

## MEAT

### Market situation

Meat prices reached record levels in 2014, driven mainly by an increasing beef price. At the same time, the Porcine Epidemic Diarrhoea virus (PEDv) in the United States and African swine fever in Europe, lowered pigmeat supply in 2014 pushing pigmeat prices upwards. Sheepmeat prices also increased in 2014 following several years of flock reduction in New Zealand, induced by the conversion of sheep farms to more profitable dairy operations and accentuated by drought conditions whilst substitutability among the various meats ensured firm demand and strong poultry prices.

After several years of cow herd liquidation in major producing regions, the United States bovine sector in particular started a cattle herd rebuilding phase in 2014 that sent beef prices higher. Although herd rebuilding is expected to support beef prices in the short term, the effects of PEDv are abating and hence the price of pork and poultry should follow lower feed grain prices. Sheep meat prices remain high along with other meats, supported by higher import demand, particularly from China for mutton and the EU for lamb, combined with flock rebuilding in Australia

### Projection highlights

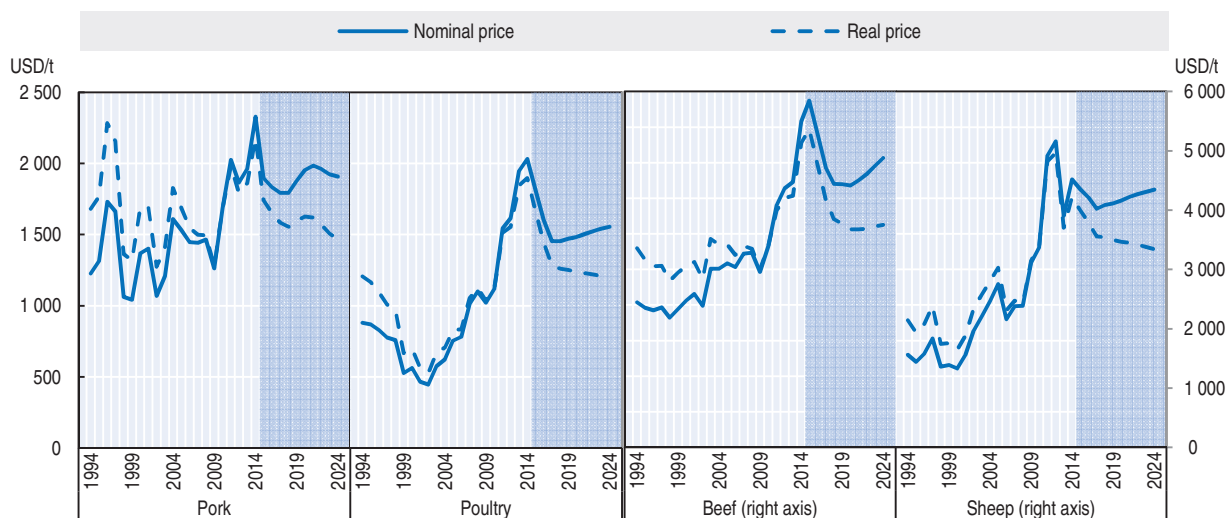
The *Outlook* for the meat market remains largely positive, with feed grain prices set to remain low for the projection period restoring profitability in a sector that had been operating in an environment of particularly high and volatile feed costs over most of the past decade.

Production is projected to expand, as a result of increased profitability, particularly in the pigmeat and poultry sectors, as well as in regions such as the Americas where feed grains are used intensively to produce meat. However, this year's *Outlook* is projecting weaker economic growth for both developed and developing countries, somewhat limiting consumption growth.

Nominal meat prices are expected to remain high throughout the outlook period, although below 2014 levels with the exception of beef which is expected to remain high for another two years, as herds are rebuilt in several parts of the world. By 2024, prices for beef and pigmeat are projected to increase to around USD 4 900/t carcass weight equivalent (c.w.e.) and USD 1 900/t c.w.e. respectively, while world sheep meat and poultry prices are expected to rise to around USD 4 350/t c.w.e. and USD 1 550/t c.w.e. respectively. In real terms meat prices are expected to trend down from their latest high levels, although they will remain higher than in the previous decade (Figure 3.4).


Global meat production rose by almost 20% over the last decade, led by growth in poultry and pigmeat. Over the next decade, global meat production will expand at a slower rate, and in 2024 will be 17% higher than the base period (2012-14). 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 in the region. Poultry meat will capture more than half of the additional meat produced globally by 2024, compared to the base period. In general production will also benefit from both improved meat-to-feed price margins as well as better feed conversion ratios in the next decade.

Global annual meat consumption per capita is expected to reach 35.5 kg retail weight equivalent (r.w.e.) by 2024, an increase of 1.6 kg r.w.e. compared to the base period. This

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 average chicken producer price ready to cook.

Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture Statistics (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

StatLink  <http://dx.doi.org/10.1787/888933229200>

additional consumption will consist mainly of poultry. Globally, per capita consumption of pig and bovine meat is expected to remain stable at levels comparable to the base period. In absolute terms, consumption per capita of meat in developed countries is expected to remain more than double that in the developing countries (68 kg r.w.e. compared to 28 kg r.w.e. in 2024). However, consumption growth in developed countries over the projection period is expected to remain slow relative to developing regions. Rapid population growth and urbanisation within many developing regions remains a core driver of total consumption growth.

Growth in meat trade is projected to decelerate compared to the past decade. Globally almost 11% of meat output will be traded. The most significant growth in import demand originates from Asia, which captures the greatest 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 2024, their share is steadily decreasing relative to the base period. Brazil's share of global exports is expected to remain stable at around 21%, contributing to a quarter of the expected increase in global meat exports of the projection period. Trade policies remain one of the main factors driving the outlook and dynamics in the world meat markets. The implementation of various bilateral trade agreements over the outlook period could diversify meat trade considerably. The outbreak of PEDv in the United States has illustrated the extent to which disease outbreaks can affect both domestic and international markets. A reduction of almost 1.5% in US supplies through 2014 contributed to higher pigmeat prices. Globally, impacts of trade agreements or animal diseases vary significantly, however, depending on whether the region is an importer or exporter, as well as the magnitude of market share.

**The expanded meat chapter is available at**

[http://dx.doi.org/10.1787/agr\\_outlook-2015-10-en](http://dx.doi.org/10.1787/agr_outlook-2015-10-en)

## Prices

Meat prices in 2014, both in nominal and real terms, fell from their recent record highs in the first two years of the projection. These prices subsequently stabilise and grow slightly in nominal terms, but trend moderately downward when measured in real terms.

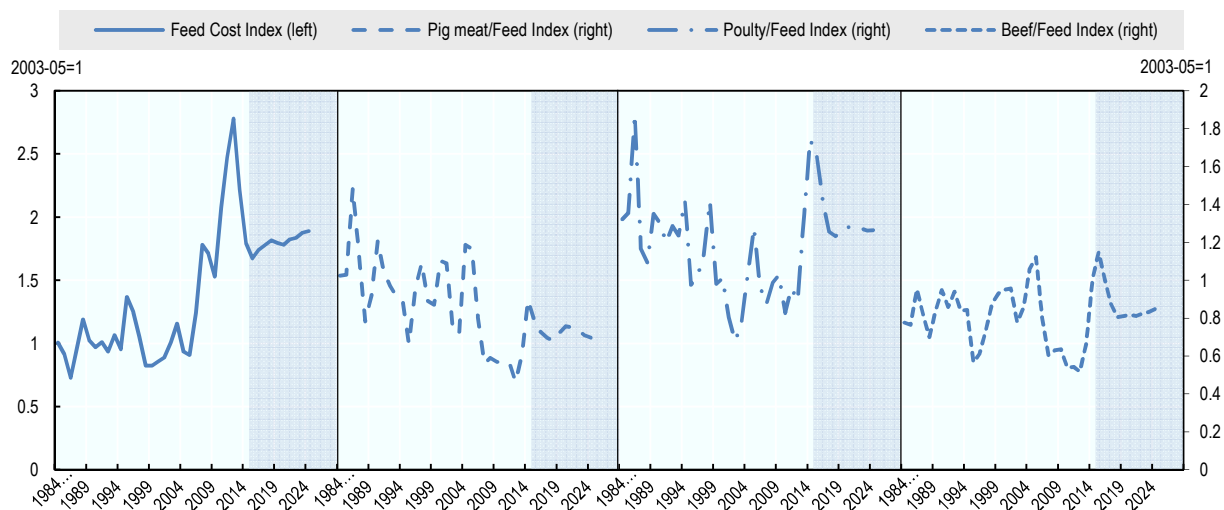
Nominal bovine prices are expected to remain high during 2015 and 2016, as herds are rebuilding in the key producing areas of the world. In the period that follows, increased production puts a downward pressure on beef prices.

The Porcine Epidemic Diarrhoea virus (PEDv) in the United States, as well as African Swine Fever in some parts of Europe lowered pigmeat supply in 2014. Nominal pigmeat prices, however, are not anticipated to sustain current levels beyond 2014 due to an increase in supply from the United States, the European Union and Brazil. With the effects of PEDv abating in North America and, coupled with an anticipated reduction of imports by the Russian Federation, a downward pressure on prices which follow lower feed grain prices is expected.

With high beef and pigmeat prices in 2014 and strong substitutability among the various meats ensuring firm demand, nominal poultry prices reached record high levels. Over the outlook period, the combined effect of lower economic growth and lower feed cost causes poultry prices to decline.

