

## MEAT

### Market situation

Weaker demand for meats by emerging economies and oil exporting countries throughout 2015 exerted significant downward pressure on meat prices. According to the FAO Meat Price Index, meat prices in 2015 fell to a level last seen in early 2010. This fall contrasts with an extended period of continued, though at times volatile, meat price increases that started back in 2002. Only once during this extended period – during the aftermath of the 2007-08 financial crisis – have meat prices fallen by such a magnitude.

World trade in 2015 stalled in volume terms. Meat exports from the Americas, the dominant supplier region, fell in 2015 reflecting weakening supply to the rest of the world. Lower imports from the Russian Federation, and a net trade loss in North America estimated at close to one million tonnes, substantially reduced supplies going to other parts of the world.

### Projection highlights

The Outlook for the meat market remains strong. Feed grain prices are set to remain low for the projection period, giving stability to a sector that had been operating in an environment of particularly high and volatile feed costs over most of the past decade. This is particularly relevant for regions such as the Americas, Australia and Europe, where feed grains are being used more intensively in the production of meat.

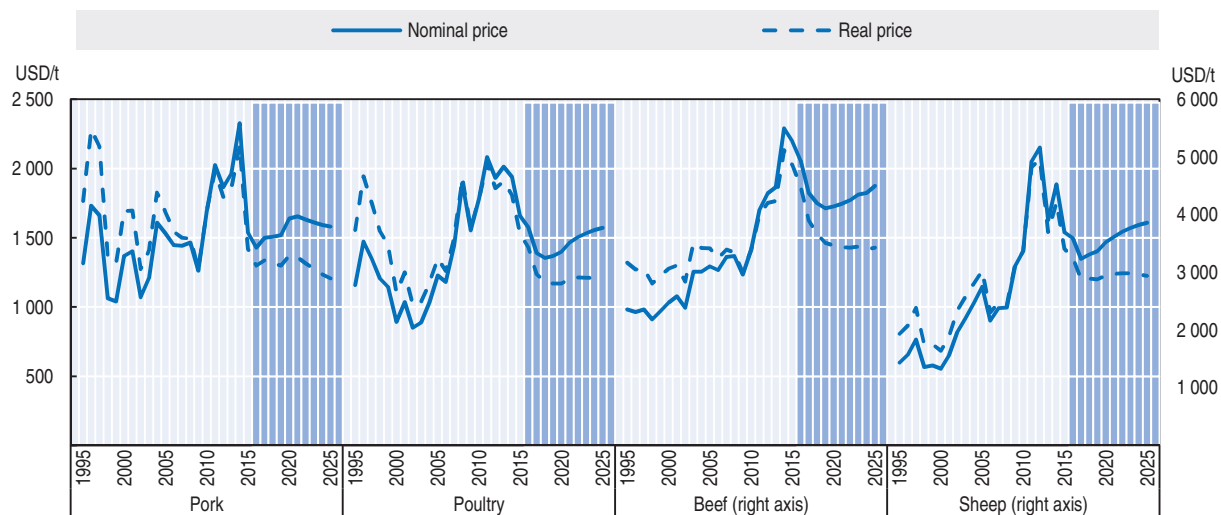
Global meat production is projected to be 16% higher in 2025 than in the base period (2013-15). This compares with an increase of almost 20% in the previous decade. Developing countries are projected to account for the vast majority of the total increase, through a more intensive use of protein meal in feed rations. Poultry meat is the primary driver of the growth in total meat production in response to expanding global demand for this more affordable animal protein compared to red meats. Low production costs and lower product prices have contributed to making poultry the meat of choice both for producers and consumers in developing countries. In the bovine meat sector, several years of cow herd liquidation in major producing regions resulted in low beef production in 2015. However, production is expected to grow from 2016 onwards, with higher carcass weights more than offsetting the decline in cattle slaughter. Pigmeat production will also grow after 2016, driven by China, where herd size is expected to stabilise after years of substantial reductions (a drop of 25 million pigs between 2012 and 2015). Another factor contributing to China's output expansion in the coming years is further consolidation of the pork sector. Production is also expected to increase in the sheepmeat sector with an expected global growth of 2.1% p.a., a higher rate than the last decade, and led by China, Pakistan, Sudan and Australia.

Globally 10% of meat output will be traded in 2025, up from 9% in 2015, with most of the increase coming from poultry meat. Import demand will be weak during the first years of the outlook period, mainly due to lower imports due to the import ban of the Russian Federation and slower growth in China, but will strengthen in the second half of the projection period, due to import growth in the developing world. The most significant growth in import demand originates from Viet Nam, which captures a large


share of additional imports for all meat types. Africa is another fast growing meat importing region albeit from a lower base. Although developed countries are still expected to account for slightly more than half of global meat exports by 2025, their share is steadily decreasing relative to the base period. On the other hand, Brazil's share of global exports is expected to increase to around 26%, contributing to nearly half of the expected increase in global meat exports over the projection period.

