

# depth Analysis of China Broiler Chicken Market Status in 2013

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## Abstracts

### Abstract

The report makes full analysis and interpretation on the current status and future of China's broiler chicken industry in the macro and global level, and also points out the potential industry depression and excessive invested areas.

### Background

Broiler chicken industry is one of the most developed industries of China's livestock breeding with high systematization and dimension. In this industry, there are many large-scale enterprises and integrated companies, accounting for more than 50% market share. With the growing of feed and slaughtering enterprises and government supports, some large ones injected huge amounts of money into integrated construction.

At the same time, the Ministry of Agriculture published regional planning for the development of livestock industry in China, the policy that livestock must be slaughtered in fixed site also will be carried out. In addition, the State Council suggests that the producing area of farm produces should directly connect with sales areas. Like port market, chicken market in China will be monopolized by large integrated enterprises, firstly in large and medium-sized cities.

Thought the dimensions degree of China's broiler chicken industry is high, and the scale of each integrated enterprises is huge, the needed cultivation bases for integrated construction exists enclosure problem. When the existing scale farms are brought into the chain of integrated companies, the entrance standard for newcomers will rise greatly.

Subjected to the relatively weak consumption in domestic, China broiler chicken enterprises will enhance export strength; at the same time, the state will reduce imports of chicken products to lessen its impact on domestic market.

From the view of micro and region, the report makes full analysis and interpretation on the current status and future of China's broiler chicken industry in the macro and global level, and also points out the potential industry depression and excessive invested areas.

## Contents

### **PART ONE EXTERNAL ENVIRONMENT OF CHINA'S BROILER MARKET**

#### **1. CURRENT SITUATION AND PROSPECT FORECAST OF GLOBAL BROILER MARKET**

- 1.1 Global Production and Trade of Poultry Meat
- 1.2 Global Chicken Production
- 1.3 Development Trend of Global Broiler Industry in the Future

#### **2 THE POLICY ENVIRONMENT FOR CHINA'S BROILER CHICKEN INDUSTRY**

- 2.1 Plans for China's broiler chicken industry
- 2.2 Relevant Policies of China's Industry of Broiler chicken Feed
- 2.3 Relevant policies regarding China's Breeding Chicken Market
- 2.4 An analysis on the breeding link of China's broiler chicken industry
- 2.5 Policies regarding the link of the circulation of China's live chickens
- 2.6 Policies regarding the industry of broiler chicken slaughtering
- 2.7 Policies regarding the circulation of chicken products in China
- 2.8 Policies regarding the trade of China's chicken products

#### **3 COMPARISON BETWEEN CHINA'S BROILER INDUSTRY AND INTERNATIONAL BROILER INDUSTRY**

- 3.1 Comparison of Supply Capacity of Chicken among China, the US and Brazil
  - 3.1.1 China's Supply Capacity of Chicken
  - 3.1.2 America's Supply Capacity of Chicken
  - 3.1.3 Brazil's Supply Capacity of Chicken
- 3.2. Export Capacity Comparison of Chicken among China, the US and Brazil
- 3.3 Comparison of Broiler Raising Cost among China, the US and Brazil
  - 3.3.1 Broiler Raising Cost in China
  - 3.3.2 Cost of Raising Broiler in the US
  - 3.3.3 Cost of Raising Broiler in Brazil
- 3.4 Comparison of Export Cost of Chicken among China, the US and Brazil
  - 3.4.1 China's Export Cost of Chicken
  - 3.4.2 Export Cost of Chicken in the US
  - 3.4.3 Export Cost of Chicken in Brazil
- 3.5 Comparison of Concentration Ratio of Broiler Industry among China, the US and

