoul
Middle East
South Africa
Europe
Latin America/
Caribbean
India

POULTRY IS THE LARGEST LIVESTOCK CONSUMER OF SOY AND CORN MEALS



SOURCE: SOY STATS, ERS & USDA

CORN AND SOYBEAN USED BY U.S. POULTRY AND EGG INDUSTRY



In 2018, soybean usage reached 1.05 billion bushels, an equivalent of soybean production in Illinois and Indiana combined.

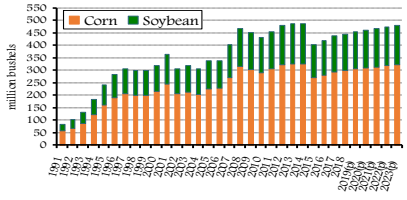
Without U.S. poultry and egg *production*, U.S. soybean prices would decrease by 65%, all other things being held equal.

Without U.S. poultry and egg *exports*, U.S. soybean prices would decrease by 9%, all other things being held equal.

U.S. Poultry & Egg Exports in Soybean Equivalent

147 million bushels
of soybeans worth $4.5 billion were exported through poultry and eggs in 2018

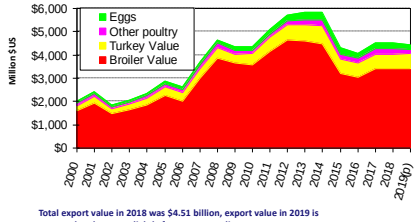
U.S. POULTRY & EGG EXPORTS IN SOYBEAN AND CORN EQUIVALENTS



About 147 million soybean bushels were exported through U.S. poultry worth $4.5 billion in 2018.

Source: USDA/FAS

U.S. POULTRY & EGG EXPORT VALUE

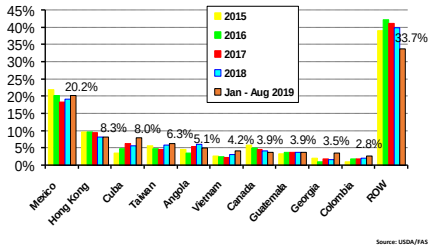


Total export value in 2018 was $4.51 billion, export value in 2019 is expected to decrease slightly from a year earlier.

Source: USDA/FAS

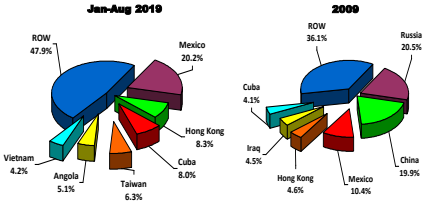
INDUSTRY OVERVIEW

TOP U.S. BROILER EXPORT MARKETS (SHARE OF EXPORT QUANTITY)



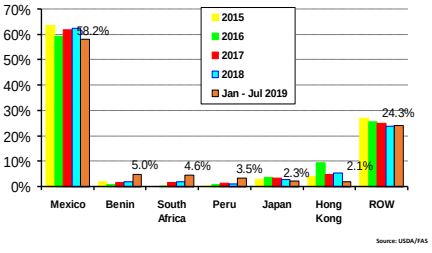
Source: USDA/FAS

TOP U.S. BROILER MARKETS: THEN VS. NOW



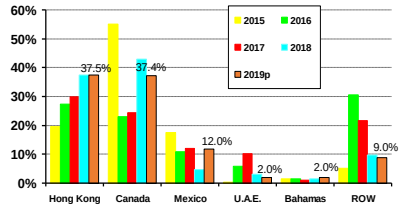
In 2009, Russia and China were the top destinations for U.S. broiler exports; For Jan-Aug 2019, shipments to Russia and China were zero.

TOP U.S. TURKEY EXPORT MARKETS (SHARE OF EXPORT QUANTITY)



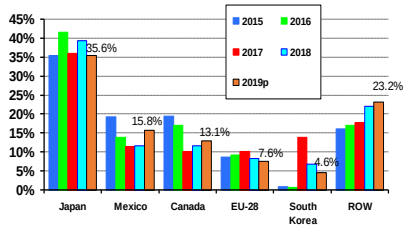
Source: USDA/FAS

TOP TABLE EGG EXPORT MARKETS (share of export quantity)



Source: USDA/FAS

TOP EGG PRODUCT EXPORT MARKETS (share of export value)



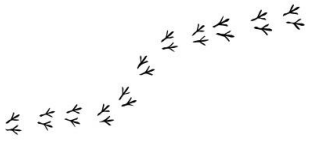
Source: USDA/FAS

MEMORABLE YEAR

- Poultry has overtaken pork production as African Swine Fever (ASF) reshaped global meat markets
- Opened three new markets – India, Morocco, Tunisia
- And the BIG Kahuna…..China just re-opened its doors after being closed for almost 5 years!!!

Opening China to U.S. paws would increase bottom line of U.S. chicken companies by nearly $835 million and reduce trade deficit by $1 billion

Alternately, paws are worth $75 million without access to China



Moving the Needle with help from Kansas Soybean Commission

Expanding U.S. Poultry and Egg Products to Mexico's Processing Industry

- USAPEEC has provided individual technical assistance to 23 meat processors
- Commercial production of 34 new products with U.S. poultry ingredients equaling nearly 17,000 MT per year

Developing the Market for U.S. Poultry in Korea's Foodservice and Retails sectors

Promotion and Expansion of U.S. Poultry in the Foodservice Sector of Armenia

Creating Demand for U.S. Poultry in Colombia's Foodservice Sector

2020

THANK YOU!