Nominal meat prices are expected to start at levels similar to those registered in 2010, and in most cases, trend marginally upwards. By 2025, prices for beef and pigmeat are projected to increase to around USD 4 497/t carcass weight equivalent (c.w.e.) and USD 1 580/t c.w.e. respectively, while world sheepmeat and poultry prices are expected to rise to around USD 3 857/t c.w.e. and USD 1 571/t product weight (p.w.) respectively. In real terms meat prices are expected to trend down from their recent high levels (Figure 3.4).

Figure 3.4. **World meat prices**



Note: US Choice steers, 1 100-1 300 lb dressed weight, Nebraska. New Zealand lamb schedule price dressed weight, all grade average. US Barrows and gilts, No. 1-3, 230-250 lb dressed weight, Iowa/South Minnesota. Brazil: Export unit value for chicken (FOB) product weight. Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", OECD Agriculture statistics (database), <http://dx.doi.org/10.1787/agr-data-en>.

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Global annual meat consumption per capita is expected to reach 35.3 kg retail weight equivalent (r.w.e.) by 2025, an increase of 1.3 kg r.w.e. compared to the base period. This additional consumption will consist mainly of poultry. In absolute terms, total consumption growth in developed countries over the projection period is expected to remain small relative to developing regions, where rapid population growth and urbanisation remains the core drivers. This is particularly true in Sub-Saharan Africa, where the rate of total consumption growth over the outlook period is faster than any other region. The composition of growth is also somewhat unique, with the absolute growth in beef almost matching poultry.

Globally, animal disease outbreaks and trade policies remain among the main factors driving the evolution and dynamics in world meat markets. The implementation of various trade agreements, such as the proposed Trans-Pacific Partnership, over the outlook period could increase and diversify meat trade. An announcement in 2015 by International Agency for Research on Cancer of the World Health Organization (IARC) classified

processed meat<sup>2</sup> as carcinogenic. This raised concerns among consumers worldwide and may impact the projected consumption of countries with high per capita meat consumption.

**The expanded meat chapter is available at**  
[http://dx.doi.org/10.1787/agr\\_outlook-2016-10-en](http://dx.doi.org/10.1787/agr_outlook-2016-10-en)

## MEAT

### Prices

Meat prices fell in 2015 from recent record levels, in both nominal and real terms. During the projection period, prices will in general increase slightly in nominal terms due to slow economic growth, and trend moderately downwards in real terms, though the actual path will differ depending on the type of meat.

Nominal bovine meat prices will decline until 2020 in line with an expansion of output in key producing areas of the world. In the period that follows, however, increases in feed costs will slow down production growth, putting upward pressure on beef prices.

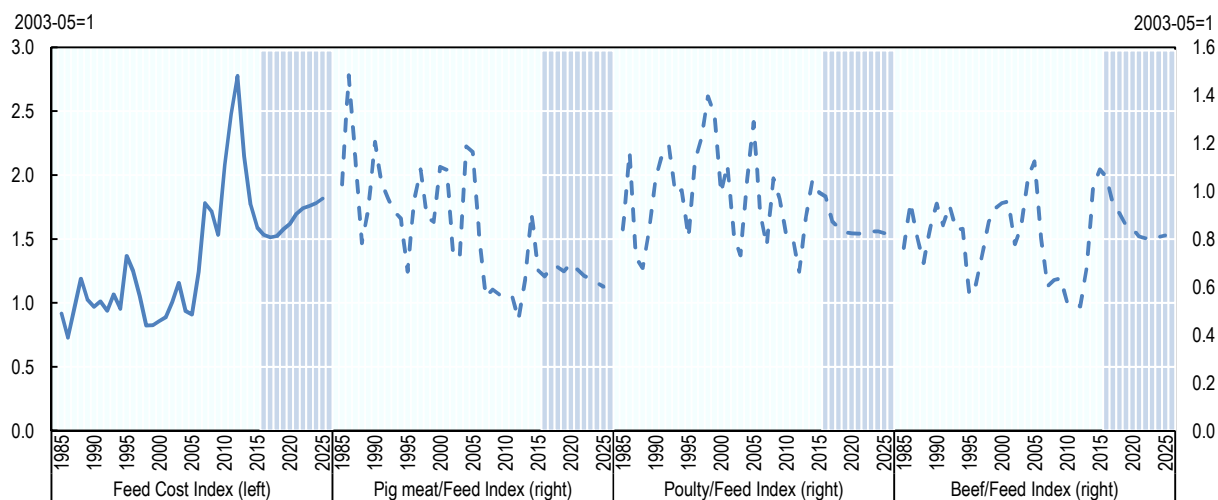
Nominal pigmeat prices will slightly increase from their current levels, and therefore somewhat decline in real terms. Notable features of the global sector that shape this trend are increased supply from North America, the People's Republic of China (hereafter "China") and Brazil, and lower imports from the Russian Federation.

In poultry, low production costs and cross price effects through strong substitutability among the various meats induce nominal poultry prices to increase slightly, along with feed prices, while prices in real terms remain stable throughout the projection.