## Brazil

3.5.1 Concentration Ratio of China's Broiler Industry

3.5.2 Concentration Ratio of America's Broiler Industry

3.5.3 Concentration Ratio of Brazil's Broiler Industry

3.6 Comparison of the Size of Broiler Enterprises among China, the US and Brazil

## **PART TWO RESEARCH ON CHINA'S BROILER INDUSTRY CHAIN**

### **4 THE FRONT END OF CHINA'S BROILER INDUSTRY CHAIN**

4.1 Structure of China's Broiler Industry Chain

4.2 Breeding Chicken Link

4.2.1 Introduction to the Varieties of Broiler in China

4.2.2 Progenitor Breeding Chicken Link

4.2.2.1 Progenitor White Feather Broiler Breeder Link

4.2.2.2 Progenitor Yellow Feather Broiler Breeder Link

4.2.3 Parent Breeding Chicken Link

4.2.3.1 Parent White Feather Broiler Breeder Link

4.2.3.2 Parent Yellow Feather Broiler Breeder Link

4.2.4 Hatchery Link

4.3 Production Link of Broiler Feed

4.4 Poultry Health Industry

4.5 Poultry Raising Equipment Industry

### **5 MIDDLE END OF CHINA'S BROILER INDUSTRY CHAIN- BROILER RAISING**

5.1 Changes in Broiler Slaughter in China

5.2 Distribution of Broiler Raising Areas and Change Trend in China

5.3 Change Trend of Broiler Raising Scale in China

5.4 Changes in Profit of Broiler Raising in China

### **6 AFTER END OF CHINA'S BROILER INDUSTRY CHAIN**

6.1 Circulation of Live Chicken

6.1.1 Circulation of White Feather Broiler

6.1.2 Circulation of Yellow Feather Broiler

6.2 Broiler Slaughtering

6.3 Circulation and Distribution of Chicken

Part Three Consumption Trend of Chicken in China

## **7 CHANGES IN CHICKEN SUPPLY IN CHINA**

## **8 CHINA'S CHICKEN DEMAND AND CONSUMPTION CHANGE**

8.1 Overall Trend of Meat Consumption in China

8.2 Main Pattern of Chicken Consumption in China Currently

8.3 Development Trend of Chicken Consumption in China in the Future

Part Four Research on China's Import and Export Trade of Chicken

## **9 RESEARCH ON CHINA'S IMPORT AND EXPORT OF CHICKEN**

9.1 Research on Import and Export of Live Chicken in China

9.2 Research on Import and Export of Chicken and Edible Offal in China

9.2.1 China's Import and Export of Fresh Frozen Poultry Meat and Edible Offal

9.2.2 Import and Export of Chicken in China

9.2.3 Import and Export of Chicken Edible Offal in China

9.2.3.1 Chicken Wing

9.2.3.2 Chicken Claw

9.2.3.3 Chicken Gizzard

Part Five A Study on China's Chicken Price Fluctuations

## **10 A STUDY ON CHINA'S CHICKEN PRICE FLUCTUATIONS**

10.1 Chinese chicken prices in cyclical fluctuations

10.2 Long-term factors affecting China's chicken prices

10.2.1 Prices of feed

10.2.2 Cost of labor

10.2.3 Level of income

10.3 Factors with short-term impact on China's chicken prices

10.3.1 Seasonal fluctuations and the holiday effect

10.3.2 Substitute goods—the impact of pork prices on chicken prices

10.3.3 Food safety incidents

10.3.4 Epidemics related to broiler chickens

10.4 The impact of price fluctuations of China's broiler chickens on each of the links of the industrial chain

10.4.1 The link of breeding chickens

10.4.2 The link of raising broiler chickens

10.4.3 The link of circulation

#### 10.4.4 The slaughtering link

### Part Six Analysis of China's Major Broiler Enterprises

## **11 ANALYSIS OF CHINA'S MAJOR WHITE-FEATHER BROILER ENTERPRISES**

### 11.1 New Hope Liuhe Group

- 11.1.1 Constitution of Broiler Chicken Industry Chain
- 11.1.2 Source of Breeding Chicken and Farming Scale
- 11.1.3 Number of Broiler Farms and Slaughter Volume
- 11.1.4 Broiler Farming Pattern
- 11.1.5 Scale and Distribution of the Processing Enterprises
- 11.1.6 Chicken Meat Products and Sales
- 11.1.7 Newly-Added Production Capacity and Distribution in 2012

