



# Market Analysis Report

## B.C. Chicken

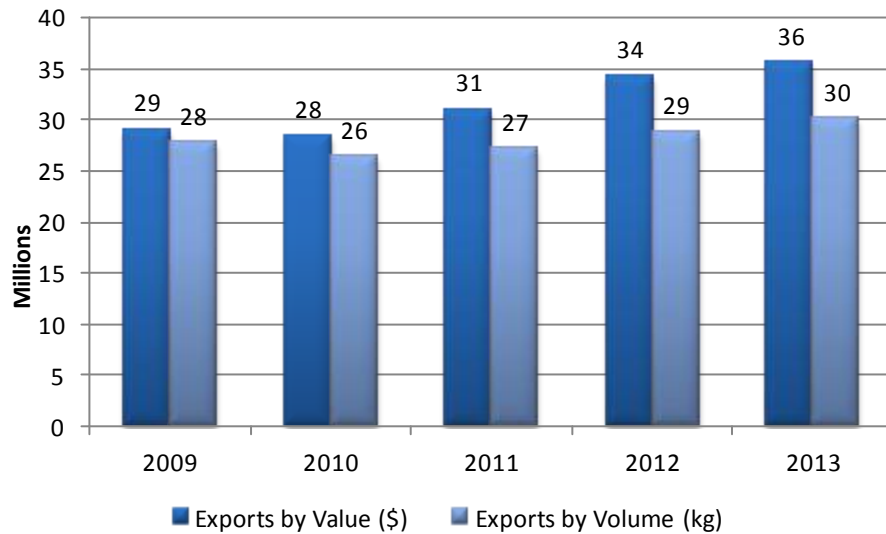
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Prepared by: Corporate Statistics and Research Unit  
B.C. Ministry of Agriculture

Source: Global Trade Atlas (February 2014) and CATSNET (February 2014)

## B.C. Exports – Chicken

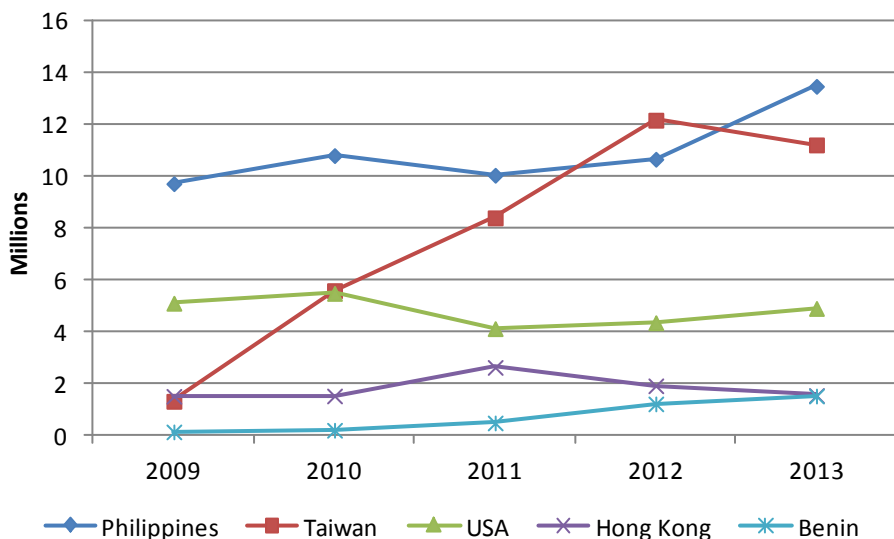
B.C. exported \$36 million in chicken products in 2013. This is a four per cent increase over 2012 (\$34 million) and a 22 per cent increase over the past five years (\$29 million in 2009).



