

Poultry, egg exports for first two months of 2017 show strong recovery

Combined exports of U.S. poultry for January and February increased by 6.7 percent in volume and 5.9 percent in value over the same period in 2016, according to data released last week by the Foreign Agricultural Service.

Poultry export volume for the two months reached 588,006 metric tons valued at \$601.8 million.

Meanwhile, total egg exports (table eggs plus egg products in shell-egg equivalent) for the first two months of this year rose by 37.7 percent to 36.4 million dozen while value jumped by 26.8 percent to \$34.2 million.

Broiler shipments (not counting paws) in February inched upward by 2 percent to 247,421 tons as value rose by 0.8 percent to \$221.9 million over February 2016. Exports to Angola, South Africa, Cuba, Kazakhstan, the U.A.E., Chile, and Congo (Brazzaville) increased significantly, while shipments to Mexico, Canada, Iraq, and Singapore decreased notably.

January-February broiler exports (no paws) climbed by 6.9 percent to 499,906 tons valued at \$451 million, a 6 percent jump over the same period in 2016.

February paw shipments rose by 5.7 percent over last year to 11,747 tons, while value skyrocketed by 35.7 percent to \$17.5 million, almost all to Hong Kong.

Cumulative January-February exports of paws were 23,761 tons valued at \$34.3 million, up 6.8 and 33.2 percent year over year, respectively.

Of total broiler shipments in January and February (including paws) 43.5 percent were shipped to the top five markets, including Mexico, Hong Kong, Taiwan, Cuba, and Canada.

February turkey exports rose by 10.3 percent to 19,875 tons, with some slippage in value, which was down 5.8 percent to \$41.1 million.

Turkey shipments to Mexico in February increased by 17.1 percent to 12,126 metric tons. While exports to Hong Kong, Benin, Haiti, Congo (Brazzaville), and Jamaica increased, exports to Japan, Dominican Republic, Canada, Taiwan, and Kuwait decreased.

Cumulative January-February turkey exports rose by 17.6 percent to 39,292 tons as value increased by 6.2 percent to \$84.5 million from the same period of last year, respectively (Figure 2).

Of the total quantity exported, 80.1 percent went to the top five markets, including Mexico, Hong Kong, Haiti, Japan, and Benin, with Mexico alone accounting for 62.3 percent.

For table eggs, exports for February 2017 were 10.1 million dozen, up 6.5 percent from the same month a year earlier, while export value was \$9.7 million,

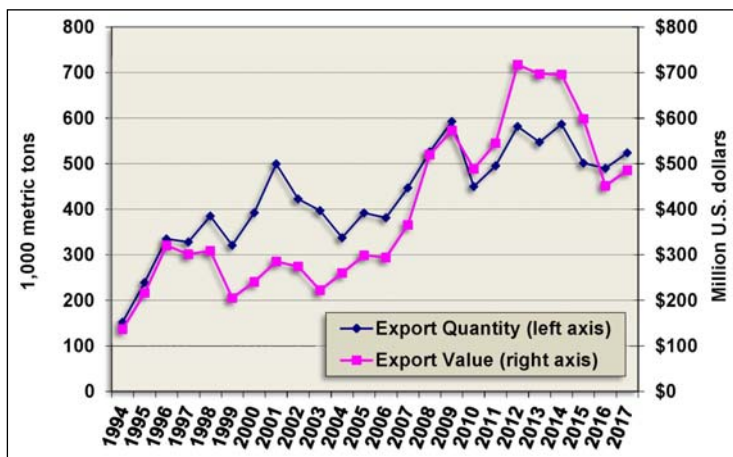


Fig. 1 – January-February U.S. broiler exports (including paws) since 1994. Source: USDA/FAS GATS database.

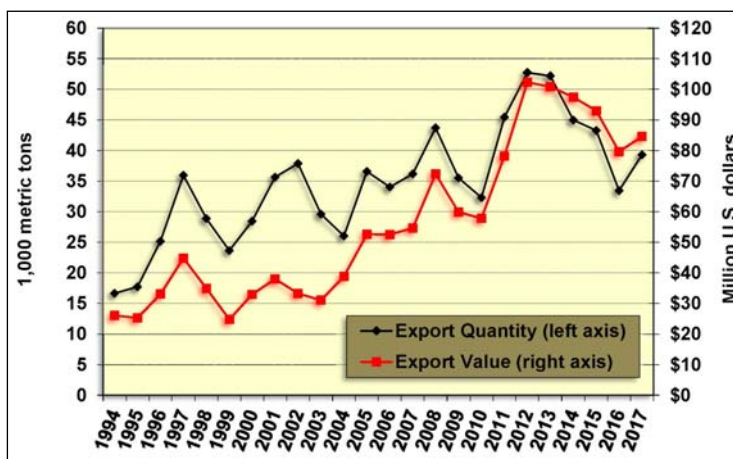


Fig. 2 – January-February U.S. turkey exports since 1994. Source: USDA/FAS GATS database.

