



AFRICAN UNION
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FOR ANIMAL RESOURCES



**Dynamics and prospects of the
West Africa Poultry value chain
in the regional, continental & global context**



Writeshop for a harmonized poultry regional strategy

**28–30 March, 2023
Abidjan, Côte d'Ivoire**

**Ariong Abbey
Lead Regional Facilitator**

Scene setting outline:



Focus:
Poultry meat

- ❖ **Value & Value chains**
- ❖ **Poultry meat production: Global, Africa & West Africa**
- ❖ **Consumption and the global retail market**
- ❖ **Poultry meat trade**
- ❖ **Value chain relationships**
- ❖ **Poultry in ECOWAS**

Who determines the value of a product ?

Does the cost of production plus profit really mean the “value” of that product?
Does “value addition” really mean “value” of the product?



No buyers
Value-less



There are buyers
Value-able

Value is ultimately determined by the end market.

The End Market as a starting point

**Value chain
commercialization &
transformation...**

1. **Catalytic strategies must be directly and clearly linked to end market opportunities**
2. **Identify and quantify end market opportunities**
3. **End markets are not homogeneous – price, product, quality etc segments.**
4. **Critical Success Factors (CSF's) vary widely.**
5. **Market entry through a collective effort using a Unique Selling Proposition (USP) based on comparative advantages.**

The Value Chain



- Entails 3 key elements – Who, What & Why (Micro level)
- Relies on support services (Messo level)
- Operates in an enabling environment canvas (Macro level)

1

Who?

An Alliance of

Collaborating and
Connected Actors

2

What?

Involved in

Processes and
Linkages

3

Why?

Required to

Bring a product
from production to
consumers

The Value Chain

The Regional Value Chain

Separate but
inter-linked and
Coordinated
chain activities
across
geographies



Primary components

1. Coordination & Linkages
2. Policies & Protocols
3. Technologies
4. Exports & Imports
5. Skills development

It targets several market segments simultaneously to reduce dependency risks

How can the Poultry development Plans/Priorities be synchronized



Value chain Vs Supply chain

Basic difference is the fundamental shift in focus



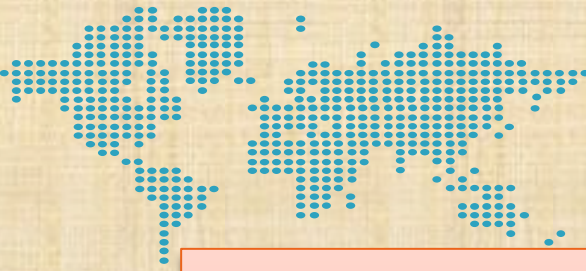
FROM : Supply base and producers - Supply push
TO: End Market base and consumers - Product pull



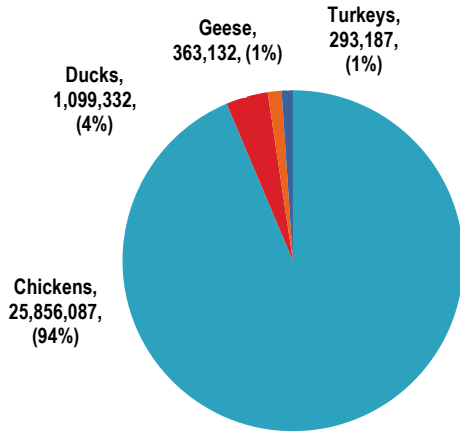
Supply push



Global Poultry in figures

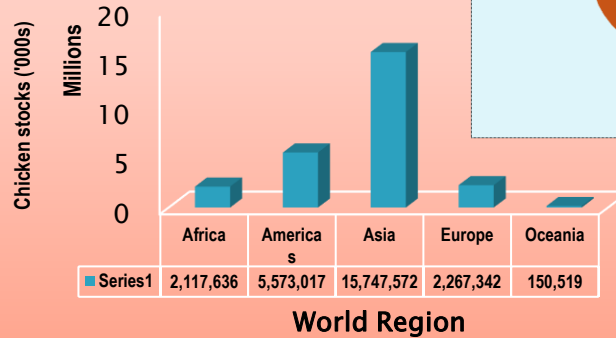


World Poultry stocks by type ('000s)