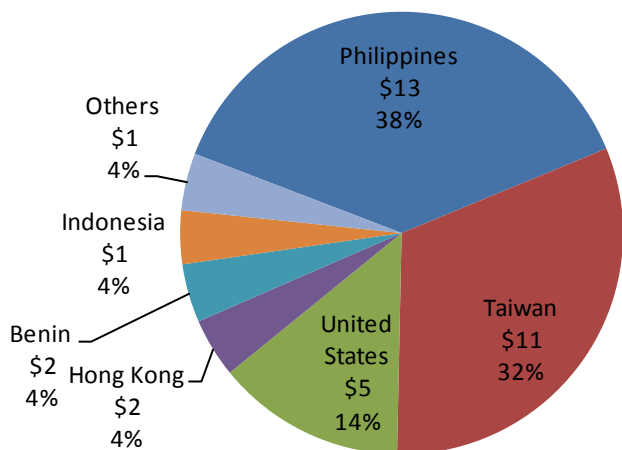
The majority of chicken products exported from B.C. in 2013 were frozen (\$28 million), followed by cured, flours and meals, frozen whole chickens, and fresh or chilled chicken products (all with \$2 million).

	2009	2010	2011	2012	2013
<b>Frozen chicken products</b>	\$23,345,907	\$21,002,050	\$23,961,374	\$26,824,116	<b>\$27,937,307</b>
<b>Cured, flours and meals</b>	\$616,500	\$291,265	\$858,772	\$1,024,832	<b>\$1,992,576</b>
<b>Frozen whole chickens</b>	\$2,912,332	\$4,454,793	\$2,096,513	\$1,885,519	<b>\$1,948,493</b>
<b>Fresh or chilled chicken products</b>	\$1,181,309	\$1,672,060	\$3,074,895	\$2,671,393	<b>\$1,927,388</b>
<b>Whole fresh or chilled chickens</b>	\$755,355	\$670,942	\$470,871	\$926,638	<b>\$1,192,335</b>
<b>Frozen chicken livers</b>	\$91,568	\$163,944	\$333,039	\$893,154	<b>\$541,188</b>
<b>Chicken products, not elsewhere specified</b>	\$206,752	\$161,752	\$234,840	\$64,485	<b>\$36,274</b>
<b>TOTAL</b>	\$29,109,723	\$28,416,806	\$31,030,304	\$34,290,137	<b>\$35,575,561</b>

The top five export markets for B.C. chicken in 2013 were the Philippines, Taiwan, the USA, Hong Kong and Benin. Taiwan has seen the greatest increase in the past five years, increasing from \$1 million (2009) to \$11 million (2013).

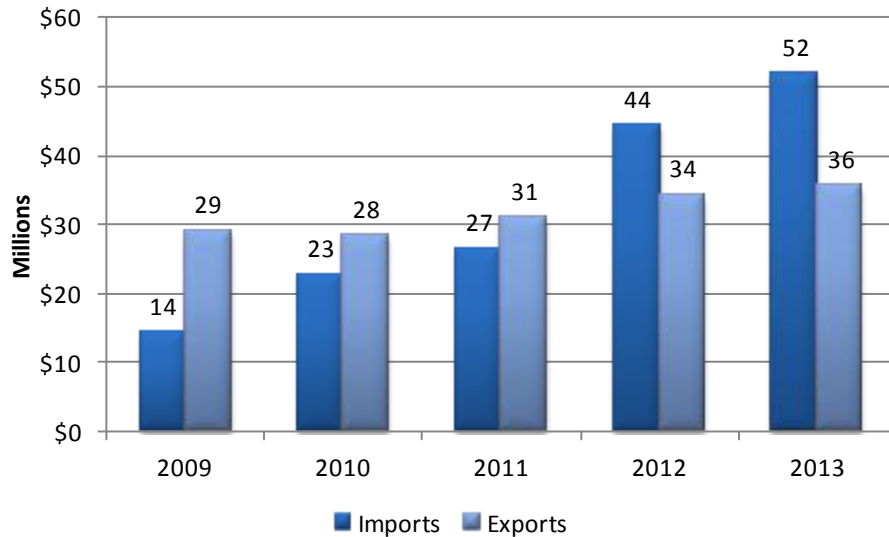


The chart below displays the top export markets for B.C. chicken in 2013. The Philippines held 38 per cent of the market (\$14 million), followed by Taiwan (\$11 million) and the USA (\$5 million).