Nominal sheepmeat prices are expected to remain low due partly to weaker import demand from China and the Middle East, combined with increasingly high lamb production in Australia. In New Zealand, the continued expansion of the dairy herd is not expected to allow sheep numbers to grow over the outlook period, though it should be noted that many "sheep farms" in New Zealand are mixed, running both sheep and beef cattle as the two species complement each other in managing pasture and price risks.

Over the next decade, production will benefit somewhat from better feed conversion ratios and somewhat from positive meat-to-feed price margins as well as better feed conversion ratios. Increased productivity will also lead to a positive supply response and lower meat prices for the projection period. Poultry meat remains the primary driver of the growth in total meat production, mainly in response to expanding global demand in the developing world. Low production costs, high feed conversion ratios, and low product prices have contributed to making poultry the meat of choice, both for producers and consumers.

Figure 3.4.1. Feed cost index and meat to feed price ratios



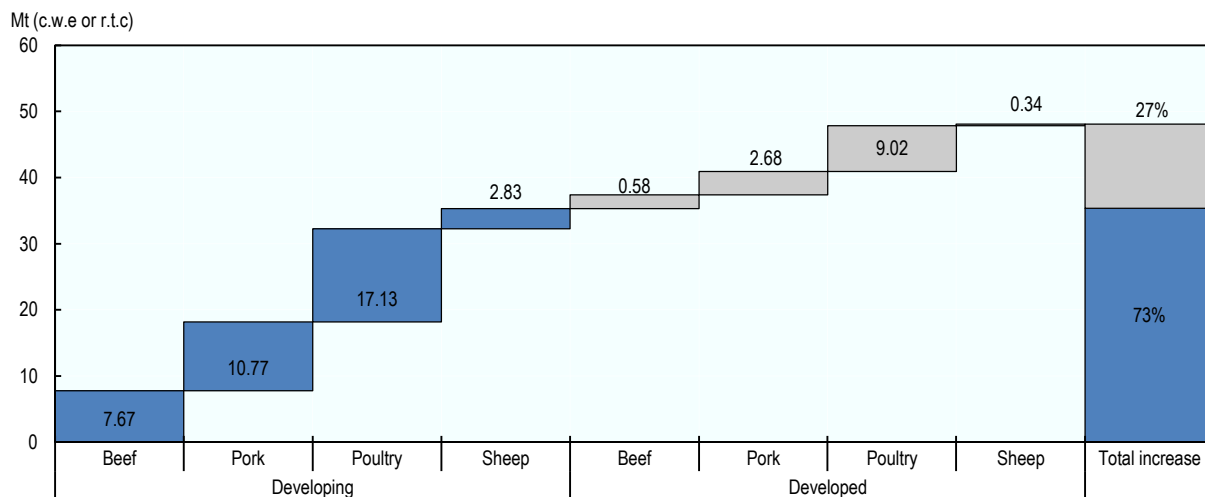
Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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**Production**

Livestock supply responses to market signals continue to be influenced by environmental and food safety regulations, in addition to the availability of natural resources, and technical and technological opportunities for productivity gains. As such, there is potential for production growth in many developing countries where natural grasslands and agricultural land abound for producing feed grains, e.g. South America or in Sub-Saharan Africa.

Figure 3.4.2. Growth of meat production by region and meat type  
2025 vs 2013-15



Note: c.w.e. is carcass weight equivalent, r.t.c. is ready to cook equivalent.

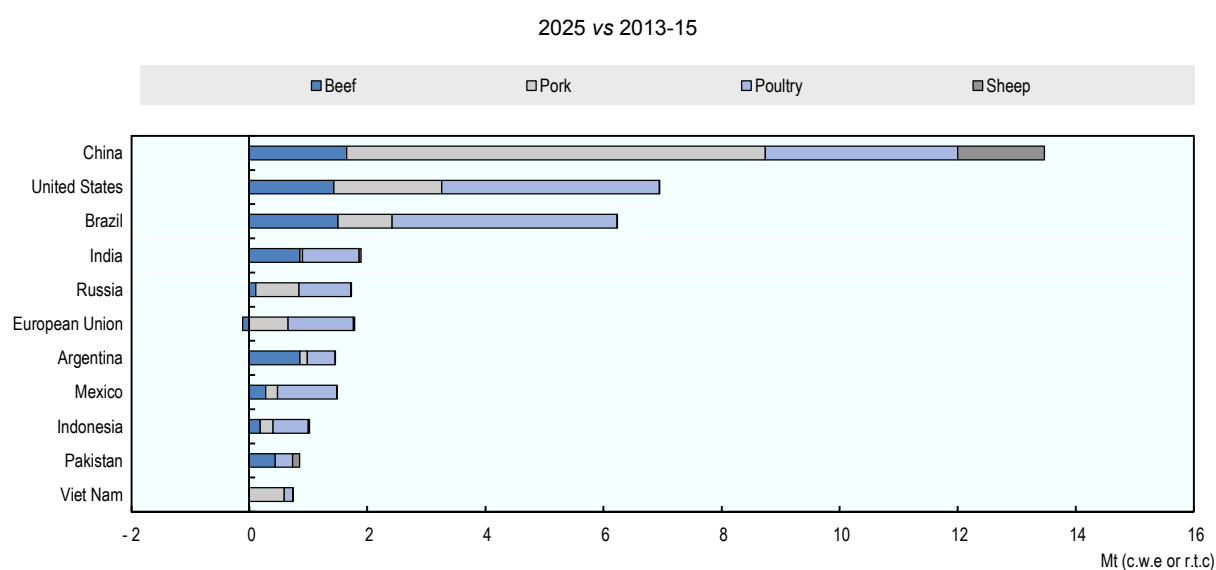
Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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Total meat production is projected to expand to around 48 Mt by 2025, predominantly in developing countries which will account for approximately 73% of the additional output (Figure 3.4.2).