### 11.2 Fujian Sunner Development Co., Ltd.

- 11.2.1 Constitution of Broiler Chicken Industry Chain
- 11.2.2 Source of Breeding Chicken and Farming Scale
- 11.2.3 Number of Broiler Chicken Farm and Slaughter Volume
- 11.2.4 Broiler Chicken Farming Pattern
- 11.2.5 Scale and Distribution of Processing Enterprises
- 11.2.6 Chicken Meat Products and Sales
- 11.2.7 Newly-Added Production Capacity and Distribution in 2012

### 11.3 Henan Doyoo Group

- 11.3.1 Constitution of Broiler Chicken Industry Chain
- 11.3.2 Source of Breeding Chicken and Farming Scale
- 11.3.3 Number of Broiler Chicken Farm and Slaughter Volume
- 11.3.4 Broiler Chicken Farming Pattern
- 11.3.5 Scale and Distribution of Processing Enterprises
- 11.3.6 Chicken Meat Products and Sales
- 11.3.7 Newly-Added Production Capacity and Distribution in 2012

### 11.4 CP Group

- 11.4.1 Constitution of Broiler Chicken Industry Chain
- 11.4.2 Source of Breeding Chicken and Farming Scale
- 11.4.3 Number of Broiler Chicken Farm and Slaughter Volume
- 11.4.4 Broiler Chicken Farming Pattern
- 11.4.5 Scale and Distribution of Processing Enterprises
- 11.4.6 Chicken Meat Products and Sales
- 11.4.7 Newly-Added Production Capacity and Distribution in 2012

### 11.5 Dachan Food

- 11.5.1 Constitution of Broiler Chicken Industry Chain

- 11.5.2 Source of Breeding Chicken and Farming Scale
- 11.5.3 Number of Broiler Chicken Farm and Slaughter Volume
- 11.5.4 Broiler Chicken Farming Pattern
- 11.5.5 Scale and Distribution of Processing Enterprises
- 11.5.6 Chicken Meat Products and Sales
- 11.5.7 Newly-Added Production Capacity and Distribution in 2012
- 11.6 Huadu Group
  - 11.6.1 Constitution of Broiler Chicken Industry Chain
  - 11.6.2 Source of Breeding Chicken and Farming Scale
  - 11.6.3 Number of Broiler Chicken Farm and Slaughter Volume
  - 11.6.4 Broiler Chicken Farming Pattern
  - 11.6.5 Scale and Distribution of Processing Enterprises
  - 11.6.6 Chicken Meat Products and Sales
  - 11.6.7 Newly-Added Production Capacity and Distribution in 2012
- 11.7 Yurun Group
  - 11.7.1 Constitution of Broiler Chicken Industry Chain
  - 11.7.2 Source of Breeding Chicken and Farming Scale
  - 11.7.3 Number of Broiler Chicken Farm and Slaughter Volume
  - 11.7.4 Broiler Chicken Farming Pattern
  - 11.7.5 Scale and Distribution of Processing Enterprises
  - 11.7.6 Chicken Meat Products and Sales
  - 11.7.7 Newly-Added Production Capacity and Distribution in 2012
- 11.8 COFCO
  - 11.8.1 Constitution of Broiler Chicken Industry Chain
  - 11.8.2 Source of Breeding Chicken and Farming Scale
  - 11.8.3 Number of Broiler Chicken Farm and Slaughter Volume
  - 11.8.5 Scale and Distribution of Processing Enterprises
  - 11.8.5 Scale and Distribution of Processing Enterprises
  - 11.8.6 Chicken Meat Products and Sales
  - 11.8.7 Newly-Added Production Capacity and Distribution in 2012
- 11.9 Yatai Zhonghui Group
  - 11.9.1 Constitution of Broiler Chicken Industry Chain
  - 11.9.2 Source of Breeding Chicken and Farming Scale
  - 11.9.3 Number of Broiler Chicken Farm and Slaughter Volume
  - 11.9.4 Broiler Chicken Farming Pattern
  - 11.9.5 Scale and Distribution of Processing Enterprises
  - 11.9.6 Chicken Meat Products and Sales
  - 11.9.7 Newly-Added Production Capacity and Distribution in 2012
- 11.10 Tyson Foods Inc.