Nominal sheepmeat prices increased in 2014 following several years (particularly during 2011-12) of flock reduction in New Zealand, induced by the conversion of sheep farms to more profitable dairy operations. This situation was accentuated by drought conditions, leading to a decrease in the breeding ewe flock and a subsequent fall in production. For the projection period, nominal sheepmeat prices are expected to remain high partly due to strong global import demand, driven by the People's Republic of China (hereafter "China") for mutton and the European Union for lamb, combined with flock rebuilding in Australia. The continued strong expansion of the dairy herd is not expected in the short term allowing sheep numbers to remain static over the outlook period. It should be noted that the majority of "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.

**Figure 3.4.2. Meat price to feed price ratios**



Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture statistics (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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Having increased sharply in 2014, the output meat price-to-protein feed price ratio of beef, pig and poultry meat will decline but remain favourable to meat producers over the outlook period relative to the past few years (Figure 3.4.2). Increased productivity along with lower feed costs will lead to a positive supply response and lower meat prices for the projection period.

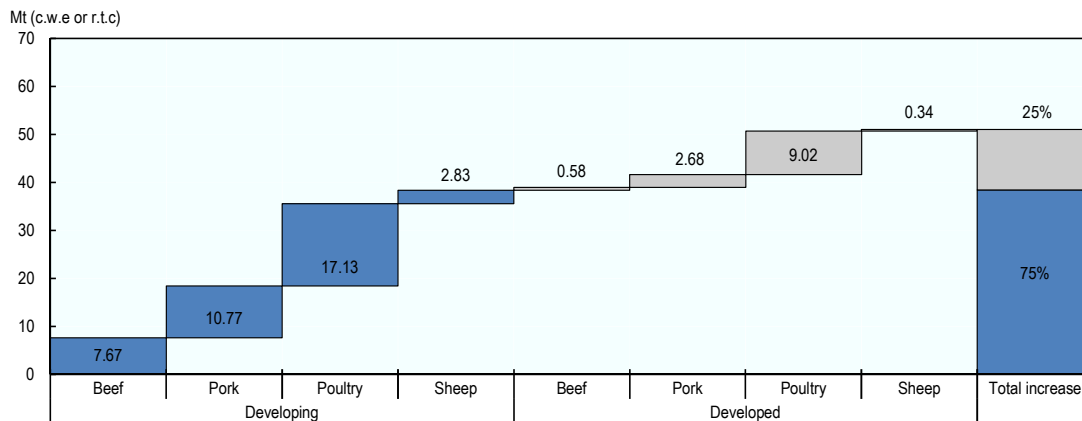
## Production

Livestock supply response in many regions continues to be influenced by resource availability, environmental and food safety regulations, and high technical efficiency, notably in developed countries. Hence production is projected to increase most in those developing countries where natural resources are relatively more abundant and accessible such as several South American countries including Argentina, Brazil, Paraguay and Uruguay while in other developing countries production expands as a result of a further closing of the productivity gap.

Total meat production is projected to expand around 51 Mt by 2024, marginally more than during the past decade. Production growth is expected to originate predominantly in developing countries, which will account for approximately 75% of the additional output (Figure 3.4.3).

Meat production in developing countries continues to be dominated by Brazil and China, the largest meat producers whose output is also expected to expand considerably over the outlook period. Brazil's production growth will benefit from an abundant supply of natural resources, feed availability and productivity gains. China's production will benefit mostly from growing economies of scale as small production units grow into larger, increasingly commercialised enterprises. Other developing countries with noteworthy contributions to additional meat production include Argentina, India, Indonesia, Mexico and Viet Nam (Figure 3.4.4).

