
Broiler Breeding Equipment Demand and Competitive Landscape in China 2016



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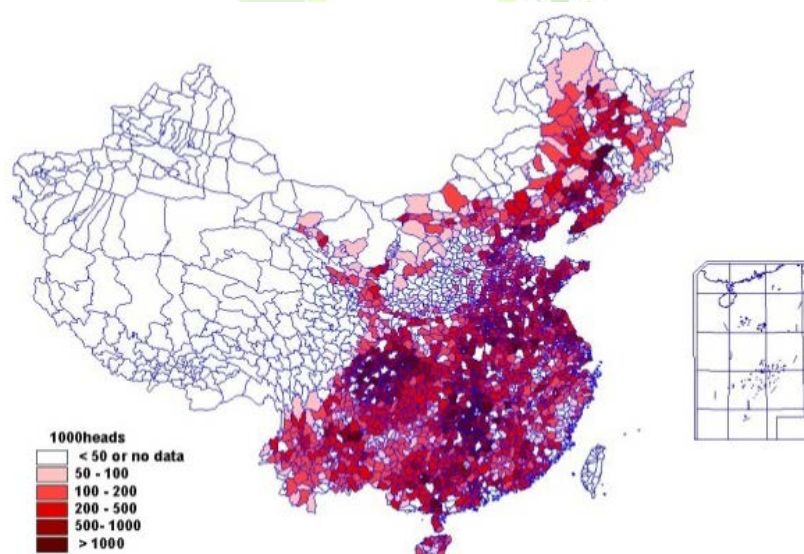
Mar. 2016

Background

1 Livestock and poultry breeding features large scale and distinct regionalization in China

China is world's largest pork and egg producing country and the second largest broiler producing country just after the US. In 2014, China's hog slaughter was 735 million head, pork output was 56.7 million tons; egg output was 25 million tons; broiler slaughter was near 9 billion birds; dairy cattle inventory was 14.99 million head, milk output was 37.25 million tons. Hog, broiler and layer breeding in China also shows obvious regional characteristics, see Figure 1-3.

Figure 1, Distribution of Hog Breeding by Counties in China



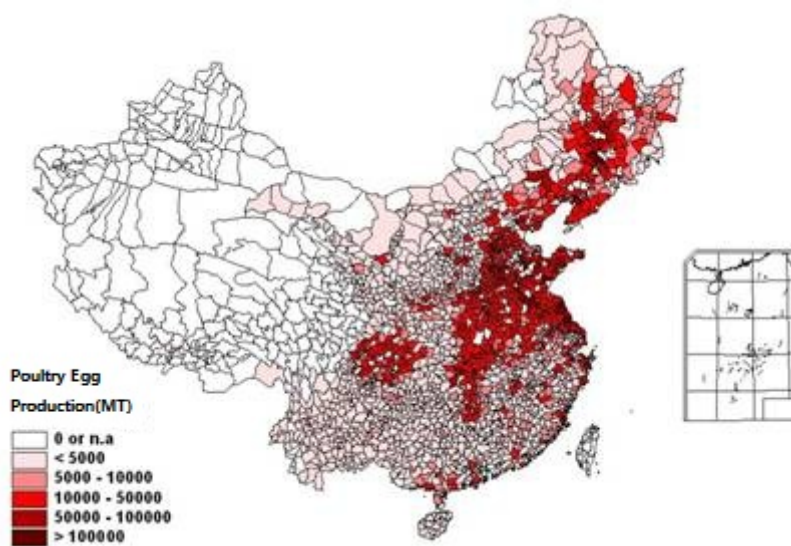


Figure 2, Poultry Egg Production Distribution by County in China

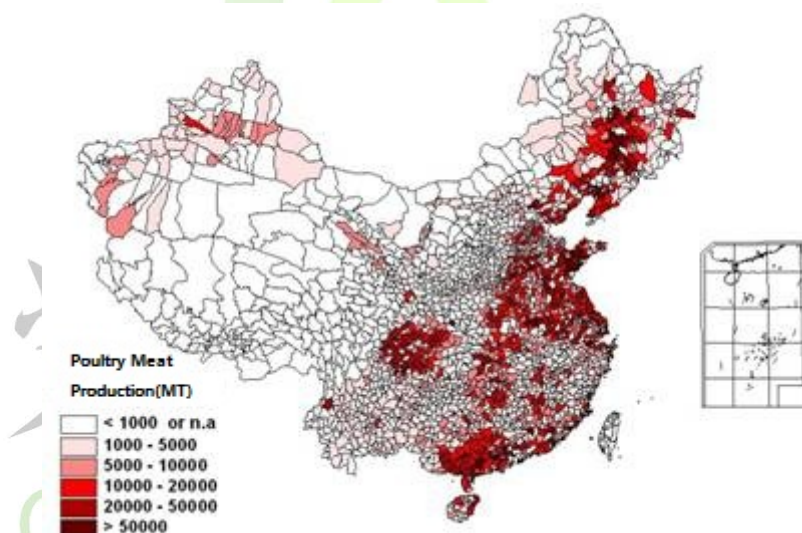


Figure 3, Poultry Meat Production Distribution by County in China

2 Scale degree and mechanization level of livestock and poultry breeding is increasing constantly

As the rising of rural labor cost, the scale degree of livestock and poultry breeding is increasing constantly. The slaughter of pig farms with annual slaughter of over 500 head accounted for about 46% of national hog slaughter in 2013, increasing by about 34% from ten years ago; it's predicted that this proportion would increased to more than 50% in 2015. The scale degree of broiler breeding is higher, in terms of slaughter, the proportion of farms with