- 11.10.1 Constitution of Broiler Chicken Industry Chain
- 11.10.2 Source of Breeding Chicken and Farming Scale
- 11.10.3 Number of Broiler Chicken Farm and Slaughter Volume
- 11.10.4 Broiler Chicken Farming Pattern
- 11.10.5 Scale and Distribution of Processing Enterprises
- 11.10.6 Chicken Meat Products and Sales
- 11.10.7 Newly-Added Production Capacity and Distribution in 2012
- 11.11 Broiler Chicken Production and Slaughter Volume of Other White-Feather Broiler Chicken Enterprises in 2012
  - 11.11.1 Anhui Hwei Group
  - 11.11.2 Qingdao Jiulian Group
  - 11.11.3 Shandong Xiantan
  - 11.11.4 Henan Yongda
  - 11.11.5 Shandong Fengxiang
  - 11.11.6 Shandong Minhe

## **12 ANALYSIS OF CHINA'S MAJOR YELLOW-FEATHER BROILER CHICKEN ENTERPRISES**

- 12.1 Wens
  - 12.1.1 Constitution of Broiler Chicken Industry Chain
  - 12.1.2 Farming Variety and Scale
  - 12.1.3 Number of Broiler Chicken Farm and Output
  - 12.1.4 Broiler Chicken Farming Pattern
  - 12.1.5 Sales of Live Chickens
  - 12.1.6 Newly-Added Production Capacity and Distribution in 2012
- 12.2 Jiangsu Lihua Animal Husbandry Co., Ltd.
  - 12.2.1 Constitution of Broiler Chicken Industry Chain
  - 12.2.2 Farming Variety and Scale
  - 12.2.3 Number of Broiler Chicken Farm and Output
  - 12.2.4 Broiler Chicken Farming Pattern
  - 12.2.5 Sales of Live Chickens
  - 12.2.6 Newly-Added Production Capacity and Distribution in 2012
- 12.3 Guangxi Shenhuang Group
  - 12.3.1 Constitution of Broiler Chicken Industry Chain
  - 12.3.2 Farming Variety and Scale
  - 12.3.3 Number of Broiler Chicken Farm and Output
  - 12.3.4 Broiler Chicken Farming Pattern
  - 12.3.5 Sales of Live Chickens



- 12.3.6 Newly-Added Production Capacity and Distribution in 2012
  - 12.4 GuangxiChunmao Group
    - 12.4.1 Constitution of Broiler Chicken Industry Chain
    - 12.4.2 Farming Variety and Scale
    - 12.4.3 Number of Broiler Chicken Farm and Output
    - 12.4.4 Broiler Chicken Farming Pattern
    - 12.4.5 Sales of Live Chickens
    - 12.4.6 Newly-Added Production Capacity and Distribution in 2012
  - 12.5 Anhui Five-Star Poultry
    - 12.5.1 Constitution of Broiler Chicken Industry Chain
    - 12.5.2 Farming Variety and Scale
    - 12.5.3 Number of Broiler Chicken Farm and Output
    - 12.5.4 Broiler Chicken Farming Pattern
    - 12.5.5 Sales of Live Chickens
    - 12.5.6 Newly-Added Production Capacity and Distribution in 2012
- Part Seven A look at the impact of H7N9 epidemic on China's broiler market

## **13 THE IMPACT OF H7N9 EPIDEMIC ON CHINA'S BROILER MARKET**

- 13.1 An estimate of the loss of China's poultry industry caused by H7N9
- 13.2 Policies supporting China's poultry industry during H7N9 outbreaks by governments across the country
- 13.3 Prospects for the recovery of China's poultry industry

## **FIGURE & TABLE**

- Figure 1.1, Global Poultry Meat Production, 2007-2012
- Figure 1.2, Distribution of Global Poultry Meat Production, 2012
- Figure 1.3, Distribution of Trade Value of Global Poultry Products, 2012
- Table 1.1, Top Five Importers and Exporters of Chicken Globally, 2012
- Figure 1.4, Global Chicken Production, 2007-2012
- Figure 1.5, Structure of Global Poultry Meat, 2012
- Figure 1.6, Production of Major Chicken Producing Countries Globally, 2012
- Figure 1.7, Comparison of Annual Average Growth Rate of Population among Different Regions Globally, 1990-2021
- Table 1.2, Production and Growth Rate of Global Poultry Meat by 2021
- Figure 1.8, Market Share of Global Meats in 2012
- Figure 1.9, Production and Forecast of Global Chicken, 2007-2017
- Table 2.1, Countries that have signed chicken importing agreements with China (by