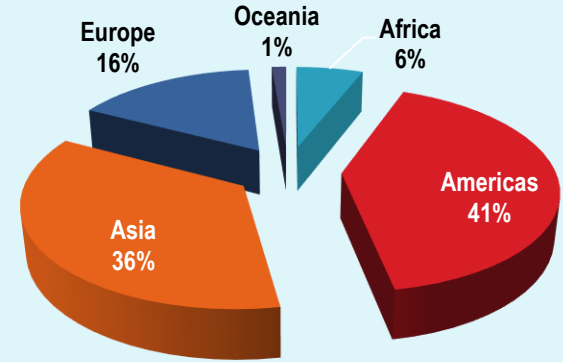
World total 27.6 billion heads
Africa Total 2,2 billion heads
West Africa total 0.7 billion heads
(FAOSTAT 2021)

Number of chickens in the world ('000s)



Asia is highest – 61% of World total
Africa - 8% of World total
West Africa – 3% of World total
(FAOSTAT 2021)

World Chicken meat production, 2021(tons)



World total 121.6 billion tons
Africa Total 7.3 billion tons
West Africa total 0.9 billion tons
(FAOSTAT 2021)

China, US, Brazil South Africa & Mexico have the largest share of production growth

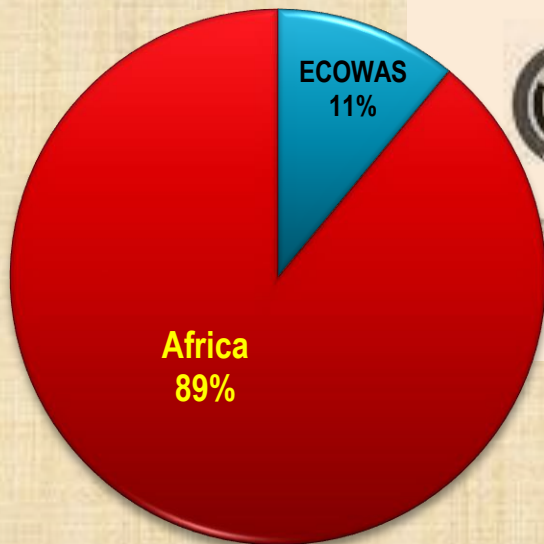


- Significant investments
- Bumper corn harvest
- Low feed costs
- Food service sales

