

Slow growing market in France & Tips to improve ranging

Claude Toudic; June 14th; 2018

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Den Europæiske Landbrugsfond for Udvikling af Landdistrikterne:
Danmark og Europa investerer i landdistrikterne



Miljø- og Fødevareministeriet
Landbrugsstyrelsen



Den Europæiske Landbrugsfond
for Udvikling af Landdistrikterne

LDP 2020



STØTTET AF

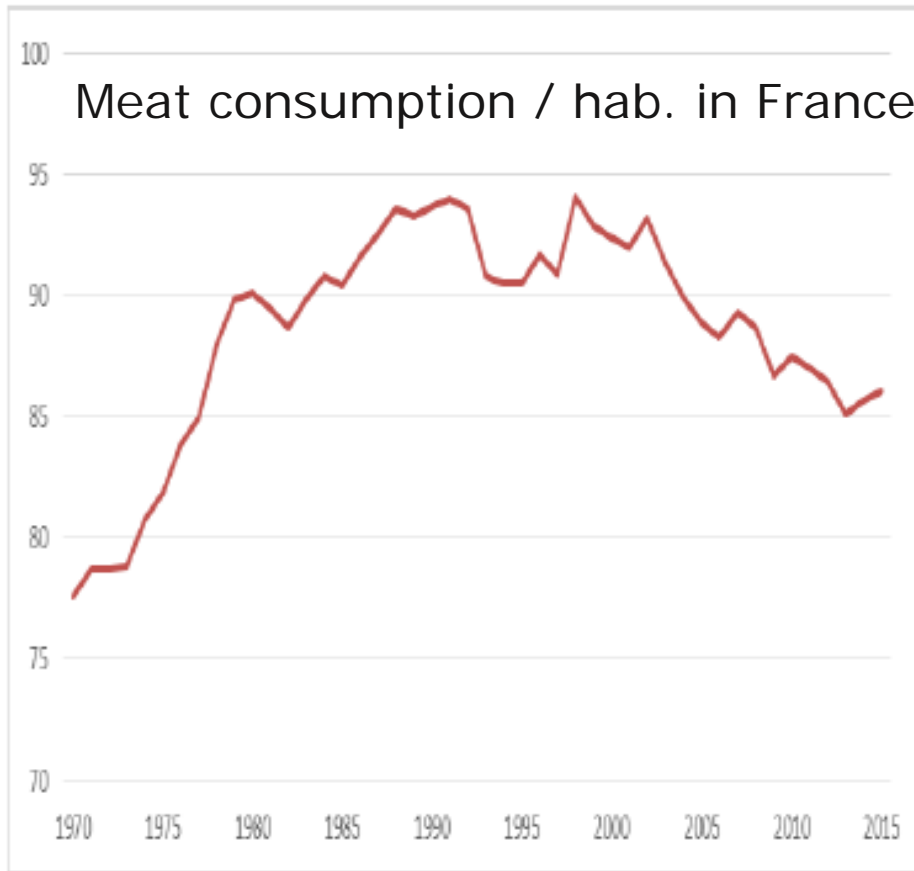
fjerkræafgiftsfonden

Se EU-Kommissionen, Den Europæiske Landbrugsfond for Udvikling af Landdistrikterne

