
Report on China's Broiler Chicken Industry in 2011



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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.

Though 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.

Table of Contents

1. External environment of China's broiler chicken industry
 - 1.1 World broiler chicken breeding and trade
 - 1.2 Broiler chicken industry in main trading nations
 - 1.3 China's broiler chicken breeding industry planning
 - 1.4 Broiler chicken breeding and slaughtering in China
 - 1.5 Broiler chicken feed industry in China
 - 1.6 Trade policy of China broiler chicken industry
 - 1.7 Consumption of livestock products in China
2. Research on chicken consumption in China
 - 2.1 Broiler chicken consumption
 - 2.1.1 Consumption
 - 2.1.2 Consumption channels
 - 2.1.3 Major sale areas
 - 2.1.4 Major products
 - 2.2 Drivers and constraints
 - 2.2.1 Per capita income
 - 2.2.2 Urbanization
 - 2.2.3 Demographic factor
 - 2.2.4 Quality safety
 - 2.2.5 Substitutes
 - 2.2.6 Other factors
3. Supply research on chicken in China
 - 3.1 Chicken supply
 - 3.1.1 Chicken supply
 - 3.1.2 Chicken farm
 - 3.1.3 Major producing areas
 - 3.1.4 Processing ability
 - 3.2 Major product
 - 3.2.1 Live chickens
 - 3.2.2 Whole chickens
 - 3.2.3 Split products
 - 3.2.4 Chicken products
 - 3.3 The state planning
 - 3.3.1 Broiler chicken breeding

- 3.3.2 Broiler chicken slaughtering
- 4. Supply /demand in different areas and products circulation
- 5. Chicken trade in China
 - 5.1 Import volume and original places
 - 5.2 Export volume and destinations
 - 5.3 Major trade products
 - 5.4 Changes of consumption habits
 - 5.5 Influence of trade on the industry
 - 5.6 Antidumping and other policies
- 6. Analysis on broiler chicken industrial chain
 - 6.1 Feed production link
 - 6.1.1 Policies and regulations
 - 6.1.2 Production ability
 - 6.1.3 Areal distribution
 - 6.1.4 Enterprises scale
 - 6.1.5 Cost profits
 - 6.1.6 Major risks
 - 6.1.7 Profit models
 - 6.1.8 Intensity
 - 6.1.9 Entrance barriers
 - 6.1.10 Development trend
 - 6.1.11 Typical enterprises
 - 6.2 Breeding link of grandparent breeders
 - 6.2.1 Policies and regulations
 - 6.2.2 Inventories
 - 6.2.3 Areal distribution
 - 6.2.4 Enterprises scale
 - 6.2.5 Cost profits
 - 6.2.6 Major risks
 - 6.2.7 Profit models
 - 6.2.8 Intensity
 - 6.2.9 Entrance barriers
 - 6.2.10 Development trend
 - 6.2.11 Typical enterprises
 - 6.3 Breeding link of parents breeders
 - 6.3.1 Policies and regulations
 - 6.3.2 Inventories

- 6.3.3 Areal distribution
- 6.3.4 Enterprises scale
- 6.3.5 Cost profits
- 6.3.6 Major risks
- 6.3.7 Profit models
- 6.3.8 Intensity
- 6.3.9 Entrance barriers
- 6.3.10 Development trend
- 6.3.11 Typical enterprises
- 6.4 Hatchery link
 - 6.4.1 Policies and regulations
 - 6.4.2 Hatchability
 - 6.4.3 Areal distribution
 - 6.4.4 Enterprises scale
 - 6.4.5 Cost profits
 - 6.4.6 Major risks
 - 6.4.7 Profit models
 - 6.4.8 Intensity
 - 6.4.9 Entrance barriers
 - 6.4.10 Development trend
 - 6.4.11 Typical enterprises
- 6.5 Broiler chicken breeding link
 - 6.5.1 Policies and regulations
 - 6.5.2 Slaughters
 - 6.5.3 Areal distribution
 - 6.5.4 Enterprises scale
 - 6.5.5 Cost profits
 - 6.5.6 Major risks
 - 6.5.7 Profit models
 - 6.5.8 Intensity
 - 6.5.9 Entrance barriers
 - 6.5.10 Development trend
 - 6.5.11 Typical enterprises
- 6.6 Slaughtering and processing links of broiler chicken
 - 6.6.1 Policies and regulations
 - 6.6.2 Slaughtering (splitting and processing) capability
 - 6.6.3 Areal distribution