**Figure 3.4.3. Growth of meat production by region and meat type  
2024 vs. base period 2012-14**

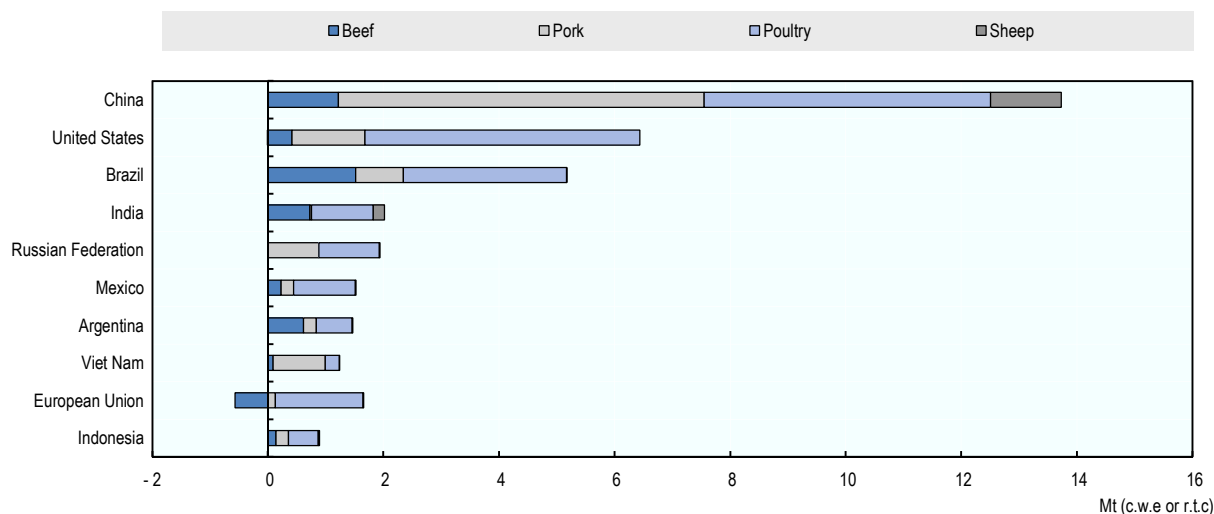


Note: c.w.e. is carcass weight equivalent, r.t.c. is ready to cook equivalent.

Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture statistics (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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**Figure 3.4.4. Countries with the greatest share of additional meat production by meat type**  
2024 vs. base period 2012-14

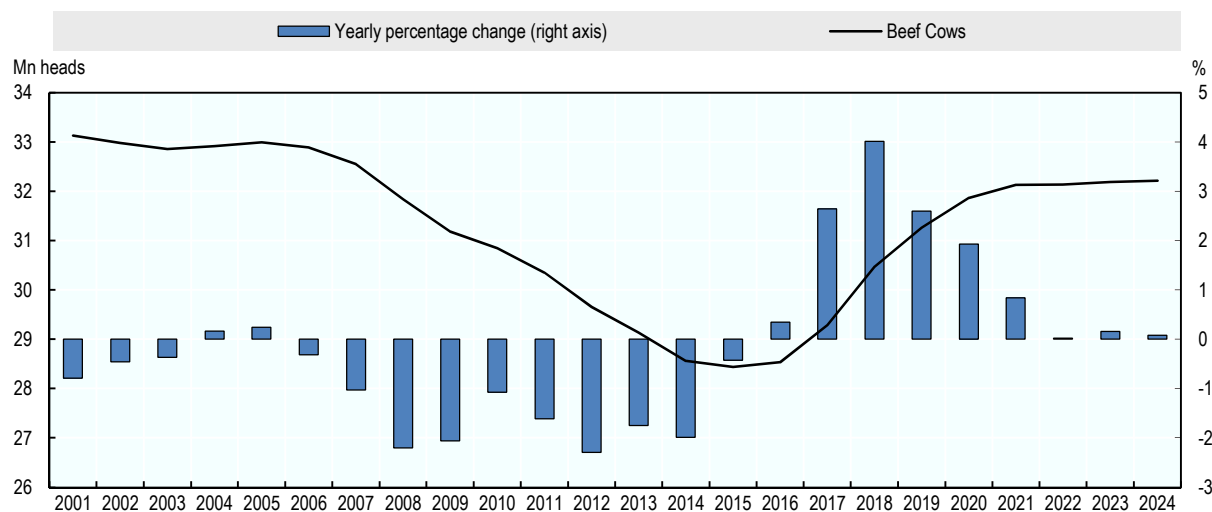


Note: c.w.e. is carcass weight equivalent, r.t.c. is ready to cook equivalent.

Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture statistics (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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**Figure 3.4.5. Cattle cycle: Inventory of beef cows in the United States**



Source: OECD/FAO (2015), "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 17% higher in 2024, relative to the base period. Brazil and China alone will account for a third of the additional beef produced. In developed countries, production will be 2% higher by 2024 compared to the base period, resulting from the combined effects of slow growth in North America and a decline in Europe. In the latter, the decline in beef production is mainly attributed to the expected decline in the dairy herd and the low profitability in the beef sector in spite of several member states opting for voluntary coupled support.

After several years of cow herd liquidation due to drought conditions in Australia and particularly in the United States, where the lowest inventory level was attained in 2014, several regions of the world have started a cattle herd rebuilding phase which is projected to continue into the early years of the outlook period. Herd rebuilding is expected to have a significant impact on beef markets (Figure 3.4.5). However, the rebuilding process could take longer than expected. Beef producers are coming out from a period of low profits, and with current prices at record highs, farmers may prefer to sell now instead of rebuilding inventories.

The expansion in pork production in the last decade is projected to decelerate over the next decade. Whilst China will provide almost half of the additional production, growth will be significantly slower compared to the past decade as environmental pressures limit expansion. With the effects of PEDv in the United States abating, North America will contribute 11% of the additional pork supply, while Brazil, the Russian Federation and Viet Nam also show strong production growth rates over the outlook period. Production in the European Union is projected to grow only marginally as a result of lower Chinese import demand, as well as an expected reduction in market share in the Russian Federation.

Poultry continues to dominate the meat complex, accounting for half of the additional meat produced over the next decade. The short production cycle enables producers to respond quickly to increased profitability, whilst also allowing for rapid improvement in genetics, animal health and feeding practices. Production will continue to expand rapidly in countries that produce surplus feed grains such as the United States, Brazil, Ukraine, Mexico and Argentina. Within the rapidly expanding Asian region, China, India, Pakistan, Malaysia and Thailand grow the fastest.