Growth drivers

Poultry meat production in Africa & ECOWAS

Africa Vs ECOWAS



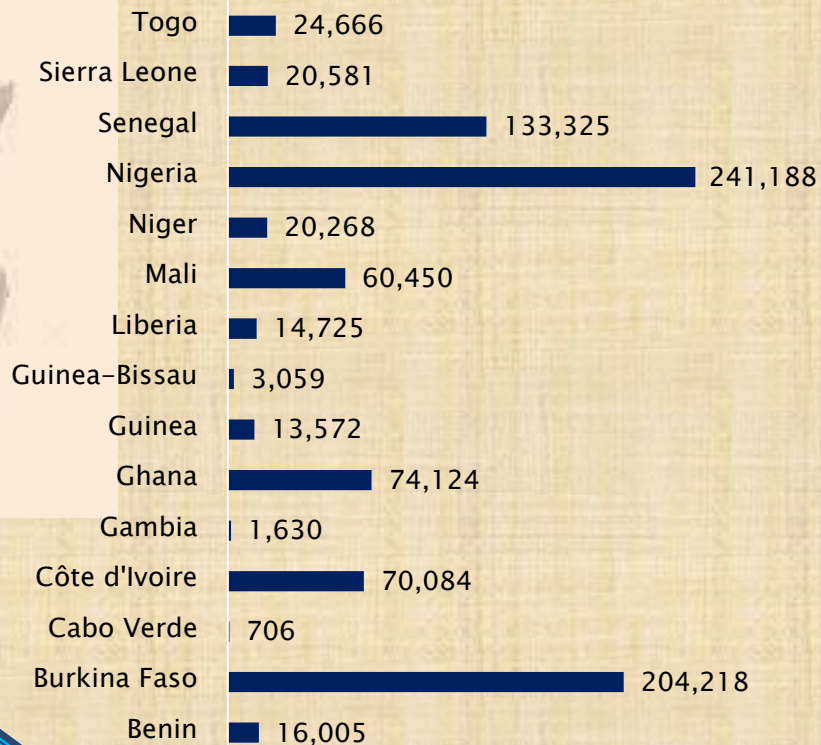
11%

Produced in ECOWAS

Africa Total 7.3 billion tons



Poultry meat production in ECOWAS Countries



ECOWAS total 0.9 billion tons

World & ECOWAS: Poultry meat consumption break down 2018



World Average
15.79 kg/capita/year

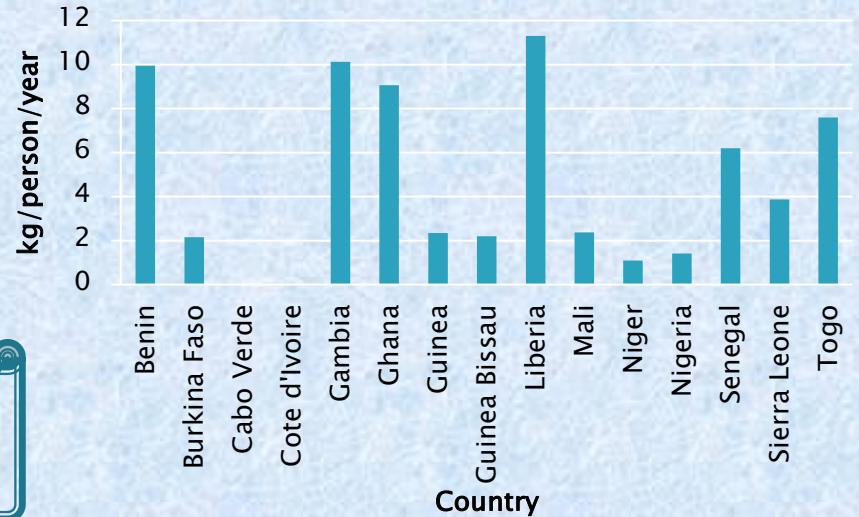
ECOWAS Average
5.4 kg/capita/year

Based on a comparison of 161 countries in 2020;

□ Israel was highest with 68.9 kg followed by Trinidad and Tobago and USA.

□ Chad was lowest with 0.480 kg, Burundi with 0.560 kg and Ethiopia with 0.590 kg.

Per capita consumption of poultry meat in ECOWAS
(kg/year), 2018



Source: Helgilibrary, 2020

Global Poultry meat market



310.7 Billion USD

World Poultry sector
market value 2019



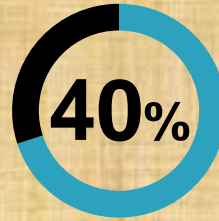
25.7 billion USD

World Poultry meat
export value, 2019



422.97 billion USD

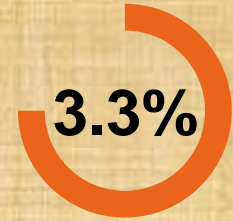
Projected Market in
2025



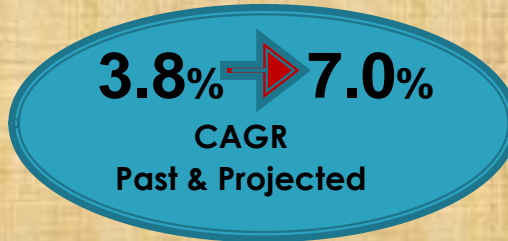
Largest world poultry
meat Markets - China
20m, US 19m & Brazil
12m tonnes



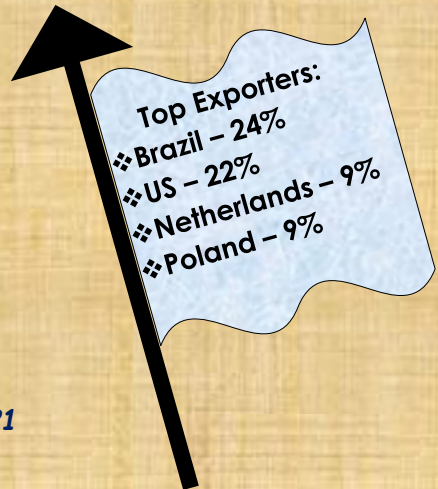
Tons global traded
internationally/year



Trade growth (2009-
2019)