- 6.6.4 Enterprises scale
- 6.6.5 Cost profits
- 6.6.6 Major risks
- 6.6.7 Profit models
- 6.6.8 Intensity
- 6.6.9 Entrance barriers
- 6.6.10 Development trend
- 6.6.11 Typical enterprises
- 6.7 Chicken circulation link
 - 6.7.1 Policies and regulations
 - 6.7.2 Circulation channels and costs
 - 6.7.3 Enterprises scale
 - 6.7.4 Cost profits
 - 6.7.5 Major risks
 - 6.7.6 Development trend
- 6.8 Broiler chicken industry constitution in China
 - 6.8.1 Constitution of the enterprises number
 - 6.8.2 Constitution of the enterprise scale
 - 6.8.3 Enterprise capacity constitution
 - 6.8.4 Cost constitution of each link
 - 6.8.5 Profit constitution of each link
 - 6.8.6 Policy comparison between each link
 - 6.8.7 Risk and income comparison between each link
 - 6.8.8 Market force comparison between each link
- 7. Analysis on key enterprises of broiler chicken industry in China
 - 7.1 Wens Group
 - 7.1.1 Layout of the industry chain
 - 7.1.2 Source of chicken
 - 7.1.3 Areal distribution
 - 7.1.4 Enterprise scale
 - 7.1.5 Cost profit
 - 7.1.6 Product structure
 - 7.1.7 Sales market
 - 7.1.8 Profit model
 - 7.2 LIUHE Group
 - 7.2.1 Layout of the industry chain
 - 7.2.2 Source of chicken

- 7.2.3 Areal distribution
- 7.2.4 Enterprise scale
- 7.2.5 Cost profit
- 7.2.6 Product structure
- 7.2.7 Sales market
- 7.2.8 Profit model
- 7.3 TYSON Group
 - 7.3.1 Layout of the industry chain
 - 7.3.2 Source of chicken
 - 7.3.3 Areal distribution
 - 7.3.4 Enterprise scale
 - 7.3.5 Cost profit
 - 7.3.6 Product structure
 - 7.3.7 Sales market
 - 7.3.8 Profit model
- 7.4 HEWEI Group
 - 7.4.1 Layout of the industry chain
 - 7.4.2 Source of chicken
 - 7.4.3 Areal distribution
 - 7.4.4 Enterprise scale
 - 7.4.5 Cost profit
 - 7.4.6 Product structure
 - 7.4.7 Sales market
 - 7.4.8 Profit model
- 7.5 YURUN Group
 - 7.5.1 Layout of the industry chain
 - 7.5.2 Source of chicken
 - 7.5.3 Areal distribution
 - 7.5.4 Enterprise scale
 - 7.5.5 Cost profit
 - 7.5.6 Product structure
 - 7.5.7 Sales market
 - 7.5.8 Profit model
- 7.6 DACHENG Group
 - 7.6.1 Layout of the industry chain
 - 7.6.2 Source of chicken
 - 7.6.3 Areal distribution

