



## **Industry News - AM**

### **Poultry consumption to rebound in the face of red meat competition**

**By Michael Fielding on 2/14/2012**

By 2021, total per capita poultry consumption in the United States will hit 105.8 pounds, rising nearly to the per capita red meat consumption of 107.1 pounds in that same year.

In its latest report, "USDA Agricultural Projections to 2021," the agency is projecting the U.S. per capita consumption of poultry will rebound for the rest of the decade after a slump in production in 2012.

Consumption of broilers is expected to lag in 2012, dipping to 80.3 pounds per capita from 83.1 pounds per capita in 2011. But it's all uphill from there, as consumption rebounds to 80.6 pounds in 2013 and continues to jump to 87.2 pounds through the end of the decade. Turkey consumption is expected to follow a similar trend, rising to 17.3 pounds in 2021 from 16.4 pounds in 2012.

Both higher bird numbers and higher average weights are expected to contribute to poultry production growth.

Prices, meanwhile, are expected to follow a similar pattern.

The report lists farm broiler prices at 48.7 cents per pound in 2012. Those prices – although never dropping – are expected to climb to 51 cents per pound in 2013 up to 61.1 cents in 2021.

Similarly, the 12-city market price is projected to hit 103.6 cents per pound in 2021, up from 82.3 cents in 2012.