Sheepmeat production is projected to increase faster than in the past decade as a result of a growing demand from the rising middle class in China and the Middle East. Developing countries will account for the bulk of additional production. China, the leading sheepmeat producing country, will contribute 40% of the additional production. Meanwhile Australia's and New Zealand's global share of sheepmeat production is expected to remain stable throughout the outlook period.

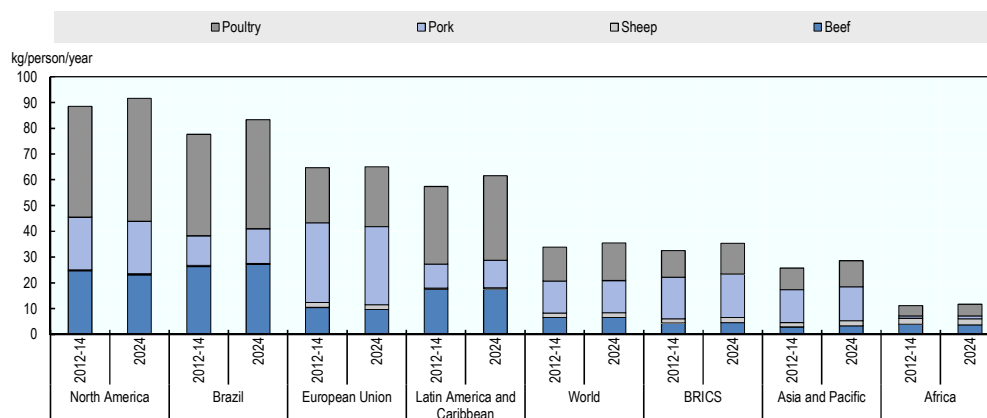
## Consumption

Demand for meat is determined by many factors, including consumer preferences, income and population growth. Growth in demand will stem mostly from large developing economies in Asia, Latin America and the Middle East where incomes and population are rising. Conversely in developed countries, meat demand is reaching saturation levels which, combined with an ageing population, limits the potential for demand growth (Figure 3.4.6). It is noteworthy to highlight that meat demand in developed countries remained robust despite high meat prices in 2014.

Despite expansion throughout the past decade, meat consumption in the least developed regions, particularly Africa, remains low in per capita terms. Over the outlook period, population growth is expected to drive a significant increase in total meat consumption albeit from a low base, with poultry demand accounting for the bulk of additional consumption in the region, followed by pigmeat.

**Figure 3.4.6. Per capita meat consumed in the world**

2024 vs. base period 2012-14



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

Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", *OECD Agriculture statistics* (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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Having declined over the past decade, per capita beef consumption stabilises in the next ten years, remaining largely stagnant at global level. Within developed countries, consumption per capita is expected to decline by almost 2%, whereas in developing regions, consumption is projected to expand by approximately 6% in 2024 when compared to the base period. Despite this contrasting growth pattern, per capita beef consumption in the developing world remains less than 35% of the levels registered in developed countries. Asia continues to dominate consumption growth, accounting for more than half of additional beef consumed over the next decade.

In per capita terms, global pigmeat consumption remains relatively stagnant over the outlook period. Within specific regions, particularly Latin America and Asia, pigmeat consumption continues to expand, with significant growth evident in Viet Nam and Korea, as well as Argentina, Brazil, Paraguay, Ukraine and Uruguay. Pigmeat consumption has grown rapidly over the past few years in Argentina and Uruguay, fuelled by increased domestic production, improved quality and favourable relative prices that have positioned pork as one of the preferred meats.

Poultry is expected to surpass pigmeat as the preferred source of protein consumed worldwide accounting for half of the additional meat consumed during the projection period. Poultry remains an affordable choice of protein that is less affected than pork by cultural barriers. Over the next decade, the growth in poultry consumption remains robust across different regions and income levels, with significant expansion in per capita consumption.

Globally, per capita consumption of sheepmeat reaches 1.9 kg r.w.e. by 2024. However, in countries such as Australia and New Zealand, with a tradition for high sheepmeat consumption, per capita consumption is projected to decline annually due to relatively lower prices of other meats. In contrast, per capita consumption of sheepmeat continues to expand in developing economies, particularly in Asia and the Middle East, where relatively high levels of sheepmeat consumption per capita are attained with the continued expansion of the middle class.