Meat production in developing countries continues to be dominated by Brazil and China, the largest meat producers and where output is expected to expand considerably over the outlook period. Brazil's production growth will benefit from an abundant supply of natural resources, feed and grassland availability, productivity gains, and the real devaluation. China's production will benefit mostly from growing economies of scale as small production units grow into larger, increasingly commercial enterprises. Other developing countries with noteworthy potential contributions to additional meat production include Argentina, India, Indonesia, Mexico, Pakistan and Viet Nam (Figure 3.4.3).

**Figure 3.4.3. Countries with the greatest share of additional meat production by meat type**



Note: c.w.e. is carcass weight equivalent, r.t.c. is ready to cook equivalent.

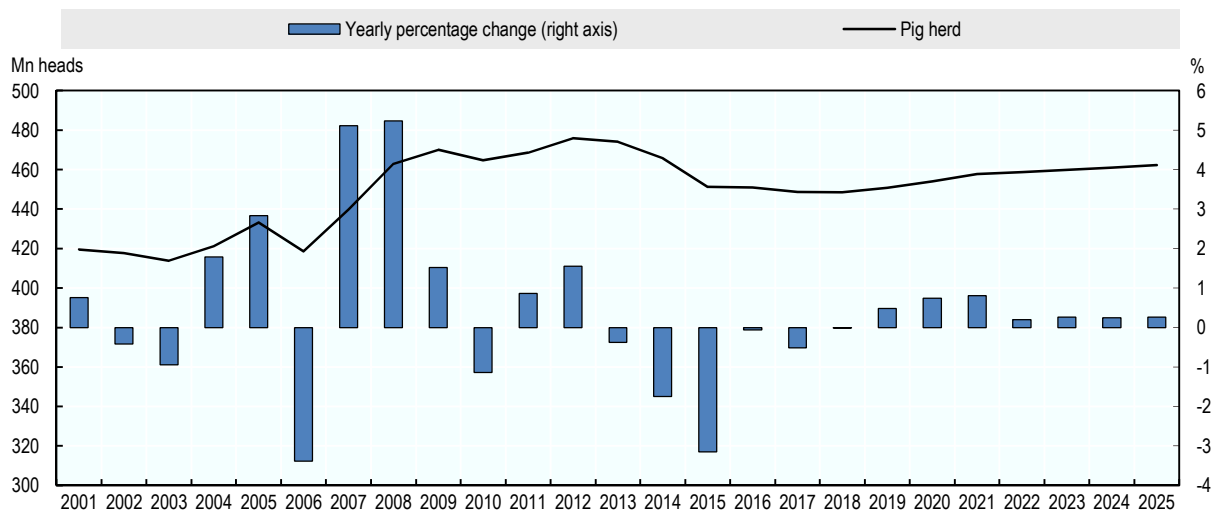
Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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Beef production in developing countries will be 20% higher in 2025, relative to the base period. Argentina, Brazil, India and China will account for two-thirds of the additional beef produced. In developed countries, production will be 7% higher by 2025 compared to the base period due to high growth in North America, the Russian Federation, and the transition economies. Despite several OECD countries opting for voluntary coupled support, Europe will decrease beef production mainly due to the expected reduction in its dairy herd and low profitability.

Several world regions have started a cattle herd rebuilding process, which is projected to continue into the early years of the outlook period. This follows from an extended period of cow herd liquidation in Australia and the United States due to the combination of drought conditions and reduced profitability through a period of high feed costs. In 2014, the United States recorded its lowest historical level of cattle inventory. While low feed costs will support higher carcass weights and increased output, continued rebuilding will contain some of the expansion in the short term.

Figure 3.4.4. Chinese pig inventory



Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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The expansion in global pork production will decelerate over the next decade. China will provide 50%, or 7 Mt, of the additional output, although the overall volume is significantly lower relative to the years of persistent oversupply over the past decade, at 11 Mt. China's pig herd declined over the past three years (a drop of 25 million pigs between 2012 and 2015) as a result of consolidation in the sector, combined with the implementation of China's Environment Protection Act that restricts pig production in the south of China<sup>1</sup> favoring pig production transfer to the north of China. In North America, after recovering from the detrimental effects of the Porcine Epidemic Diarrhea Virus (PEDv), will contribute 14% of the additional pork supply. Strong production growth rates over the outlook period are also seen in Brazil, the Russian Federation and Viet Nam. Production in the European Union will grow marginally as foreign markets, including lower import demand from China and the Russian Federation, are not encouraging the sector to expand.