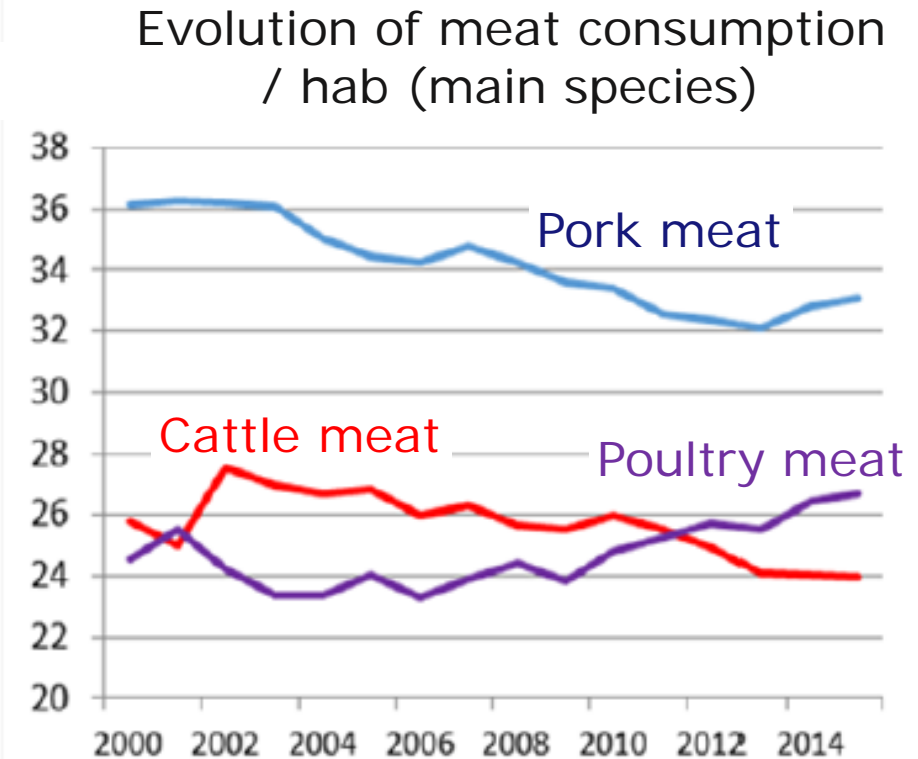
PART 1

French Slow Growing Broiler Market

Decreasing meat consumption trend



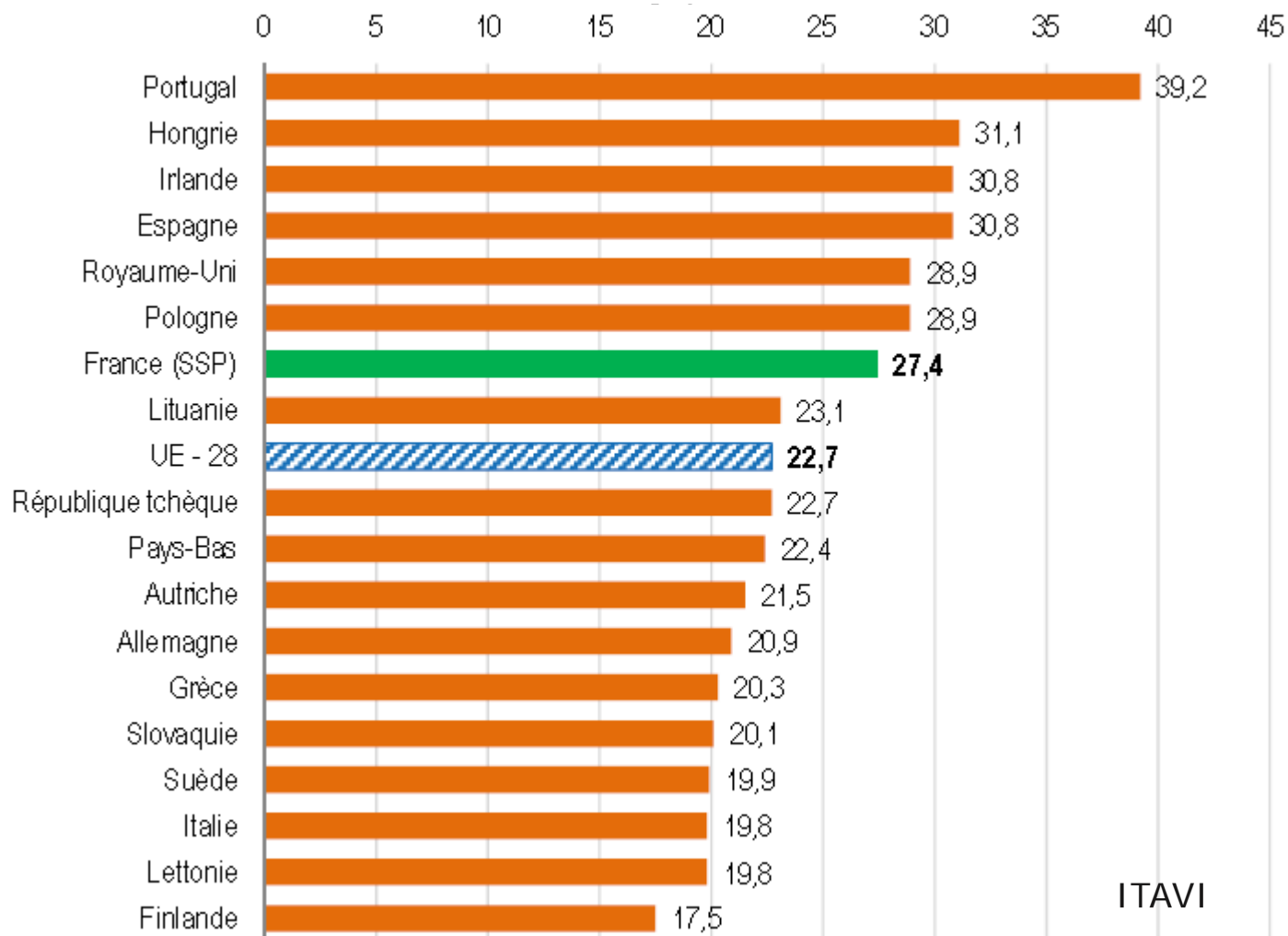
Itavi d'après Agreste



- ❑ Price, taste, nutrition, easy to prepare, tender, no religious ban
- ❑ Segmented poultry market: species and quality signs