## Trade

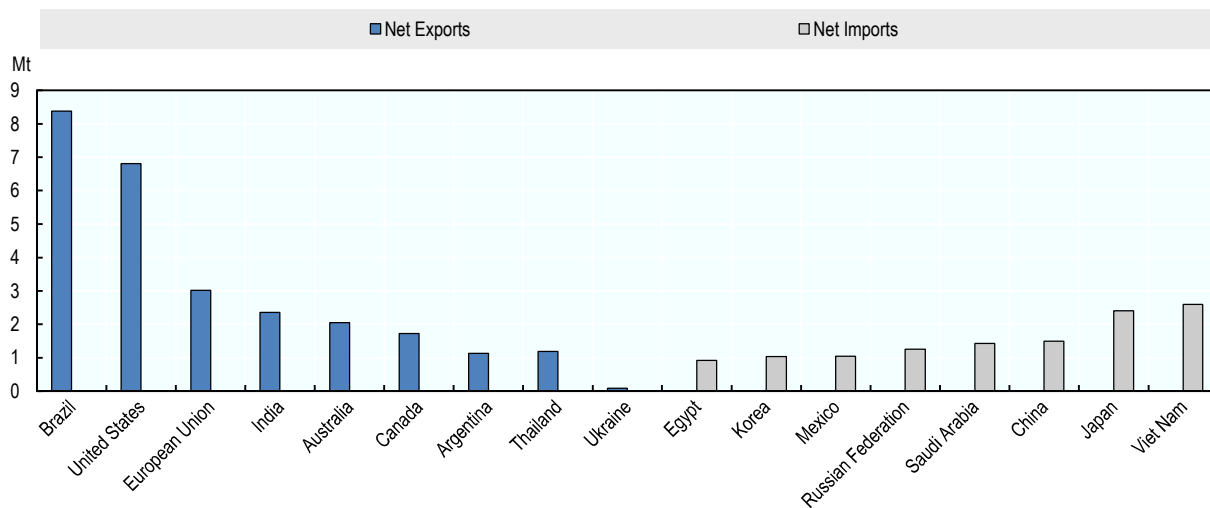
World meat exports are expected to be 25% above the base period level in 2024; growing at an annual rate of 2.2% compared to an average annual rate of 3.8% in the previous decade. The main factor for this trade slowdown is the expansion of domestic meat production in traditionally importing countries in the developing world. The primary drivers of export growth will be poultry and bovine meat shipments representing 81% of the additional meat exports in 2024, particularly to Sub-Saharan Africa, the Near East and Viet Nam, when compared with the base period.

Developed countries are expected to account for slightly less than half of global meat exports in 2024. The United States will account for nearly 30% of the increase of all meats exported, when compared with the base period, followed by the European Union and Canada. Meat exports from the European Union are anticipated to marginally grow over the outlook period due to a tight domestic supply resulting in part from animal welfare regulations that limit stocking density.

Other traditional exporting countries are expected to maintain a high share of the global meat trade, notably Brazil which is expected to account for 26% of the additional shipments. Brazilian meat exports will benefit from strong international demand helped by the ongoing depreciation of the Brazilian real which will reinforce its presence in the numerous destinations it currently supplies. Argentina's, India's and Thailand's meat sectors are also expected to benefit from favourable meat to feed price ratios and strengthen their export positions (Figure 3.4.7).

Brazil is expected to increase its pigmeat exports to the Russian Federation, due to the one-year import ban imposed on traditional suppliers. Part of Brazil's increased market share of the Russian Federation's pigmeat market is expected to be carried forward in the medium term. Strong import demand for poultry is expected reflecting the increasing diversification of the developing world's diet towards animal protein, of which poultry is most affordable. Brazil's poultry sector is among the world's most competitive and producers are expected to benefit.

**Figure 3.4.7. Net trade of meat in 2024**



Source: OECD/FAO (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture statistics (database), <http://dx.doi.org/10.1787/agr-outl-data-en>.

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Australia and New Zealand continue to be the world's largest sheepmeat exporters over the outlook period, driven by increasing demand from the expanding middle class in the Middle East and Asia. However, the growth in exports remain limited in New Zealand throughout the period despite New Zealand's capacity to increase sheep production as the higher profitability of dairy farming will continue to contribute to land use shifting from sheep farms to dairy farms, albeit at a slower rate than in previous years.

### **Main issues and uncertainties**

Trade policies remain one of the main factors impacting the dynamics in the world meat markets and hence the projection. The implementation of various bilateral trade agreements over the outlook period could diversify meat trade considerably. For instance, China has recently completed the negotiations of a free trade agreement with Australia. The China-Australia Free Trade Agreement (ChAFTA), which is likely to provide increased access to the meat sectors, will strengthen Australia's access to the Chinese meat markets.

Domestic policies are another risk factor. For example, in 2014 the Russian Federation imposed a one-year import ban on foods supplied from the United States, Australia, Norway, Canada and the European Union in response to economic sanctions. The analysis is based on the assumption that the one-year ban on meat imports only temporarily disrupts trade flows.