Poultry continues to strengthen its dominant position within the meat complex, accounting for nearly half of all the additional meats to be produced over the next decade. Its short production cycle enables producers to respond quickly to market signals, whilst also allowing for rapid improvements in genetics, animal health, and feeding practices. Production will expand rapidly in countries that produce surplus feed grains, such as Argentina, Brazil, Mexico, the Russian Federation, Ukraine and the United States. In the rapidly expanding Asian region, the leaders are China, India, Indonesia, the Islamic Republic of Iran, and Thailand.

Sheepmeat production will experience a strong rate of growth, with developing countries accounting for the bulk of the additional output. China, the leading sheepmeat producing country, will contribute 45% of additional production. Australia and New Zealand's global share of sheepmeat production is expected to marginally decline throughout the outlook period. The Sub Saharan Africa region share of sheepmeat production will slowly increase and contribute 27% of the additional production.

## Consumption

Growth in the demand for meats will stem mostly from income and population growth, especially in countries with large middle classes in Asia, Latin America, and the Middle East. In developed countries, meat demand continues to increase but at rates lower than those in developing countries (Figure 3.4.5).

In the least developed countries with high rates of population growth, meat consumption has been growing rapidly, albeit from a low base, notably in Sub Saharan Africa where beef accounts for the bulk of additional consumption in the region, followed by poultry.

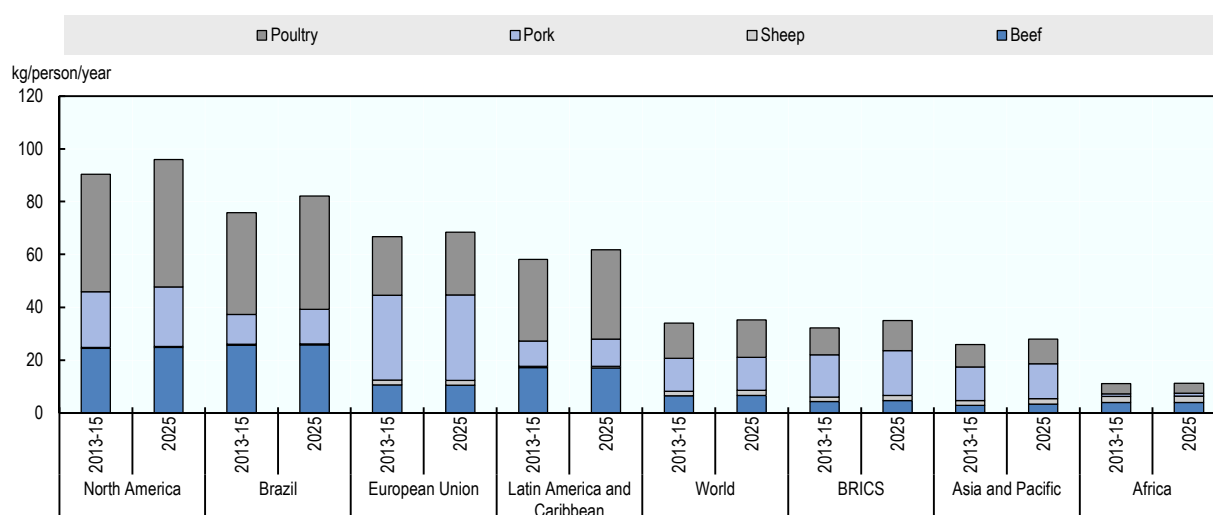
Beef consumption will gradually increase over the next ten years. By 2025, and relative to the base period, it is expected to increase by almost 6% in developed countries, whereas in developing regions it is expected to increase by approximately 21%. Beef consumption per capita in the developing world remains low relative to developed countries, at about one-third in volume terms. Asian buyers' positive perception of less intensively produced and disease-free bovine meat remains a major driver of growth, resulting in 45% of additional beef consumed over the next decade in Asia.

Pigmeat consumption on a per capita basis remains relatively stable over the outlook period with most developed countries' consumption reaching saturated levels. Within developing countries, however, per capita pigmeat consumption continues to expand with growth in Argentina, Brazil, Paraguay, and Uruguay. Pigmeat consumption has indeed grown rapidly over the past few years in Latin America, fuelled by increased domestic production, improved quality, and favourable relative prices that have positioned pork as one of the favoured meats along with poultry meat.

Poultry meat consumption increases regardless of the region and income level. Per capita consumption is growing even in the developed world. Worldwide, poultry has grown rapidly and will surpass pigmeat as the preferred animal protein during the outlook period. The additional poultry meat consumed during the outlook period will be nearly equivalent to the additional consumption quantities of all other meats combined.

Sheepmeat consumption worldwide on a per capita basis reaches 2.1 kg r.w.e. by 2025. In Australia and New Zealand, countries with a high sheepmeat consumption per capita, consumption somewhat declines due to competition from cheaper meats. In contrast, sheepmeat continues to expand in several countries such as China and those with a tradition of consumption such as the Middle East given the expansion of their middle classes and population.

