

## **INFORMA ECONOMICS STUDIES BRAZILIAN POULTRY SECTOR**

The Brazilian meat sector is classified as one of the most dynamic in the world, with Brazil being the world's second largest meat producer and number one in international trade. While Brazil's beef reputation is well known, poultry exports now lead in terms of meat protein exports from Brazil. The country's competitive edge lies in the relatively low production costs of important raw materials (corn and soybean meal) and a well-developed, integrated farming system. Furthermore, the population consumes some 70 percent of poultry meats—a critical factor when considering the development of a domestic industry. Nurturing this meat demand in Brazil is the fact that the country's disposable income level has been increasing and, thus, the country has shown signs of significant meat protein demand growth. This has shielded domestic producers from some of the impact of the global recession.

At the industry level, major changes have taken place in the last 12 to 18 months. First, a major consolidation process of meat production and marketing has taken place. Five years ago, the meat industry was divided into beef and poultry/pork processors. This situation has drastically changed and traditional poultry and pork operations are now avidly processing and marketing beef products. Similarly, some of the international beef players have diversified their operations to include pork and poultry meats. The implications of these trends include greater industry concentration and a lesser number of meat traders for the export markets.

Identifying these changes and providing a solid database of knowledge of Brazilian production, consumption and exports is the basis of this multi-client study, entitled "*The Brazilian Poultry Sector.*" The study affords a concise picture of the Brazilian poultry segment—from farm level to meat product exports—aiding in strategic decision making based on the attractiveness of the marketplace.

This extensive report, which is ready for immediate distribution, was conducted by AgraFNP, a leading provider of agricultural and agribusiness information on the Brazilian market and a subsidiary of the Informa Economics group. To discuss the study and its benefits for your organization, contact Informa Economics President Tom Scott at (901)766-4586 (e-mail [tom.scott@informaecon.com](mailto:tom.scott@informaecon.com)). A complete prospectus also is available at Informa's Web site at [www.informaecon.com](http://www.informaecon.com).

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