annual slaughter of 10,000 birds was about 80%, while family farm with annual slaughter of 10,000-50,000 birds is the main body of broiler breeding, and its proportion was about 39.3% in 2014 and increased by 13.8% from ten years ago.

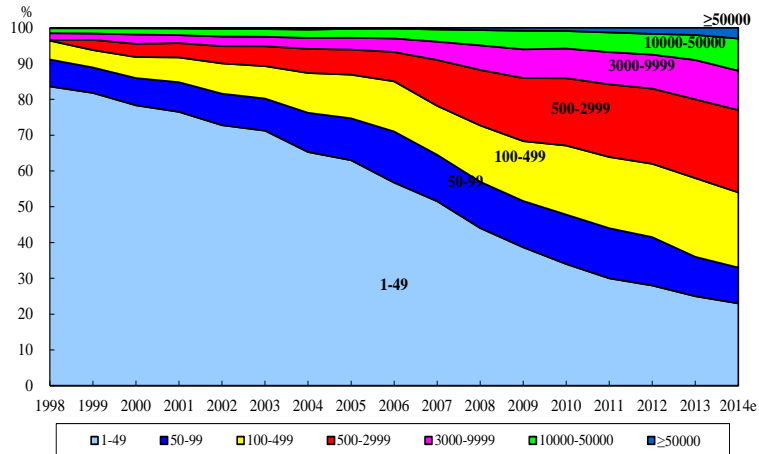


Figure 4, Structure Change of Scale Breeding of Hog in China, (1998-2014)

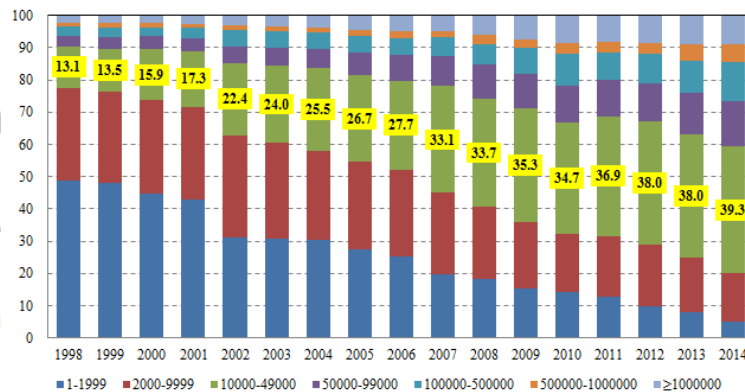


Figure 5, Structure Change of Scale Breeding of Broiler in China, (1998-2014)

In spite of various main parts, breeding ways and greater difference of breeding scales, the mechanization level of livestock and poultry farms of different types and scales is increasing continuously with the rising of rural labor cost in recent ten years.

3 The development of livestock and poultry breeding equipment industry can't meet domestic market demand

Domestic labor cost is increasing continuously, and the price of relevant equipment produced by domestic livestock and poultry breeding equipment manufacturers is low relatively, so the equipment is rapidly promoted and applied in market.

In order to raise market share, domestic livestock and poultry breeding equipment manufacturers and suppliers continuously increase their sales volume of equipment by cooperating with breeding enterprises directly or by inner merger and acquisitions in the industry. As for foreign equipment manufacturers, suppliers and retailers, some of them build joint venture, some build sole corporation and some set up sales organization to promote their equipment with high quality

Now, there are many livestock and poultry breeding equipment manufacturers in domestic, but home equipment still is in a period of imitation and has greater gap compared with imported equipment in production process, materials and other basic aspects, the core component and control system of animal husbandry equipment still depend on import. Foreign enterprises continuously increase promotion and marketing in domestic market, but for higher promotion and marketing cost, the production benefits of foreign enterprises are affected greatly.

Taking four major livestock and poultry breeds including **hog, broiler (yellow feather and white feather broiler), layer and dairy cattle** as objects, the report focuses on the analysis of following five aspects:

- 1) Development status, future development model and development potential of China's animal husbandry
- 2) Use characteristics of equipment for different livestock and poultry breeds and different breeding ways
- 3) Characteristics and current situation of market demand of animal husbandry equipment in China

- 4) Demand potential of animal husbandry equipment market in the future
- 5) Main animal husbandry equipment corporations and industrial competitive landscape.

This report is a reference for large animal husbandry equipment enterprises, large breeding enterprises and agricultural investment organizations to make important decision.



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