**Figure 3.4.5. Per capita meat consumption by country and region**



Note: c.w.e. is carcass weight equivalent, r.t.c. is ready to cook equivalent.

Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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## Trade

World meat exports in are projected to be 23% higher than in the base period. This figure represents a slowing down of trade growth; an annual rate of 2.3% compared to the average annual rate of 3.6% in the previous decade; this growth, however, represents nearly the same amount in volume. Growth in meat trade is higher than production growth: globally, despite the rapid expansion of domestic meat production in developing countries. Nevertheless, meat imports increase in the developing world, most notably poultry and bovine meat which together account for 80% of the additional meat traded in 2025 relative to the base period. The main importing countries are Sub-Saharan Africa, Saudi Arabia, Indonesia, Philippines and Viet Nam. Meat imports into Sub-Saharan Africa account for 8% of global trade, but are set to expand by nearly 6% p.a. over the outlook period. South Africa and Angola account for the greatest share of imports, but significant growth is also evident in Ghana and the Democratic Republic of the Congo. While beef accounts for the greatest share of consumption growth in Sub-Saharan Africa, a dominant share is produced domestically and poultry constitutes the bulk of additional imports (Figure 3.4.6).

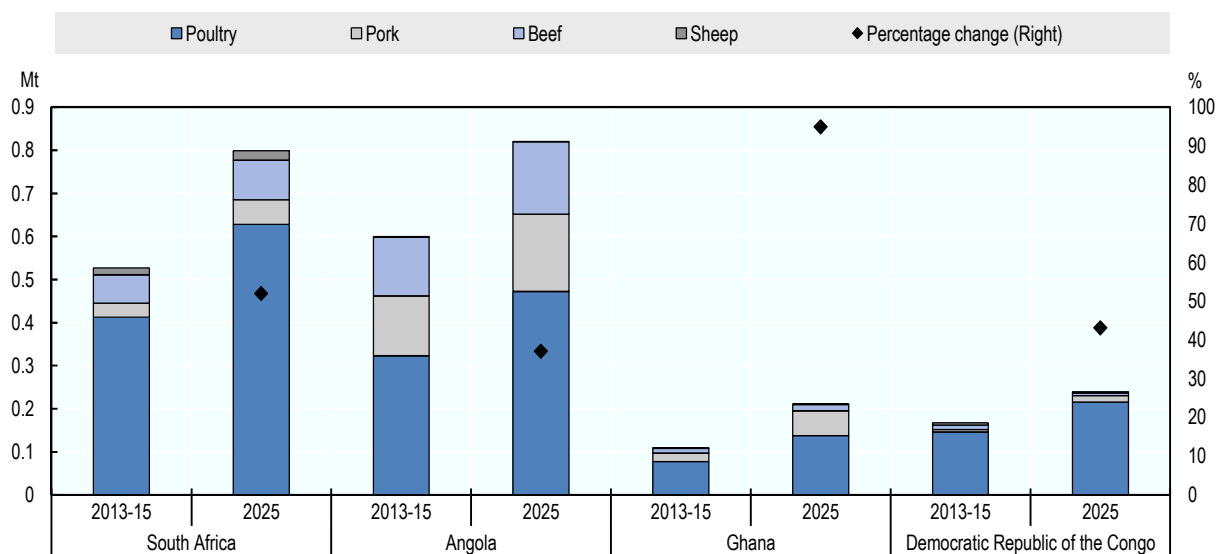
Although by 2025 developed countries are still expected to account for slightly more than half of global meat exports, their share decreases steadily relative to the base period. Meat exports from the United States will capture more than a quarter of total trade expansion, while exports from the European Union will grow only marginally. The European Union has improved its access to Asian markets, but market competition from North and South America will prevent it from taking full advantage of this opportunity. Traditional exporting developing countries are expected to maintain a high share of the global meat trade. Brazil, but also Argentina, will benefit from the ongoing depreciation of their currencies. Brazil's share of global exports will increase to 26%, contributing nearly half of the increase in global meat exports during the projection period.

Import demand will be weak during the first years of the outlook period, mainly due to lower imports from the Russian Federation and China, but will strengthen later on. The most significant growth in import demand originates from Viet Nam, which captures a large share of additional imports for all meat types boosted by a strong economic growth. Africa is another fast growing importing region, albeit from a low base. Global import growth in volume terms is driven by poultry meat, the bulk of which is imported by developing countries. Developing countries will also trade between themselves the vast majority of all additional growth in bovine meat. However, developed countries will supply the bulk of additional trade on pigmeat, which is going almost entirely to the developing world. In other words, while bovine meat trade growth occurs more and more among developing countries, growth in pigmeat growth remains mostly within developed countries.