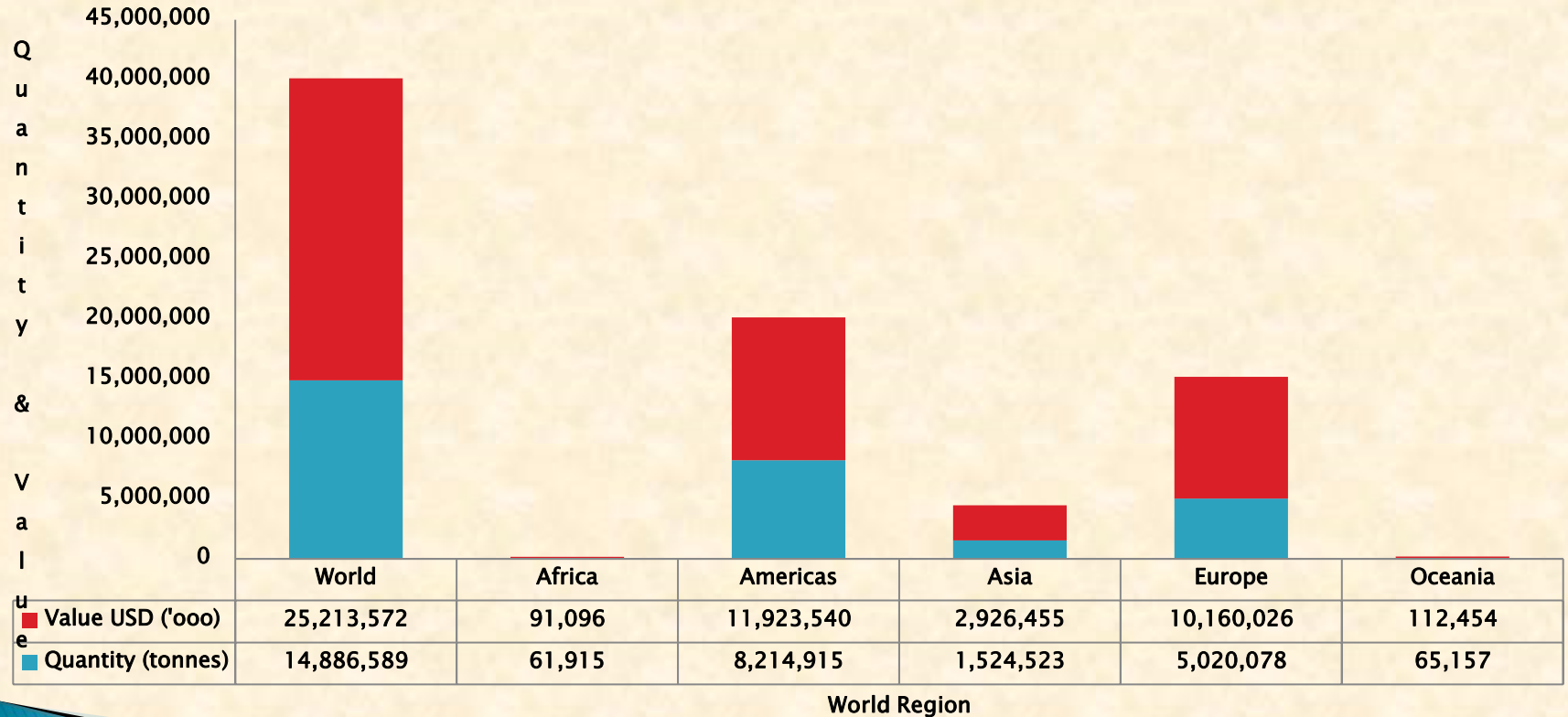
3.8% → 7.0%
CAGR
Past & Projected



Top Exporters:
❖ Brazil – 24%
❖ US – 22%
❖ Netherlands – 9%
❖ Poland – 9%

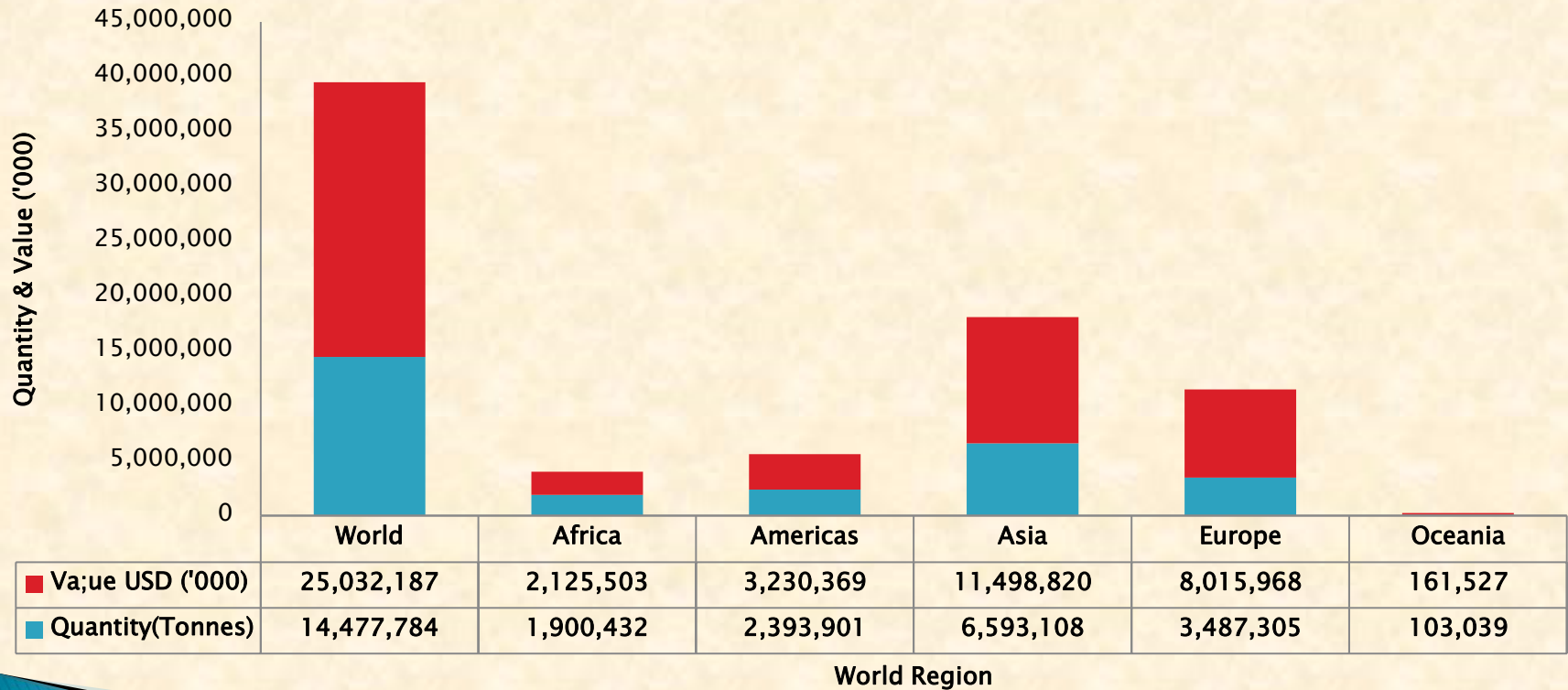
Sources: IndexBox & FAOSTAT 2021

Exports of Chicken meat by World Region ('000s) (2021)