A bit more poultry consumption than the rest of the EU

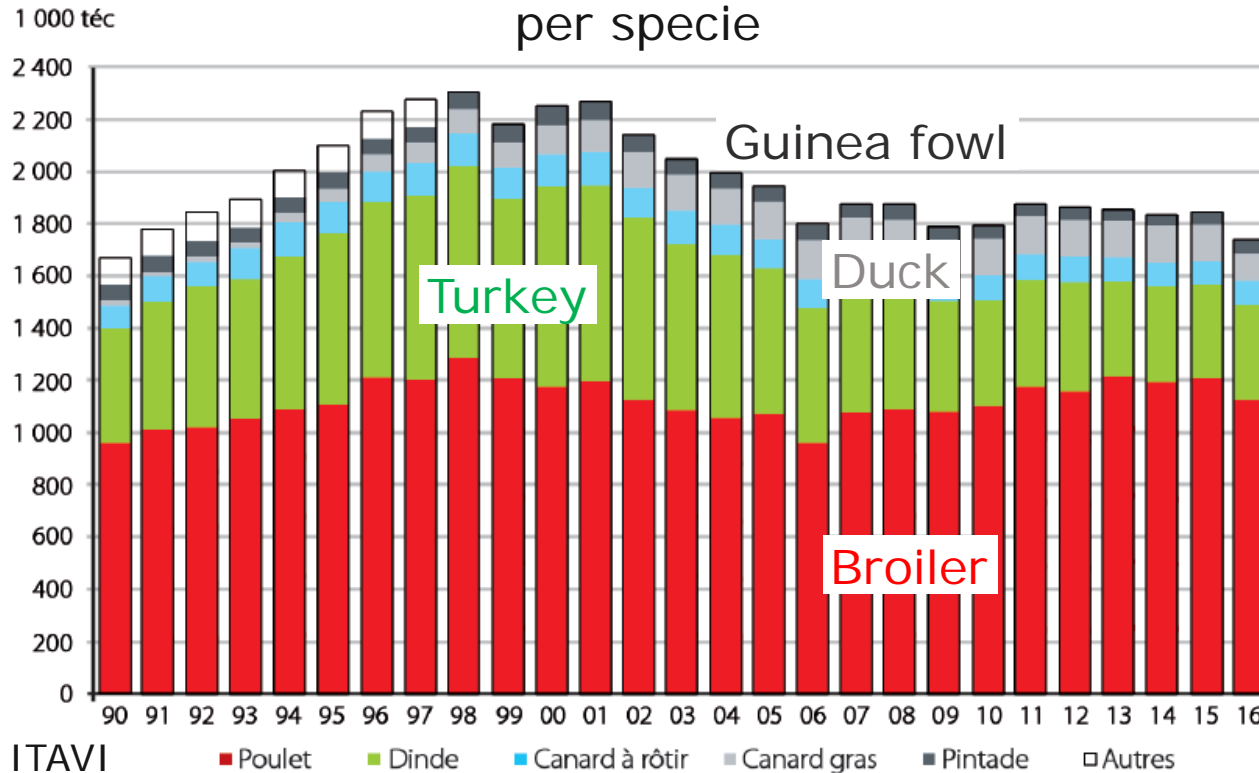
Kg poultry / habitant in 2016



ITAVI

Broiler gaining market shares over other poultry species

Evolution of poultry production per specie



- Poultry production is almost stable for last 10 years after a 8 years decline.
- Growing import for catering and further processing (NL, BE, DE, BR, TH)

Broiler production is growing again since 2006

The catering and industry market is relying on imports

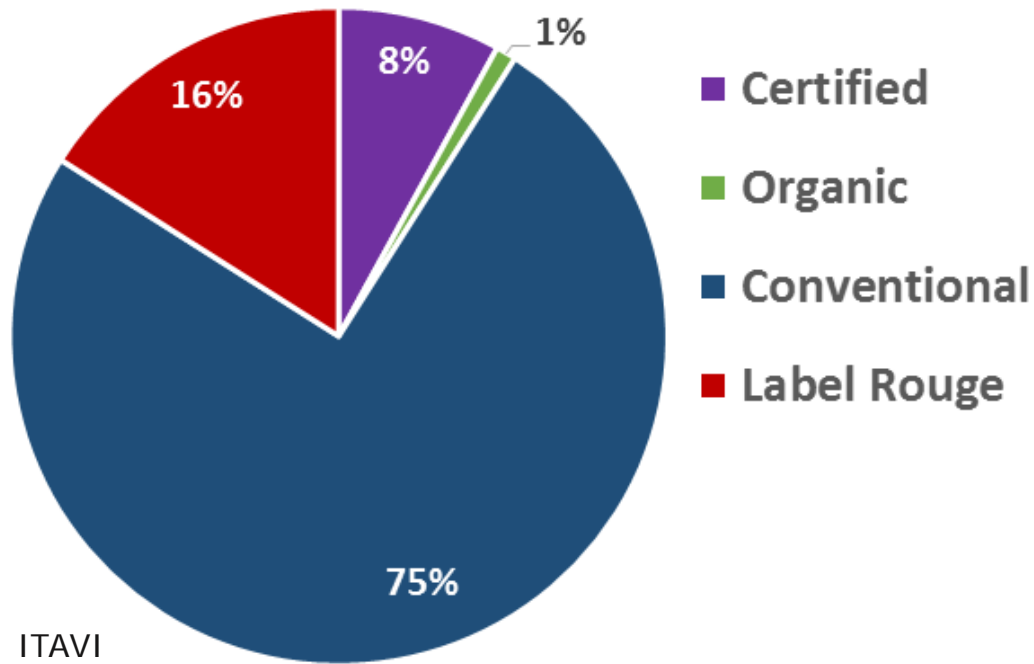
Broiler domestic market and import rate (without preparations)

Tons Fresh broiler meat in Tons	Total market	<i>Of which Conventional</i>	Import	% import over Total	% import over Conventional
Retail	510 000	355 000	45 000	9%	13%
Catering	135 000	93 000	81 000	60%	87%
Industry	210 000	201 000	136 000	65%	68%
TOTAL	855 000	649 000	262 000	31%	40%

- ❑ Catering and industry needs are widely met by imports of Conventional broilers.
- ❑ Label Rouge, Certified and Organic are distributed through retail channel.