- 7.6.4 Enterprise scale
- 7.6.5 Cost profit
- 7.6.6 Product structure
- 7.6.7 Sales market
- 7.6.8 Profit model
- 7.7 DAYOO Group
 - 7.7.1 Layout of the industry chain
 - 7.7.2 Source of chicken
 - 7.7.3 Areal distribution
 - 7.7.4 Enterprise scale
 - 7.7.5 Cost profit
 - 7.7.6 Product structure
 - 7.7.7 Sales market
 - 7.7.8 Profit model
- 7.8 COFCO Group
 - 7.8.1 Layout of the industry chain
 - 7.8.2 Source of chicken
 - 7.8.3 Areal distribution
 - 7.8.4 Enterprise scale
 - 7.8.5 Cost profit
 - 7.8.6 Product structure
 - 7.8.7 Sales market
 - 7.8.8 Profit model
- 7.9 SHENGNONG Group
 - 7.9.1 Layout of the industry chain
 - 7.9.2 Source of chicken
 - 7.9.3 Areal distribution
 - 7.9.4 Enterprise scale
 - 7.9.5 Cost profit
 - 7.9.6 Product structure
 - 7.9.7 Sales market
 - 7.9.8 Profit model
- 7.10 Chia Tai Group
 - 7.10.1 Layout of the industry chain
 - 7.10.2 Source of chicken
 - 7.10.3 Areal distribution
 - 7.10.4 Enterprise scale

- 7.10.5 Cost profit
- 7.10.6 Product structure
- 7.10.7 Sales market
- 7.10.8 Profit model
- 7.11 HUADU Group
 - 7.11.1 Layout of the industry chain
 - 7.11.2 Source of chicken
 - 7.11.3 Areal distribution
 - 7.11.4 Enterprise scale
 - 7.11.5 Cost profit
 - 7.11.6 Product structure
 - 7.11.7 Sales market
 - 7.11.8 Profit model
- 7.12 YaTai ZhongHui Group
 - 7.12.1 Layout of the industry chain
 - 7.12.2 Source of chicken
 - 7.12.3 Areal distribution
 - 7.12.4 Enterprise scale
 - 7.12.5 Cost profit
 - 7.12.6 Product structure
 - 7.12.7 Sales market
 - 7.12.8 Profit model
- 7.13 Investment dynamics
- 7.14 Typical enterprises
- 8. The formation of China's chicken price and its influence on product chain
 - 8.1 Determinants
 - 8.1.1 Income level
 - 8.1.2 Consumption custom
 - 8.1.3 Processing capability
 - 8.1.4 Product varieties
 - 8.1.5 Substitutes
 - 8.1.6 Imports
 - 8.2 The influences of given chicken prices on prices in other links
 - 8.2.1 Circulation link
 - 8.2.2 Slaughtering link
 - 8.2.3 Breeding link
 - 8.2.4 Breeder link

9. Price variation's influence on broiler chicken industry in China
 - 9.1 Feed price variation
 - 9.1.1 Influence on cost profit of breeding broiler chicken
 - 9.1.2 Influences on each link's cost profit
 - 9.1.3 Influence on the profit of integrated enterprises
 - 9.2 Price variation of live chicken
 - 9.2.1 Influence on the profit of breeding broiler chicken
 - 9.2.2 Influences on each link's profit
 - 9.2.3 Influence on the profit of integrated enterprises
 - 9.3 Chicken price variation
 - 9.3.1 Influence on the profit of breeding broiler chicken
 - 9.3.2 Influences on each link's profit
 - 9.3.3 Influence on the profit of integrated enterprises
10. Comparisons of broiler chicken industry among China and other countries
 - 10.1 Production cost
 - 10.1.1 China
 - 10.1.2 U.S.
 - 10.1.3 Brazil
 - 10.2 Export cost
 - 10.2.1 China
 - 10.2.2 U.S.
 - 10.2.3 Brazil
 - 10.3 Industry concentration
 - 10.3.1 China
 - 10.3.2 U.S.
 - 10.3.3 Brazil
 - 10.4 Enterprise scale
 - 10.4.1 China
 - 10.4.2 U.S.
 - 10.4.3 Brazil
11. Development prospect of China's broiler chicken industry in next five years
 - 11.1 Industrial policy change
 - 11.2 Consumption of broiler chicken products
 - 11.3 Layout of broiler chicken enterprises
 - 11.4 Circulation of chicken product
 - 11.5 Layout of slaughtering and processing enterprises
 - 11.6 Layout of large scale enterprises