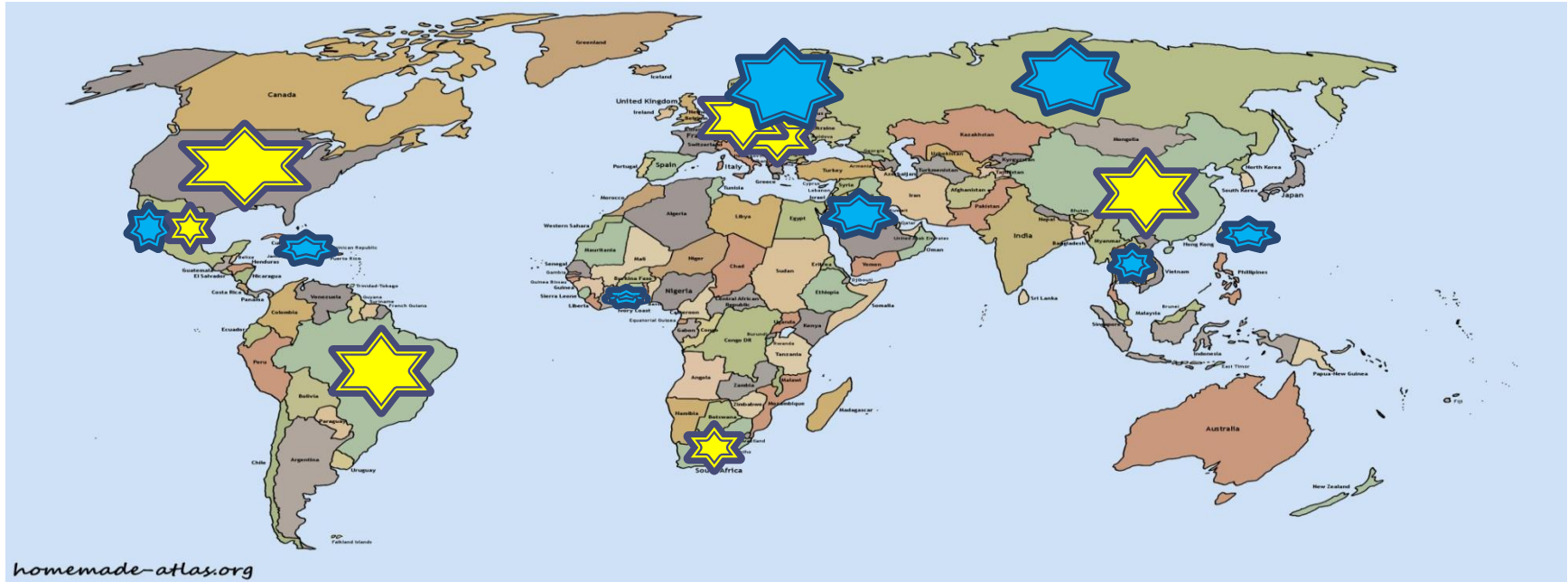


Source: OECD/FAO (2021)

Imports of Chicken meat by world region ('000s)(2021)



Production, export & import leaders



Value of Exports US\$ 25.7 bn
Africa exports i% % of Global
(notable is South Africa \$ 72.1m)