25% of Slow growing

Distribution of Broiler Chickens
slaughtered in France in 2015



- Label Rouge is the reference for quality signs.
- Certified started more recently (1993). Still growing.
- Organic reached 1% (1st country in volume in the EU)

The 3 main quality « Labels » produced in France

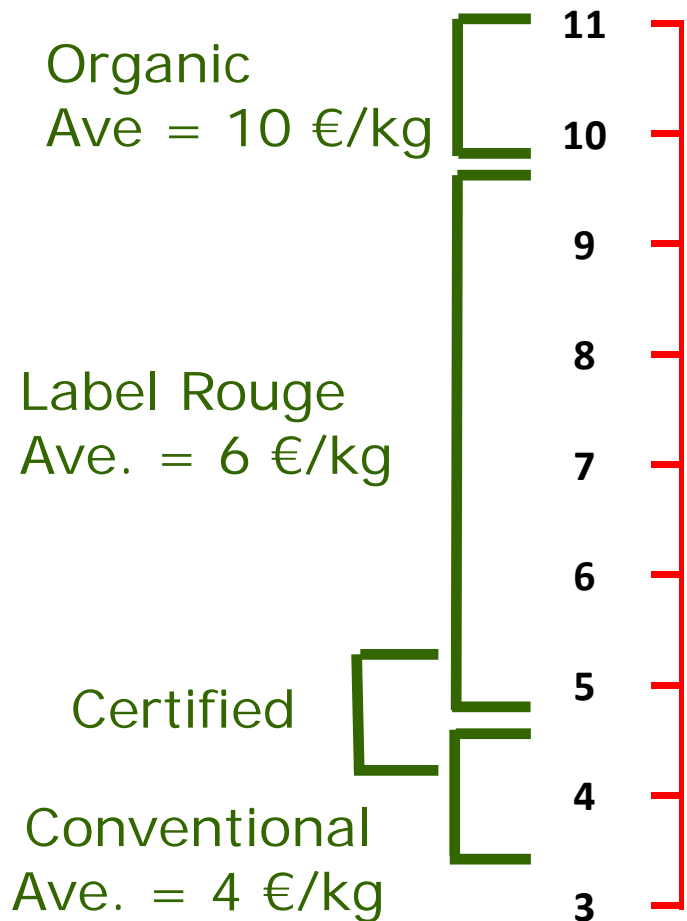
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Designation	Certified	Label Rouge	Organic
Volume	80 000 T / year	160 000 T / year	10 000 T / year
Breed	Slow growing female * STD or INT male	Slow growing female * slow growing male	Slow growing female * slow growing male
Stocking density	< 18 birds / m ²	< 11 birds / m ²	< 10 birds / sqm
Max kg / m ²	42 kg/m ²	25 kg	25 kg
Max Farm size	No limit	1 600 m ²	1 600 m ²
Max barn size	No limit	400 m ²	480 m ²
Max pen size	No limit	1 100 birds	2 000 birds
Min Age	56 days	81 days	81 days
Light	E-U regulation	Natural light	Natural light
Outdoor	No	2 m ² / bird from 6 weeks	4 m ² / bird from 6 weeks
Feed	Vegetal and mineral No growth promoter	Vegetal and mineral No growth promoter AB allowed > 75% cereals	Vegetal and mineral > 95% organic origin No coccidiostatic No growth promoter No synthetic AA

France: Chicken price range into supermarkets (2016)