Another important factor which could potentially impact the outlook of the world's meat markets relates to sanitary and food safety concerns arising from animal diseases outbreaks. The Porcine Epidemic Diarrhoea virus (PEDv) in the United States, for example, reduced supplies of market hogs and caused an increase on the Pacific pigmeat price. The latest incidence of BSE in Canada and Avian Influenza in the United States resulted in some temporary trade restrictions. The Russian Federation also imposed a ban on pork imports originating from the European Union following an outbreak of African Swine Fever (ASF) in Eastern Europe before they closed their market for pigmeat in response to European Union's economic sanctions. Depending on their duration, intensity, potential consumer reactions and trade restrictions, such outbreaks could impact domestic and regional meat production, consumption and trade.

Finally, environmental and animal health regulations may affect the growth of the livestock sector. These imply higher costs of compliance, either by affecting the location of production, or in the form of specific requirements related to animal housing, waste disposal, etc. The livestock sector is considered by some analysts and policy makers as a key contributor to anthropogenic greenhouse gas (GHG) emissions. As world population and income growth expand the demand for livestock products, these emissions are expected to increase, despite increasing efficiency in the feed to meat conversion ratio in developed countries. It remains uncertain, but possible that in the medium to long term, livestock production may be subject to carbon mitigation constraints in some countries.