Brazil has increased its pigmeat exports to the Russian Federation, which has imposed import bans on certain traditional suppliers. Brazil's increased market share of the Russian Federation's pigmeat market is expected to be sustained in the medium term, or at least in part. It is also anticipated that Brazil will benefit from strong poultry demand from the developing world where diets are increasingly diversifying towards higher consumption levels of animal protein. Brazil's poultry sector is highly competitive, and their products can compete in urban areas of the developing world with domestic producers.

Australia and New Zealand will continue to lead global sheepmeat markets, which on the demand side is driven by an expanding middle class in China and the Middle East. Australia is expected to increase lamb production at the expense of mutton. In New Zealand, export growth is slowing down as land use shifts from sheep farming to dairy, albeit at much slower rates than in previous years.

Figure 3.4.6. Meat imports in selected Sub-Saharan countries



Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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### Main issues and uncertainties

Trade policies remain a major factor impacting the dynamics in world meat markets and hence the projection and implementation of various trade agreements over the outlook period could eventually diversify or consolidate meat trade considerably. Specifically, several Pacific Ocean countries have completed negotiations for a Trans-Pacific Partnership, and its implementation may provide increased access to selected Asian markets to suppliers located in those countries.

Unilateral and/or unexpected trade policy decisions are another risk factor in the projections. For example, in 2014 the Russian Federation imposed an import ban on foods imported from the United States, Australia, Norway, Canada and the European Union in response to economic sanctions. The analysis carried out in this exercise assumes that this specific ban will affect trade flows beyond its duration as Brazil pigmeat export share to the Russian Federation will likely be sustained.

Another important factor that could impact the outlook relates to sanitary and food safety concerns arising from animal diseases outbreaks. The Russian Federation, for example, imposed a ban on pork imports originating from the European Union following an outbreak of African Swine Fever (ASF) in Eastern Europe; they also closed their market for pigmeat in response to European Union's economic sanctions (expected to end by 2017). Depending on the duration, intensity, potential consumer reactions, and trade restrictions, these bans could impact domestic and regional meat production, consumption and trade. Environmental and animal health regulations may affect the growth of the livestock sector because they may imply higher costs of compliance either by affecting the location of production, or in the form of specific requirements related to animal housing or waste disposal. Another example relates to the livestock sector being considered a key contributor to anthropogenic greenhouse gas (GHG) emissions. As world population and income growth increase the demand for livestock products, these emissions are also likely to increase. It remains uncertain, though plausible, that in the medium to long term some countries may impose carbon mitigation constraints in livestock production. Finally, there are concerns about the links between meat consumption and human health. An announcement in 2015 by International Agency for Research on Cancer of the World Health Organization (IARC) classified process meat<sup>2</sup> as carcinogenic<sup>3</sup>. Such concerns, and information supporting those concerns, may impact projected consumption of meat in countries with high per capita consumption.

**Notes**

1. The Act contains provisions for increased financial penalties for livestock breeders that mismanage waste. Local authorities are using tougher environmental rules to close down or relocate pig farms, in particular those located close to densely populated areas. It is reported that more than half small farms in Guangdong province were shut down while the remaining farms were requested to reduce their herds. Similar initiative exists in Fujian province (OECD (2016), *Agricultural Policy Monitoring and Evaluation*).
2. The term “processed meats” refers to meat that has been treated either to be preserved or flavoured, such as hams and sausages.
3. [https://www.iarc.fr/en/media-centre/pr/2015/pdfs/pr240\\_E.pdf](https://www.iarc.fr/en/media-centre/pr/2015/pdfs/pr240_E.pdf).