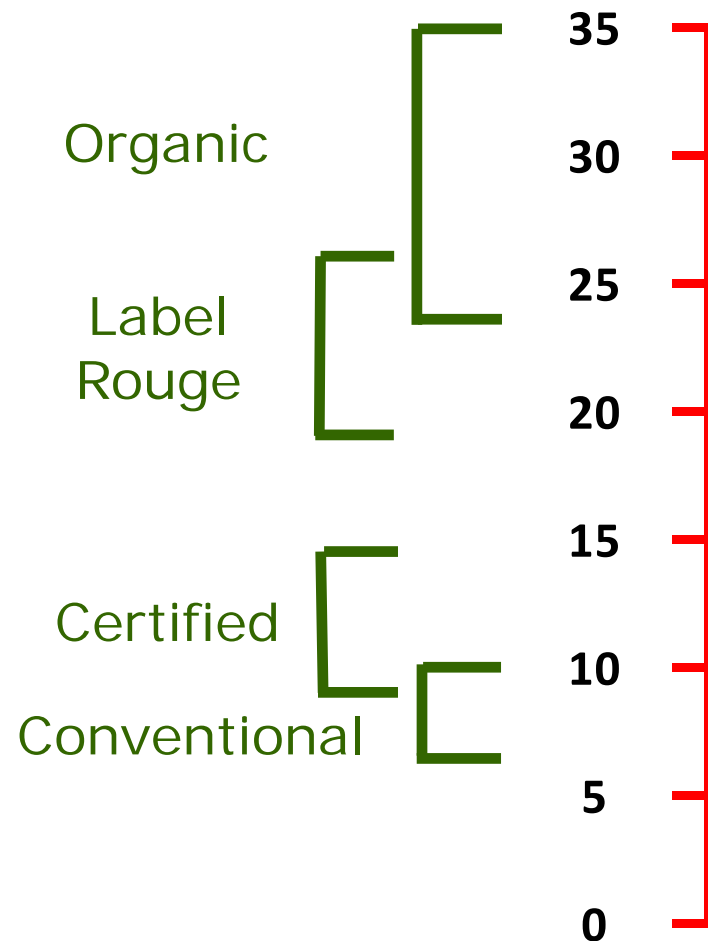
Whole carcasses

Price in €/kg



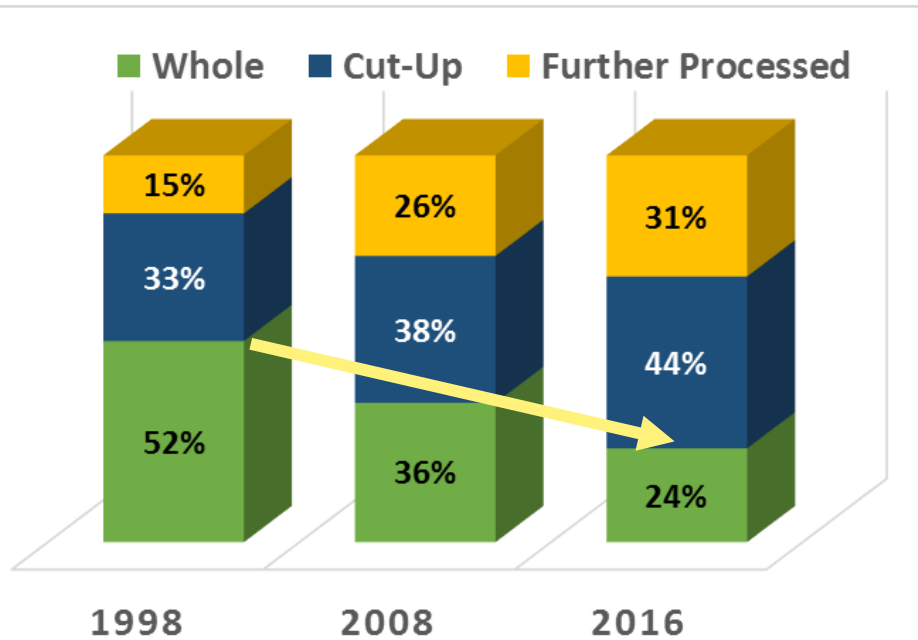
Breast fillets

Price in €/kg

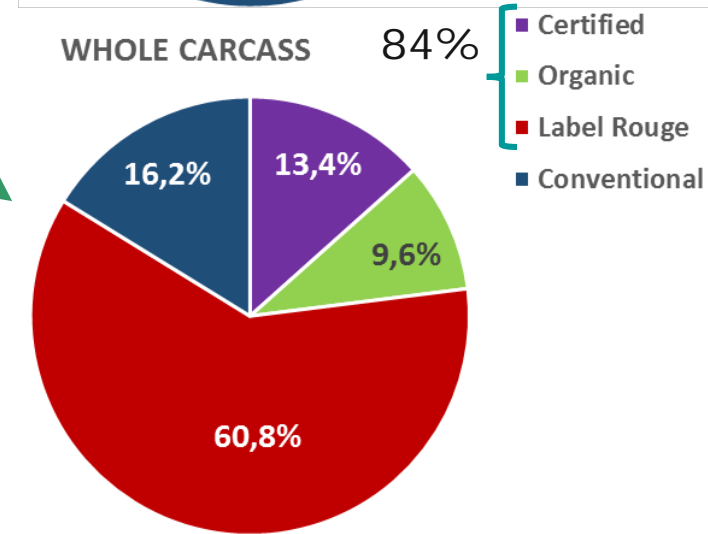
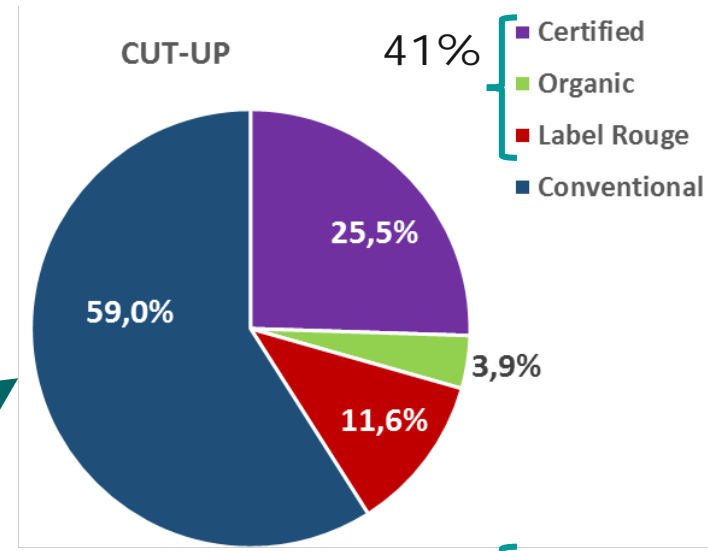