Table 3.A1.4. World meat projections


Calendar year

|                                     |        | Average<br>2012-14est | 2015    | 2016    | 2017    | 2018    | 2019    | 2020    | 2021    | 2022    | 2023    | 2024    |
|-------------------------------------|--------|-----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>WORLD</b>                        |        |                       |         |         |         |         |         |         |         |         |         |         |
| <b>BEEF AND VEAL</b>                |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 67 139                | 68 091  | 68 205  | 68 778  | 69 820  | 71 084  | 72 006  | 72 944  | 73 921  | 74 657  | 75 391  |
| Consumption                         | kt cwe | 66 704                | 67 567  | 67 651  | 68 248  | 69 304  | 70 554  | 71 472  | 72 412  | 73 389  | 74 125  | 74 863  |
| <b>PIGMEAT</b>                      |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 115 315               | 118 444 | 120 219 | 121 799 | 123 158 | 124 119 | 125 069 | 126 042 | 126 846 | 127 836 | 128 762 |
| Consumption                         | kt cwe | 114 641               | 118 230 | 119 733 | 121 327 | 122 680 | 123 642 | 124 604 | 125 574 | 126 365 | 127 344 | 128 265 |
| <b>POULTRY MEAT</b>                 |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt rtc | 107 638               | 111 954 | 114 386 | 117 474 | 119 941 | 122 164 | 124 630 | 126 935 | 129 294 | 131 552 | 133 785 |
| Consumption                         | kt rtc | 107 081               | 111 108 | 113 543 | 116 649 | 119 114 | 121 340 | 123 805 | 126 107 | 128 468 | 130 727 | 132 956 |
| <b>SHEEP MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 13 962                | 14 457  | 14 726  | 14 995  | 15 294  | 15 638  | 15 924  | 16 232  | 16 525  | 16 833  | 17 124  |
| Consumption                         | kt cwe | 13 846                | 14 416  | 14 685  | 14 963  | 15 243  | 15 586  | 15 873  | 16 181  | 16 476  | 16 780  | 17 071  |
| <b>TOTAL MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Per capita consumption <sup>1</sup> | kg rwt | 33.9                  | 34.1    | 34.2    | 34.5    | 34.7    | 34.9    | 35.0    | 35.1    | 35.3    | 35.4    | 35.5    |
| <b>DEVELOPED COUNTRIES</b>          |        |                       |         |         |         |         |         |         |         |         |         |         |
| <b>BEEF AND VEAL</b>                |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 29 094                | 28 250  | 27 719  | 27 562  | 27 869  | 28 283  | 28 694  | 29 050  | 29 361  | 29 530  | 29 675  |
| Consumption                         | kt cwe | 28 815                | 27 978  | 27 450  | 27 314  | 27 656  | 28 164  | 28 521  | 28 804  | 29 060  | 29 171  | 29 284  |
| <b>PIGMEAT</b>                      |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 41 806                | 42 485  | 43 042  | 42 903  | 43 214  | 43 387  | 43 480  | 43 630  | 43 863  | 44 159  | 44 486  |
| Consumption                         | kt cwe | 39 092                | 39 742  | 40 141  | 40 009  | 40 188  | 40 249  | 40 307  | 40 308  | 40 334  | 40 430  | 40 538  |
| <b>POULTRY MEAT</b>                 |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt rtc | 44 499                | 46 341  | 47 467  | 48 451  | 49 338  | 49 985  | 50 778  | 51 556  | 52 214  | 52 889  | 53 515  |
| Consumption                         | kt rtc | 41 996                | 43 605  | 44 487  | 45 295  | 45 819  | 46 200  | 46 807  | 47 338  | 47 790  | 48 267  | 48 762  |
| <b>SHEEP MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 3 287                 | 3 333   | 3 353   | 3 374   | 3 415   | 3 454   | 3 492   | 3 527   | 3 562   | 3 593   | 3 623   |
| Consumption                         | kt cwe | 2 650                 | 2 669   | 2 665   | 2 670   | 2 662   | 2 674   | 2 692   | 2 710   | 2 728   | 2 741   | 2 756   |
| <b>TOTAL MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Per capita consumption <sup>1</sup> | kg rwt | 64.5                  | 65.0    | 65.3    | 65.4    | 65.8    | 66.1    | 66.5    | 66.8    | 67.1    | 67.3    | 67.6    |
| <b>DEVELOPING COUNTRIES</b>         |        |                       |         |         |         |         |         |         |         |         |         |         |
| <b>BEEF AND VEAL</b>                |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 38 045                | 39 841  | 40 486  | 41 216  | 41 951  | 42 801  | 43 312  | 43 893  | 44 560  | 45 127  | 45 715  |
| Consumption                         | kt cwe | 37 889                | 39 589  | 40 201  | 40 934  | 41 648  | 42 390  | 42 951  | 43 608  | 44 329  | 44 954  | 45 579  |
| <b>PIGMEAT</b>                      |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 73 509                | 75 959  | 77 176  | 78 896  | 79 945  | 80 732  | 81 589  | 82 411  | 82 983  | 83 677  | 84 277  |
| Consumption                         | kt cwe | 75 549                | 78 488  | 79 592  | 81 317  | 82 492  | 83 394  | 84 297  | 85 265  | 86 031  | 86 914  | 87 727  |
| <b>POULTRY MEAT</b>                 |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt rtc | 63 140                | 65 613  | 66 919  | 69 023  | 70 604  | 72 179  | 73 852  | 75 379  | 77 080  | 78 663  | 80 271  |
| Consumption                         | kt rtc | 65 085                | 67 504  | 69 056  | 71 354  | 73 295  | 75 140  | 76 998  | 78 768  | 80 678  | 82 460  | 84 194  |
| <b>SHEEP MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 10 676                | 11 125  | 11 373  | 11 622  | 11 879  | 12 184  | 12 432  | 12 705  | 12 963  | 13 239  | 13 501  |
| Consumption                         | kt cwe | 11 195                | 11 747  | 12 019  | 12 293  | 12 582  | 12 912  | 13 181  | 13 472  | 13 748  | 14 039  | 14 315  |
| <b>TOTAL MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Per capita consumption <sup>1</sup> | kg rwt | 26.5                  | 26.8    | 27.0    | 27.3    | 27.5    | 27.7    | 27.9    | 28.0    | 28.2    | 28.3    | 28.5    |
| <b>OECD<sup>2</sup></b>             |        |                       |         |         |         |         |         |         |         |         |         |         |
| <b>BEEF AND VEAL</b>                |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 27 162                | 26 338  | 25 761  | 25 634  | 25 937  | 26 320  | 26 690  | 27 017  | 27 349  | 27 538  | 27 720  |
| Consumption                         | kt cwe | 26 366                | 25 849  | 25 301  | 25 206  | 25 502  | 25 871  | 26 216  | 26 495  | 26 778  | 26 907  | 27 053  |
| <b>PIGMEAT</b>                      |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 39 858                | 40 347  | 40 793  | 40 609  | 40 819  | 40 964  | 41 064  | 41 243  | 41 471  | 41 744  | 42 087  |
| Consumption                         | kt cwe | 36 744                | 37 791  | 38 219  | 38 047  | 38 178  | 38 234  | 38 319  | 38 385  | 38 415  | 38 481  | 38 587  |
| <b>POULTRY MEAT</b>                 |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt rtc | 43 182                | 44 698  | 45 851  | 46 864  | 47 738  | 48 389  | 49 203  | 49 983  | 50 661  | 51 340  | 51 987  |
| Consumption                         | kt rtc | 40 361                | 41 848  | 42 787  | 43 714  | 44 299  | 44 700  | 45 316  | 45 858  | 46 317  | 46 807  | 47 315  |
| <b>SHEEP MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Production                          | kt cwe | 2 639                 | 2 690   | 2 710   | 2 726   | 2 763   | 2 798   | 2 832   | 2 861   | 2 891   | 2 919   | 2 947   |
| Consumption                         | kt cwe | 2 006                 | 2 027   | 2 020   | 2 016   | 2 001   | 2 008   | 2 020   | 2 032   | 2 046   | 2 053   | 2 067   |
| <b>TOTAL MEAT</b>                   |        |                       |         |         |         |         |         |         |         |         |         |         |
| Per capita consumption <sup>1</sup> | kg rwt | 64.7                  | 65.4    | 65.6    | 65.7    | 66.0    | 66.2    | 66.5    | 66.8    | 67.0    | 67.1    | 67.3    |

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

Average 2012-14est: Data for 2014 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 (2015), "OECD-FAO Agricultural Outlook", OECD Agriculture Statistics (database). doi: <http://dx.doi.org/10.1787/agr-outl-data-en>StatLink  <http://dx.doi.org/10.1787/888933229782>



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