March, 2013)

Table 2.2, Details of China's quota for live chicken exports in 2013

Table 2.3, Export rebate rates of China's live chickens and chicken products in 2013

Figure 3.1, Chicken Production in China, 2013-2017

Figure 3.2, America's Chicken Production, 2003-2017

Figure 3.3, Brazil's Chicken Production, 2003-2017

Figure 3.4, China's Export Volume of Fresh Frozen Chicken, 2000-2012

Figure 3.5, Export Volume of Chicken in the US, 2000-2012

Figure 3.6, Export Volume of Chicken in Brazil, 2000-2012

Figure 3.7, Changes of Production Costs of Broiler in China, 2007-2012

Figure 3.8, Structure of Production Costs of Broiler in China, 2012

Table 3.1, Details of Production Costs of America's Broiler Producing Enterprises in Grower House Link, 2012

Figure 3.9, Wholesale Price Comparison of Corn among China, the US and Brazil, 2000-2012

Figure 3.10, Wholesale Price Comparison of Soybean meal among China, the US and Brazil, 2000-2012

Figure 3.11, Changes of Production Costs of Broiler in Brazil, 2006-2012

Figure 3.12, Structure of Production Costs of Broiler in Brazil, 2012

Figure 3.13, Comparison of Broiler Raising Cost among China, the US and Brazil, 2000-2012

Figure 3.14, Comparison of Chicken Price among China, the US and Brazil, 2010-2013

Figure 3.15, Market Share of China's Large Broiler Enterprises, 2012

Figure 3.16, Market Share of America's Large Broiler Enterprises, 2012

Figure 3.17, Market Share of Brazil's Large Broiler Raising Enterprises, 2012

Figure 3.18, Quantity Changes of Broiler Farms (Farmers) in China, 2000-2012

Figure 3.19, Quantity Structure Changes of Broiler Farms (Farmers) in China, 2000-2012

Figure 4.1, Varieties Structure of Broiler for Slaughter in China, 2012

Figure 4.2, Quantity of Progenitor Broiler Breeder Farms in China, 2000-2012

Figure 4.3, Distribution of Progenitor Broiler Breeder Farms in China, 2012

Figure 4.4, Import Volume of Progenitor White Feather Broiler Breeder China, 2008-2012

Figure 4.5, China's Import Volume of Progenitor White Feather Broiler Breeder from Major Origins, 2012

Table 4.1, Import Volume and Market Share of China's White Feather Broiler Breeder Enterprises, 2012

Figure 4.6, Inventory of Productive Progenitor White Feather Broiler Breeder, 2000-2012

Table 4.2, Distribution and Quantity of Breeding Hens Enterprises of White Feather Broiler, 2012

Figure 4.7, Varieties Structure of China's White Feather Broilers for Slaughter, 2012

Figure 4.8, Inventory of Progenitor Yellow Feather Broiler Breeder, 2007-2012

Figure 4.9, Slaughter Structure of Different Types of Yellow Feather Broiler in China, 2012

Figure 4.10, Quantity of Parent Broiler Breeder Farms in China, 2000-2012

Figure 4.11, Regional Distribution of Parent Broiler Breeder Farms in China, 2012

Figure 4.12, Inventory of Productive Parent White Feather Broiler Breeder in China, 2000-2012

Figure 4.13, Inventory of Productive Parent Yellow Feather Broiler Breeder in China, 2000-2012

Figure 4.14, Market Share of Meat Poultry Feed in China, 2012

Figure 4.15, Change Trend of Meat Poultry Feed Production in China, 2007-2012

Figure 4.16, Product Structure of China's Meat Poultry Feed, 2012

Figure 4.17, Regional Structure of Meat Poultry Feed in China, 2012

Figure 4.18, Change Trend of Concentration Rate of Meat Poultry Feed Market in China, 2007-2012