The Slow Growing challenge

Segmentation of household purchases



2016

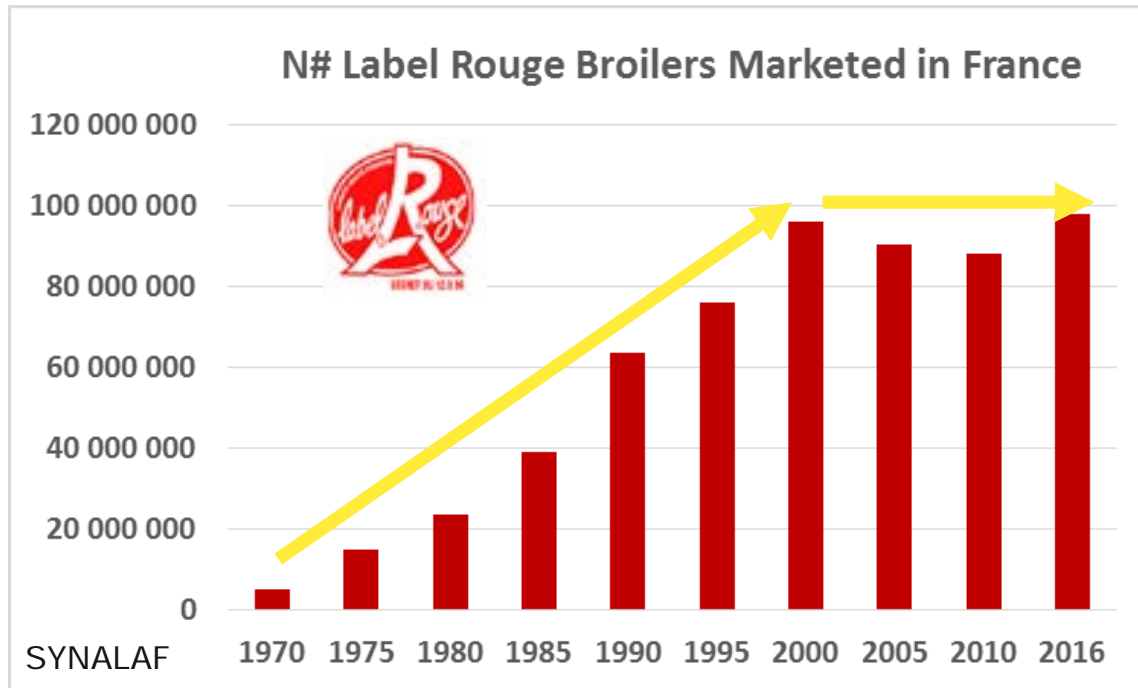


Increasing the welfare attribute perceived value of cut-up .

KANTAR WORLDPANEL



Label Rouge: typically french

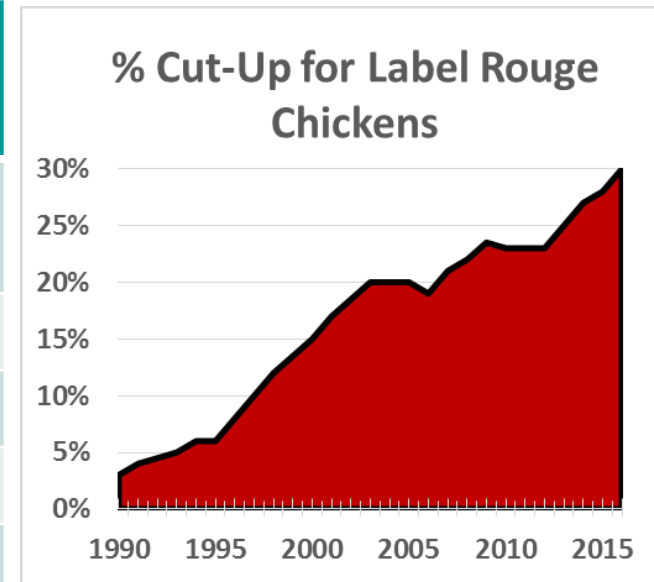


- ❑ 82% sold in supermarkets
- ❑ 5% of the production is exported



Consumers' wishes for Label Rouge

What are your expectations for Label Rouge?	For Dressed carcasses	For Cut-Up
Free range production system respecting animal welfare	84%	68%
Specific taste and texture	74%	65%
Cereal based feed	69%	57%
Geographical origin	44%	33%
A minimum age	38%	28%



synalaf

86% would buy more Cut-Up if price was lower

Label Rouge production map

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SYNALAF stakeholders



- Mainly produced in the West and South West of France.
- Farms cannot be distant more than 100 km from the processing plant.
- Production and Compliance control are independent



The 3 main phenotypes



**White skin
40%**



**Yellow skin &
Naked neck
51%**



**Black
Feathers &
Naked neck
9%**



CERTIFIED

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CY x JA57



- Indoor system
- Slow growing female
- 56 days



Hubbard JA757

The Certified principles

Tell the quality, tell the truth

- ❑ Started in 1990. Updated in 2007 « *Arrêté du 21 décembre 2007 fixant les exigences et recommandations en matière de certification de conformité de viande de volailles* »
- ❑ Give the guarantee that the characteristics written in the production standards and validated by the Agriculture Minister are met.
- ❑ The product should meet qualitative standards that are significant, measurable, objective, traceable and higher than regular standards
- ❑ Internal quality control scheme double checked by external accredited body
- ❑ Cover production, processing and further processing characteristics or/and packaging. Labelled as such