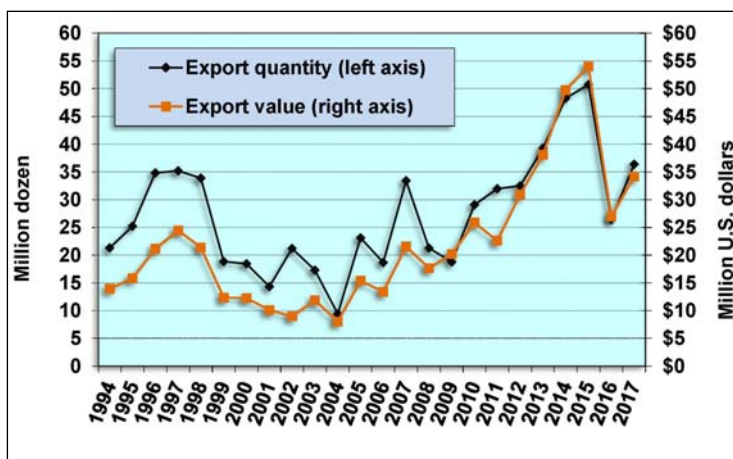


Fig. 3 – January-February U.S. exports of table eggs and egg products (in shell egg equivalent) since 1994. Source: USDA/FAS GATS database.

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TURKEY TRADE MISSION TO NEW ZEALAND--During last week's mission to Auckland, USAPEEC members enjoyed full schedule of meetings and site tours. During the one-on-one meetings with Kiwi importers, Kees Engwerda, above left, meets with prospective customers. Above right, members inspect available turkey products at a super-market. From left, Ryan Downes of Farbest, Thomas Isaf on Interra, and Jennifer Leyden of MetaFoods.

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marketing specialist with the Foreign Agricultural Service office in Auckland, and an introduction to the market by Margaret Simpson of Bidfood, New Zealand's largest wholesale food distributor.

More than 20 New Zealand companies showed up for a mini trade show and reception during the mission to sample turkey products donated by Butterball, Farbest, and Jennie-O Turkey Store. Attendees included retailers, processors, distributors, and restaurant groups, Mulcahy said.

Emily Armitage of the U.S. Consulate in Auckland was on hand to welcome attendees at the reception.

"Those attending and sampling U.S. turkey products were impressed with the packaging, taste, quality, and diverse line of products," said Mulcahy. "New Zealand consumers are increasing poultry consumption as part of an overall diet change to more healthful foods and U.S. turkey products can meet that need."

The rest of the week consisted of retail visits, meetings with processors, restaurants, and other players in the market, including Constellation Brands that gave a lessons-learned presentation on successfully entering New Zealand.

"The trade mission was an absolute success," said Farbest Sales Manager Ryan Downes. "The insight we gathered will prove extremely valuable for the turkey industry as we enter the New Zealand marketplace."

The group was already aware that U.S. product will be competitive with local turkey prices but as Jennifer Leyden from MetaFoods noted, "Not only will U.S. turkey be cheaper for New Zealand consumers, but it's also poised to be competitive with other proteins."

Others on the trade mission also noted there is ample

opportunity in New Zealand for U.S. turkey products and received a lot of positive feedback in their meetings with prospective buyers.

USAPEEC is working to determine next steps in order to create awareness and more opportunities for U.S. turkey products in New Zealand.

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down 0.5 percent. February exports to Canada were 1.0 million dozen, down 75.3 percent year over year, while exports to the U.A.E. hit 1.8 million dozen, as compared to merely 60,000 dozen for the same month a year earlier. Exports to Mexico and South Korea also increased significantly.

Cumulative exports of table eggs for the first two months of 2017 were 18 million dozen valued at \$17.3 million, down 1.2 and 7.7 percent, respectively, from the same period of last year. Of the total shipments, 73.4 percent went to the top five export markets, namely Hong Kong, the U.A.E., Jamaica, Mexico, and South Korea.

For egg products, February export value jumped by 93.3 percent to \$8.9 million. Export value to Japan reached \$3.4 million, up 30.3 percent, while export sales to the European Union and South Korea hit \$1.4 and \$1.3 million, respectively, as compared to minimal and negligible amount for the same month of last year. Exports to Mexico increased, while exports to Canada decreased.

January-February exports of egg products increased by 106.1 percent to \$16.8 million. Export value to the top five markets including Japan, the EU, South Korea, Mexico, and Canada accounted for 84.0 percent or \$14.1 million. —
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