Figure 4.19, Top 10 Meat Poultry Feed Enterprises and Their Market Shares in China, 2012

Figure 4.20, Structure of Animal Health Products by Varieties in China, 2012

Figure 4.21, Market Scale of China's Animal Health Products for Poultry and Forecast, 2009-2017

Figure 4.21, Market Share of Domestic Top 10 Enterprises in the Market Segment of Animal Health Products in China, 2012

Figure 5.1 Broilers for Slaughter in China, 2000-2012

Figure 5.2 White Feather Broilers for Slaughter in China, 2000-2012

Figure 5.3, China's Yellow Feather Broilers for Slaughter, 2000-2012

Table 5.1, Changes in Compound Average Annual Growth Rate of Yellow Feather Broiler and Whiter Feather Broiler for Slaughter, 1990-2012

Figure 5.4, Regional Structure of Broiler for Slaughter in China, 2012

Figure 5.5, Proportions of Broilers for Slaughter in Various Regions in China, 2012

Figure 5.6, Changes in Index of Broilers for Slaughter in Various Regions of China, 2000-2012

Figure 5.7, Scale Structure of Broilers for Slaughter in China, 2007-2012

Figure 5.8, Scale Structure of Broilers for Slaughter in China, 2012

Figure 5.9, Change Trend of Gross Profit of Broiler Raising in China, 2007-2012

Figure 6.1, Circulation of White Feather Broiler and Proportion of Each Link in China, 2012

Figure 6.2, Circulation of Yellow Feather Broiler and Proportion of Each Link in China, 2012

Figure 6.3, Circulation Channels of Yellow Feather Broiler in China, 2012

Figure 6.4, Capacity Distribution of Broiler Slaughtering Enterprises in China, 2012

Figure 6.5, Quantity Structure of China's Broiler Slaughtering and Processing Enterprises, 2012

Figure 6.6, Circulation of Chicken Products and Proportion of Each Link in China, 2012

Figure 6.7, Structure of Consumption Channels of Chicken in China, 2012

Figure 7.1, Chicken Production in China, 1990-2012

Figure 7.2, Annual Increment of Chicken Production in China, 1991-2012

Figure 7.3, Import Volume of Fresh Frozen Poultry Meat and Edible Offal in China, 1991-2012

Figure 7.4, Monthly Purchasing Price of Broiler with Feather in China, 2007-2012

Figure 7.5, Growth Rate of GDP in China, 2003-2013

Figure 8.1, Change Trend of Per Capita Animal Protein Consumption of Household in China, 1991-2012

Figure 8.2, Per Capita Consumption of Chicken in China, 2003-2012

Figure 8.3, Chicken Consumption in China, 2000-2012

Figure 8.4, Consumption Structure of Chicken in City and Countryside in China, 2012

Figure 8.5, Consumption Channels of Chicken and Chicken Products in China, 2012

Figure 8.6, Changes in Consumption Path of Chicken and Chicken Products in China, 2000-2012

Figure 8.7, China's Population and Forecast, 1971-2030

Figure 8.8, Per Capita Chicken Consumption of Household of Different Income Inhabitants in Cities and Towns, 2003-2012

Figure 9.1, Export Volume of Live Chicken in China, 2005-2012

Table 9.1, Export Volume and Market Share of China's Main Exporters of Live Chicken, 2012

Figure 9.2, Import and Export Volume of Fresh, Chilled and Frozen Poultry Meat and Edible Offal in China, 2007-2012

Figure 9.3, Structure of Import Areas of China's Fresh, Chilled and Frozen Poultry Meat and Edible Offal, 2012

Table 9.2, Import and Export Forms of Fresh, Chilled and Frozen Poultry Meat in China, 2012

Table 9.3, Main Import Enterprises of Fresh, Chilled and Frozen Poultry Meat and Edible Offal and Their Market Share in China, 2012

Figure 9.4, Structure of Export Areas of China's Fresh, Chilled and Frozen Poultry Meat and Edible Offal, 2012