“Certified” label

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Name of the product

Brand

Logo

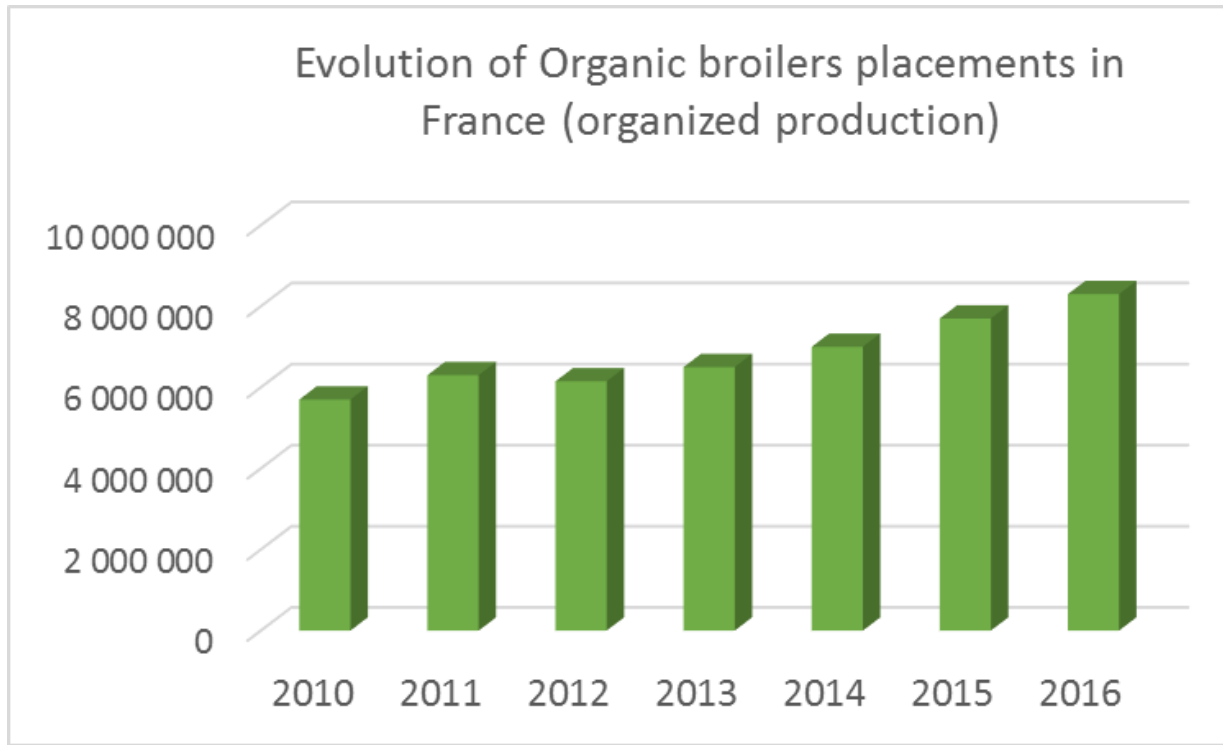
Marketing characteristics

Certified by



Certified broiler meat is mainly distributed through distributors brands (white brand)

ORGANIC



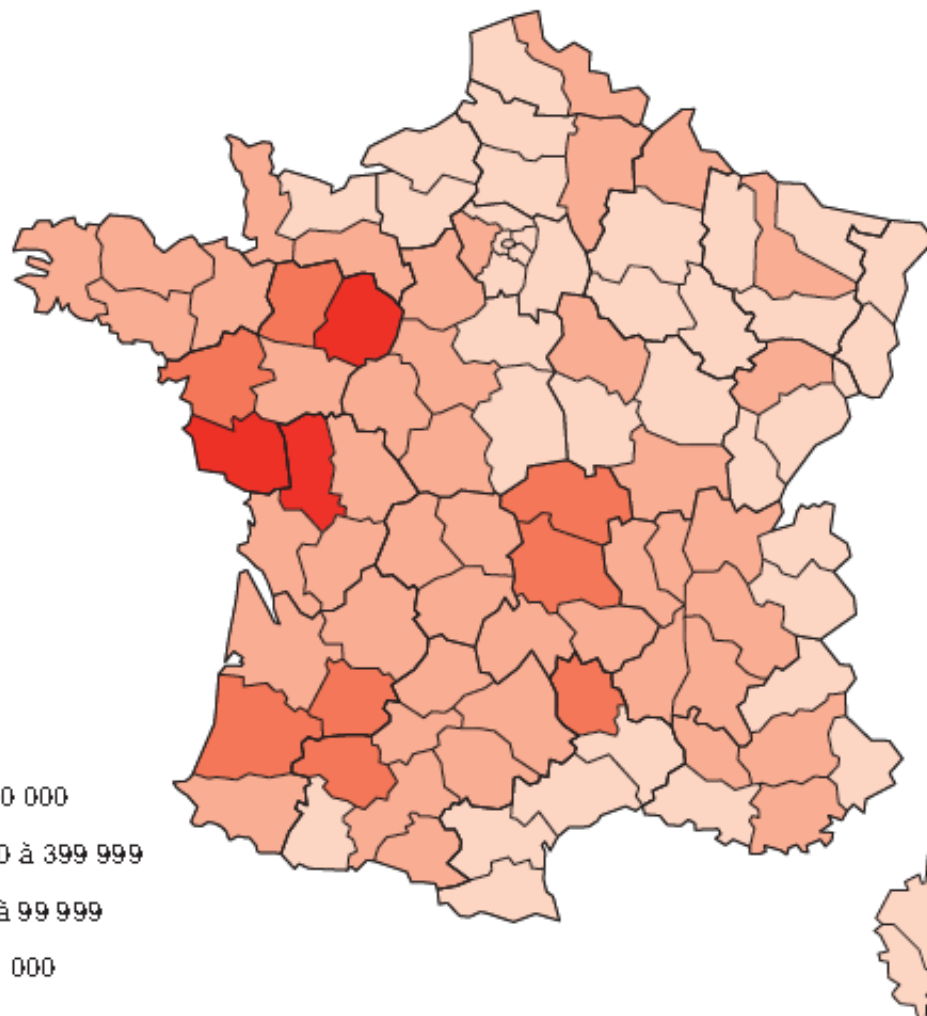
- ❑ When including all production channels, the placements are more than 10 millions / year