Leading Producer & Export areas

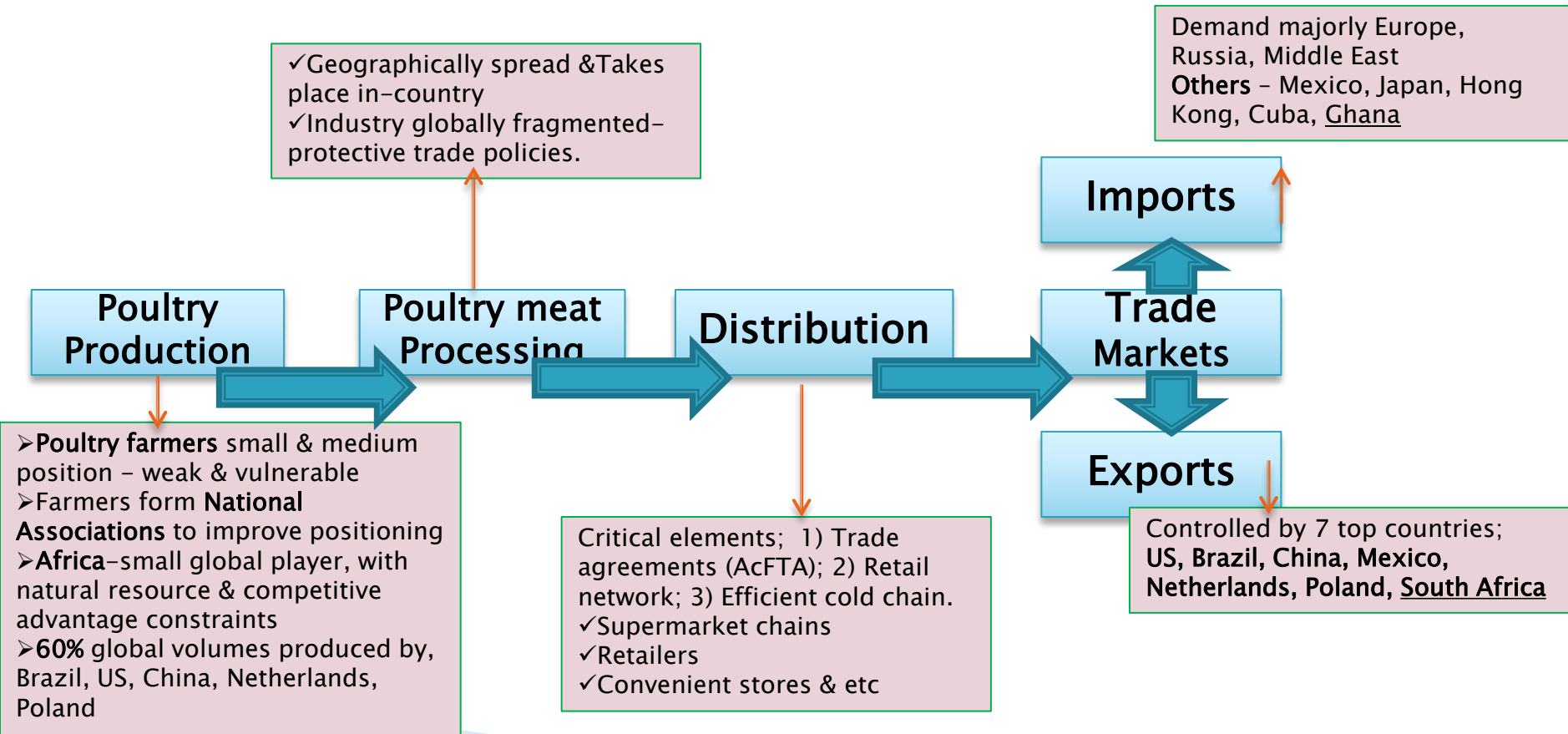


Leading import areas



Value of Imports US\$ 25.1 bn
Africa imports 11.9 % of Global
(notable is Ghana)

Global poultry value chain relationships



Africa: 7 Poultry leading firms – by # of broilers slaughtered (2021)