Table 9.4, Main Export Enterprises of Fresh, Frozen Poultry Meat and Edible Offal and

Their Market Share in China, 2012

Table 9.5, Main Forms of China's Imported Chicken and Import Volume, 2011-2012

Figure 9.5, Origins of China's Imported Frozen Chicken Cuts with Bone and Their Market Share, 2012

Table 9.6, Main Export Forms of China's Chicken and Export Volume, 2011-2012

Figure 9.6, Destinations of China's Chicken Leg Meat Prepared or Preserved, 2012

Figure 9.7, Import Volume of Frozen Chicken Wing (excluding wing tip), Chicken Claw and Chicken Gizzard, 2009-2012

Figure 10.1, China's Retail Prices for Chicken in 2005-2013

Figure 10.2, China's annual average prices for corn, 2007-2012

Figure 10.3, China's annual average prices for soybean pulps, 2007-2012

Figure 10.4, China's per capita income as compared with the retail price of chickens (killed and feather stripped off), 2000-2012

Figure 10.5, A comparison between the retail prices of chicken and pork, 2005-2013

Figure 10.6, the price trend for China's baby broiler chickens, 2012

Figure 10.7, the retail price as compared with the volume of China's grandparent-generation white-feather broilers, 2002-2012

Figure 11.1, Broiler Slaughter Volume of New Hope Liuhe Group, 2007-2013

Figure 11.2, Distribution of Broiler Chicken Processing Enterprises of Liuhe Group, 2012

Table 11.1, New Hope Liuhe Group's Newly-Added Broiler Chicken Production Capacity and Distribution, 2012

Figure 11.3, Broiler Chicken Slaughter Volume of Sunner Group, 2007-2013

Table 11.2, Sunner Group's Newly-Added Production Capacity and Distribution, 2012

Figure 11.4, Broiler Chicken Slaughter Volume of Doyoo Group, 2007-2013

Figure 11.5, Domestic Sales Channels of Doyoo Group's Chicken Meat Product, 2012

Figure 11.6, Export of Doyoo Group's Chicken Meat Products, 2012

Table 11.3, Doyoo Group's Newly-Added Broiler Chicken Production Capacity and Its Distribution, 2012

Figure 11.7, Broiler Chicken Slaughter Volume of CP Group, 2007-2013

Table 11.4, CP Group's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 11.8, Broiler Chicken Slaughter Volume of Dachan Group, 2007-2013

Table 11.5, Dachan Group's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 11.9, Broiler Chicken Slaughter Volume of Huadu Group, 2007-2013

Table 11.6, Huadu Group's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 11.10, Broiler Chicken Slaughter Volume of Yurun Group, 2007-2013

Table 11.7, Yurun Group's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 11.11, Broiler Chicken Slaughter Volume of COFCO, 2007-2013

Table 11.8, COFCO's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 11.12, Broiler Chicken Slaughter Volume of Yatai Zhonghui Group, 2007-2013

Figure 11.13, Broiler Chicken Slaughter Volume of Tyson Foods Inc. in China, 2007-2013

Table 11.9, Tyson Foods' Newly-Added Production Capacity of Broiler Chicken and Its Distribution in China, 2012

Figure 12.1, Broiler Chicken Output of Wens Group, 2007-2013

Table 12.1, Wens Group's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 12.2, Broiler Chicken Output of Lihua Animal Husbandry Co., Ltd. 2007-2013

Table 12.2, Lihua Animal Husbandry's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 12.3. Broiler Chicken Output of Guangxi Shenhuang Group, 2007-2013

Table 12.3, Guangxi Shenhuang Group's Newly-Added Production Capacity of Broiler Chicken and Its Distribution, 2012

Figure 12.4, Broiler Chicken Output of Chunmao Group, 2007-2013

Figure 12.5, Broiler Chicken Output of Anhui Five-Star Poultry, 2007-2013

Table 13.1, an estimate of the loss of China's poultry industry caused by H7N9 epidemic in April 2013

Appendix

Appendix Table, List of China's Fresh, Chilled and Frozen Poultry Meat and Edible Offal Importer, 2012

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