Table 3.A1.4. World meat projections

Calendar year

		Average 2013-15est	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
<b>WORLD</b>												
<b>BEEF AND VEAL</b>												
Production	kt cwe	67 962	69 106	70 029	70 891	72 239	73 141	74 185	75 164	75 974	76 894	77 766
Consumption	kt cwe	67 340	68 832	69 718	70 598	71 934	72 836	73 874	74 851	75 666	76 586	77 461
<b>PIGMEAT</b>												
Production	kt cwe	117 005	118 402	119 920	121 533	123 045	124 468	125 838	127 115	128 528	129 833	131 001
Consumption	kt cwe	116 674	118 398	119 742	121 337	122 833	124 261	125 640	126 914	128 325	129 628	130 797
<b>POULTRY MEAT</b>												
Production	kt rtc	110 280	115 192	117 630	119 321	120 886	122 758	124 393	126 059	127 889	129 568	131 255
Consumption	kt rtc	109 811	115 247	117 608	119 321	120 895	122 766	124 392	126 058	127 888	129 565	131 255
<b>SHEEP MEAT</b>												
Production	kt cwe	14 137	14 473	14 778	15 076	15 426	15 800	16 229	16 571	16 844	17 113	17 438
Consumption	kt cwe	14 042	14 492	14 805	15 107	15 453	15 818	16 229	16 562	16 844	17 105	17 430
<b>TOTAL MEAT</b>												
Per capita consumption <sup>1</sup>	kg rwt	34.0	34.3	34.4	34.6	34.7	34.8	34.9	35.0	35.1	35.2	35.3
<b>DEVELOPED COUNTRIES</b>												
<b>BEEF AND VEAL</b>												
Production	kt cwe	29 198	29 277	29 441	29 782	30 214	30 380	30 580	30 786	30 916	31 080	31 246
Consumption	kt cwe	28 656	28 708	28 805	29 142	29 510	29 687	29 882	30 071	30 187	30 358	30 501
<b>PIGMEAT</b>												
Production	kt cwe	42 524	44 141	44 396	44 730	45 090	45 201	45 306	45 430	45 625	45 865	46 085
Consumption	kt cwe	39 608	40 864	41 156	41 381	41 666	41 741	41 823	41 871	41 960	42 080	42 178
<b>POULTRY MEAT</b>												
Production	kt rtc	45 679	47 975	48 781	49 341	49 821	50 367	50 825	51 235	51 694	52 128	52 575
Consumption	kt rtc	43 149	45 555	46 171	46 578	46 903	47 446	47 816	48 203	48 652	49 000	49 382
<b>SHEEP MEAT</b>												
Production	kt cwe	3 369	3 283	3 306	3 325	3 373	3 423	3 477	3 516	3 540	3 576	3 607
Consumption	kt cwe	2 631	2 650	2 664	2 667	2 682	2 697	2 716	2 735	2 754	2 769	2 783
<b>TOTAL MEAT</b>												
Per capita consumption <sup>1</sup>	kg rwt	65.0	66.8	67.2	67.5	67.8	68.1	68.3	68.5	68.7	68.9	69.2
<b>DEVELOPING COUNTRIES</b>												
<b>BEEF AND VEAL</b>												
Production	kt cwe	38 764	39 830	40 588	41 109	42 025	42 760	43 605	44 377	45 059	45 815	46 520
Consumption	kt cwe	38 685	40 124	40 913	41 456	42 424	43 149	43 991	44 780	45 479	46 228	46 959
<b>PIGMEAT</b>												
Production	kt cwe	74 481	74 261	75 524	76 803	77 954	79 267	80 532	81 685	82 904	83 969	84 916
Consumption	kt cwe	77 066	77 534	78 586	79 956	81 166	82 520	83 817	85 043	86 365	87 549	88 618
<b>POULTRY MEAT</b>												
Production	kt rtc	64 601	67 218	68 849	69 980	71 065	72 392	73 568	74 824	76 195	77 439	78 680
Consumption	kt rtc	66 661	69 692	71 438	72 743	73 991	75 320	76 577	77 855	79 236	80 564	81 873
<b>SHEEP MEAT</b>												
Production	kt cwe	10 768	11 190	11 472	11 751	12 053	12 377	12 752	13 055	13 304	13 537	13 831
Consumption	kt cwe	11 411	11 841	12 141	12 440	12 771	13 121	13 513	13 827	14 089	14 337	14 648
<b>TOTAL MEAT</b>												
Per capita consumption <sup>1</sup>	kg rwt	26.6	26.6	26.8	27.0	27.1	27.3	27.4	27.6	27.7	27.8	28.0
<b>OECD<sup>2</sup></b>												
<b>BEEF AND VEAL</b>												
Production	kt cwe	27 289	27 419	27 621	28 008	28 404	28 523	28 695	28 878	28 966	29 093	29 208
Consumption	kt cwe	26 248	26 571	26 612	26 933	27 272	27 398	27 566	27 733	27 798	27 939	28 031
<b>PIGMEAT</b>												
Production	kt cwe	40 665	41 964	42 062	42 393	42 750	42 865	42 982	43 082	43 250	43 450	43 634
Consumption	kt cwe	37 913	39 399	39 392	39 637	39 922	40 011	40 129	40 187	40 292	40 421	40 526
<b>POULTRY MEAT</b>												
Production	kt rtc	44 110	46 238	47 088	47 661	48 143	48 712	49 171	49 579	50 043	50 510	51 000
Consumption	kt rtc	41 113	43 688	44 284	44 669	44 971	45 493	45 829	46 169	46 571	46 914	47 314
<b>SHEEP MEAT</b>												
Production	kt cwe	2 708	2 623	2 633	2 650	2 688	2 730	2 773	2 801	2 816	2 845	2 870
Consumption	kt cwe	1 990	2 003	2 002	2 002	2 007	2 015	2 026	2 036	2 047	2 054	2 062
<b>TOTAL MEAT</b>												
Per capita consumption <sup>1</sup>	kg rwt	65.7	67.8	67.9	68.2	68.4	68.6	68.7	68.7	68.8	69.0	69.1

Note: Calendar Year: Year ending 30 September for New Zealand.

Average 2013-15est: Data for 2015 are estimated.

- Per capita consumption expressed in retail weight. Carcass weight to retail weight conversion factors of 0.7 for beef and veal, 0.78 for pigmeat and 0.88 for both sheep meat and poultry meat.
- Excludes Iceland but includes all EU28 member countries.

Source: OECD/FAO (2016), "OECD-FAO Agricultural Outlook", OECD Agriculture statistics (database). doi: dx.doi.org/10.1787/agr-outl-data-en

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