- ❑ 79% sold in supermarkets
- ❑ 14% sold in Organic shops

Organic production map

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Distribution of organic broiler chickens production



- Most of the Organic broilers are raised in the same type of house than Label Rouge (LR) chickens
- Same breeds and hatcheries than LR
- 81 days
- Access to range after 42 days in order to be able to label them with "fermier" mention.
- Link to land through manure

Heads

- Plus de 400 000
- De 100 000 à 399 999
- De 1 000 à 99 999
- Moins de 1 000

Technical performances

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Data	Certified	Label Rouge	Organic
Stocking density	19,8	11,0	10,0
Age (days)	58,1	85,5	89,4
Mortality %	2,85	3,05	4,39
LW (g)	2 130	2 283	2 449
ADG (g / d)	36,7	26,7	27,4
FCR	2,19	2,98	3,09
Condemnation %	0,42	0,45	0,39
Kg / m ² / cycle	40,2	24,4	23,4
Nb cycles / year	4,5	3,3	3,2
Kg / m ² / year	180	80	76

Survey made by the "Chambres d'Agriculture du Grand Ouest" based on growers' accountings on a voluntary basis.

Representative of each system

Source: Chambres d'Agriculture du Grand Ouest

Production cost

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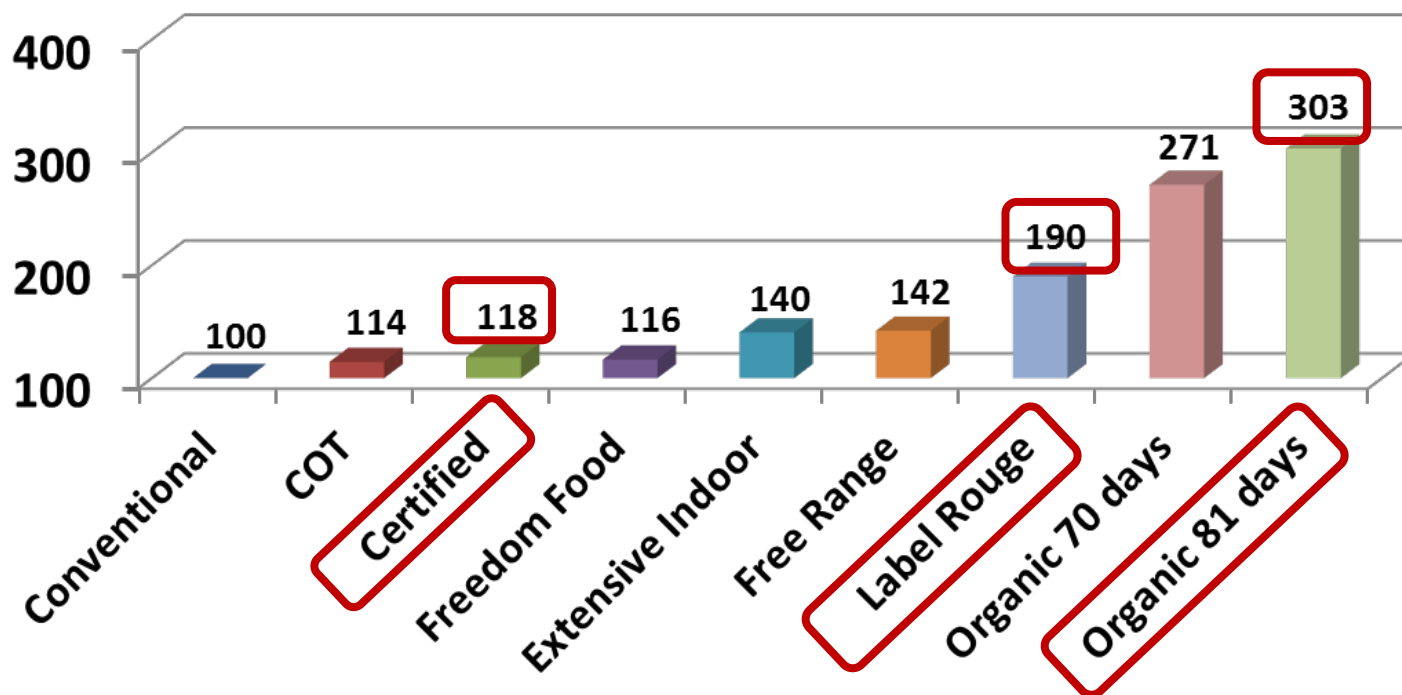
- Slower growth = less cycles per year
- Higher feed costs

**Breed
Effect**

- Lower density per m²
- enrichment (grain, bales of straw...)
- Additional investments (Windows, winter garden)

**Concept
Effect**

Estimated Live Cost at farm gate Base 100 Conventional



The Hubbard Premium Range

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Males - slow growth



Males - differentiated growth



Premium females



17 marketed Premium males

Slow growth (mainly LR):

5 main males for a total of 7 lines involved + experimental lines.

Intermediate growth:

3 main males for a total of 10 marketed males and 9 lines involved + experimental lines.

6 marketed Premium females
for 9 lines involved + experimental lines

Total: more than 30 different lines specific to Premium range