## B.C. Imports – Chicken

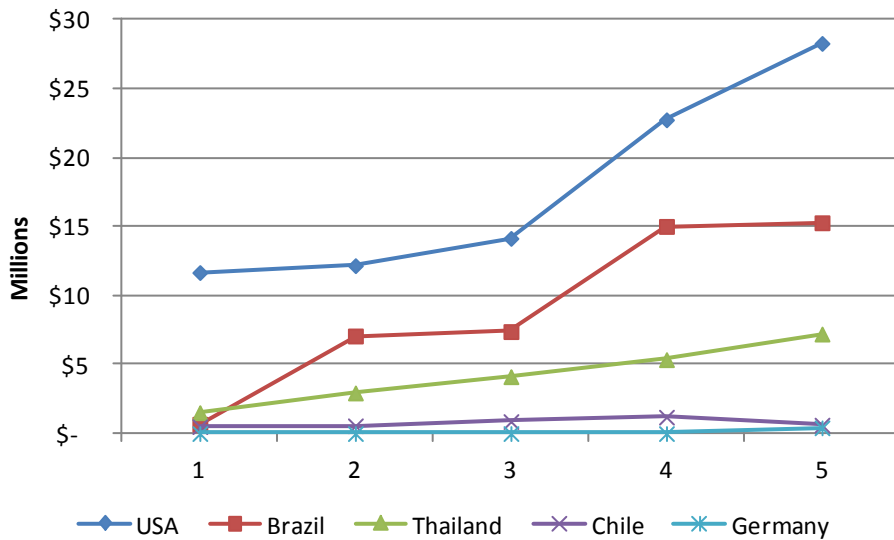
B.C. imported almost \$52 million in chicken products in 2013. The majority of this was prepared or preserved chicken products (\$30 million), frozen chicken products (\$16 million) and fresh or chilled chicken products (\$6 million). The chart below highlights the trends of imports and exports over the past five years. Whereas exports have remained somewhat stagnant between 2009 and 2013 (\$29 million to \$36 million), imports have increased dramatically (\$14 million to \$52 million).



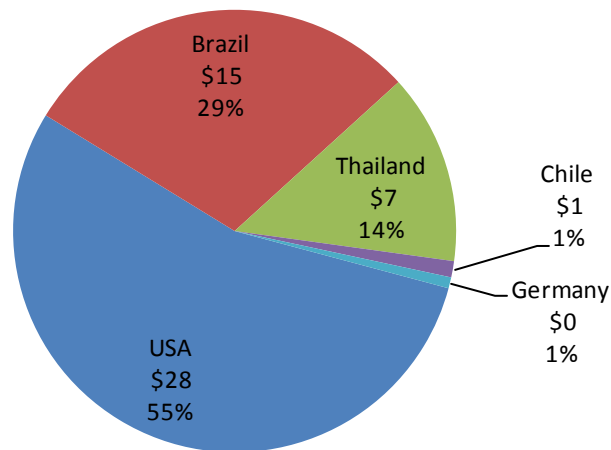
The majority of chicken products imported to B.C. in 2013 were prepared or preserved (\$30 million), followed by frozen (\$16 million) and fresh or chilled (6 million).

	2009	2010	2011	2012	2013
<b>Prepared or preserved chicken products</b>	\$10,444,787	\$12,235,159	\$13,620,819	\$20,848,705	<b>\$29,705,314</b>
<b>Frozen chicken products</b>	\$2,002,515	\$8,779,434	\$8,951,075	\$14,854,986	<b>\$16,120,784</b>
<b>Fresh or chilled chicken products</b>	\$1,913,818	\$1,729,125	\$3,944,226	\$8,574,088	<b>\$5,768,949</b>
<b>Fresh or chilled chicken products, not cut</b>	\$ -	\$25	\$9,580	\$1	<b>\$177,209</b>
<b>Frozen chicken products, not cut</b>	\$3,512	\$9,366	\$11,133	\$32,707	<b>\$38,397</b>
<b>TOTAL</b>	<b>\$14,364,632</b>	<b>\$22,753,109</b>	<b>\$26,536,833</b>	<b>\$44,310,487</b>	<b>\$51,810,653</b>

The top five import markets for B.C. chicken in 2013 were the USA, Brazil, Thailand, Chile and Germany.



The chart below displays the top import markets for B.C. chicken in 2013. The USA held 55 per cent of the market, with \$28 million in B.C. chicken products being imported from this market. This was followed by Brazil with over \$15 million and Thailand with \$7 million.



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