Morocco
30 million



Nigeria
20 million



South Africa
228.2 million



Egypt
58 million



Egypt
90 million



South Africa
260 million



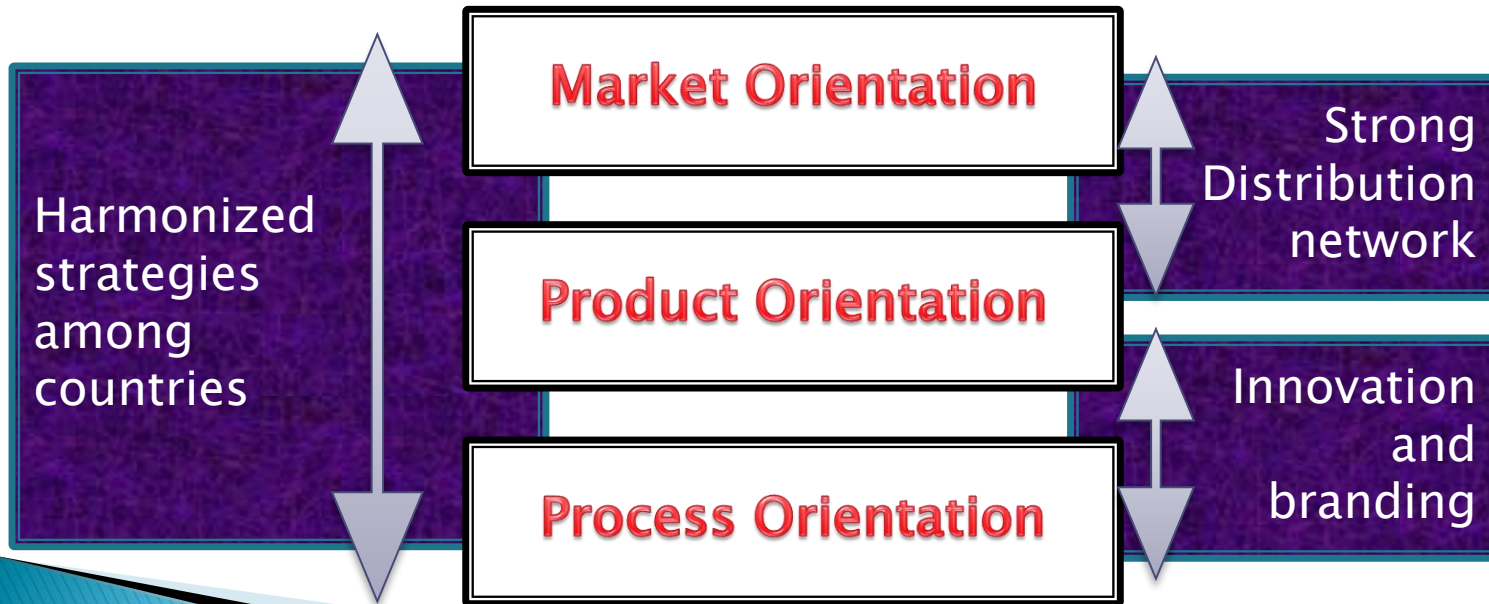
South Africa
74 million

Source: Fairplay, 2021

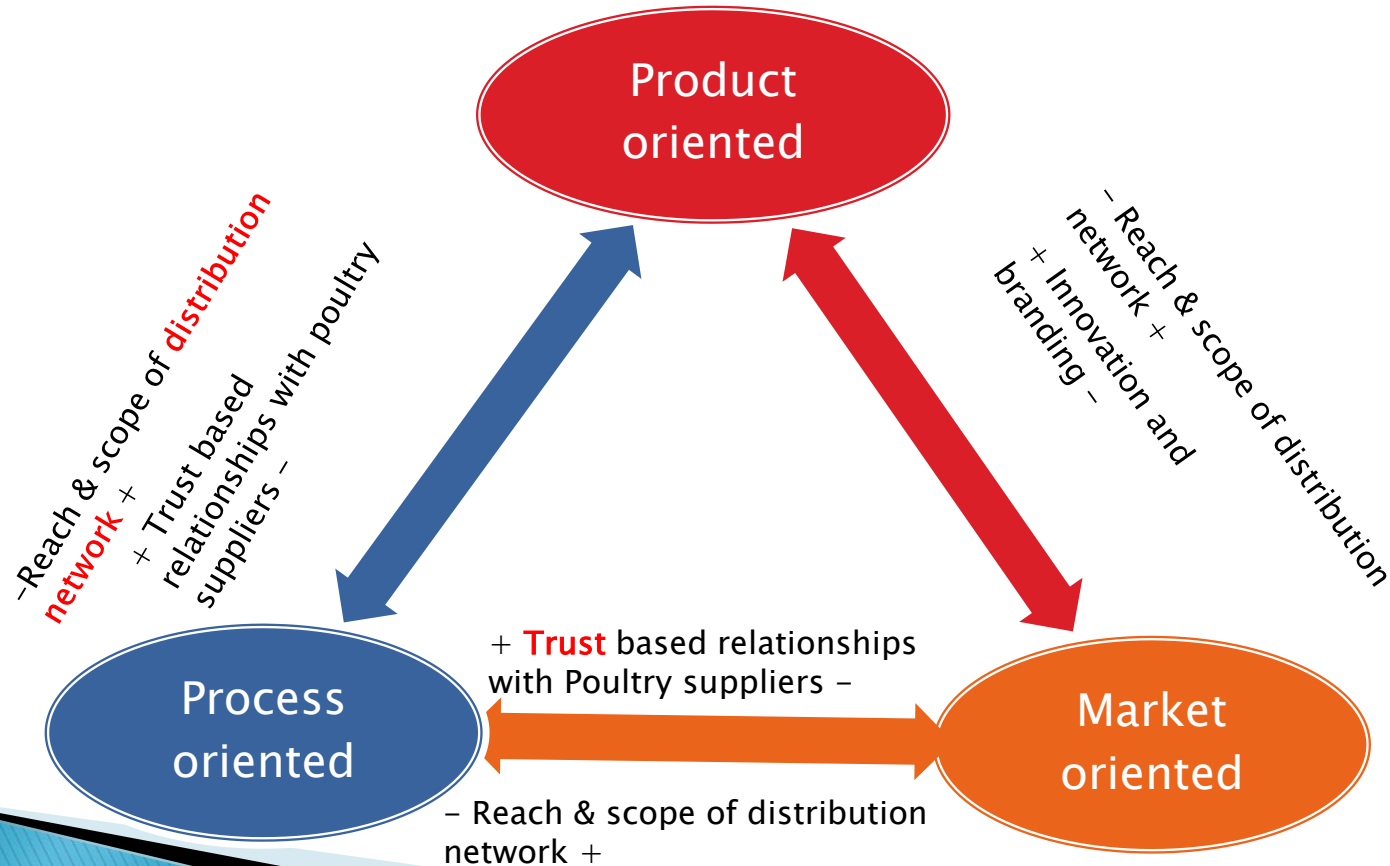
Business Orientation

Reconfiguring regional trade relationships and strengthening Value Chain partnerships.

- Process, market and product orientation capabilities in processing to build strong relationships



Business- Orientation & Value Chain Capabilities



Poultry industry in ECOWAS – in figures



688.6 Million Chickens



413.9 Million consumers



**11% of the Continents
Poultry meat production**



**680 Million tons production
of poultry meat/year**



**1, 400 Million tons of
chicken meat
consumed/year**



3-6% Annual growth rate



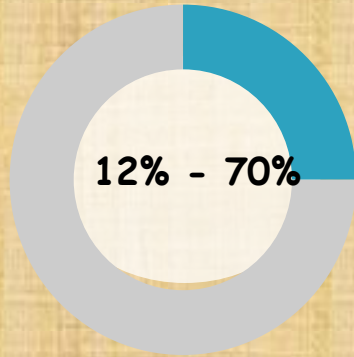
**5.4 Average per capita
consumption**



**1,750 FCFA production costs
per kg of live chicken**

Opportunities

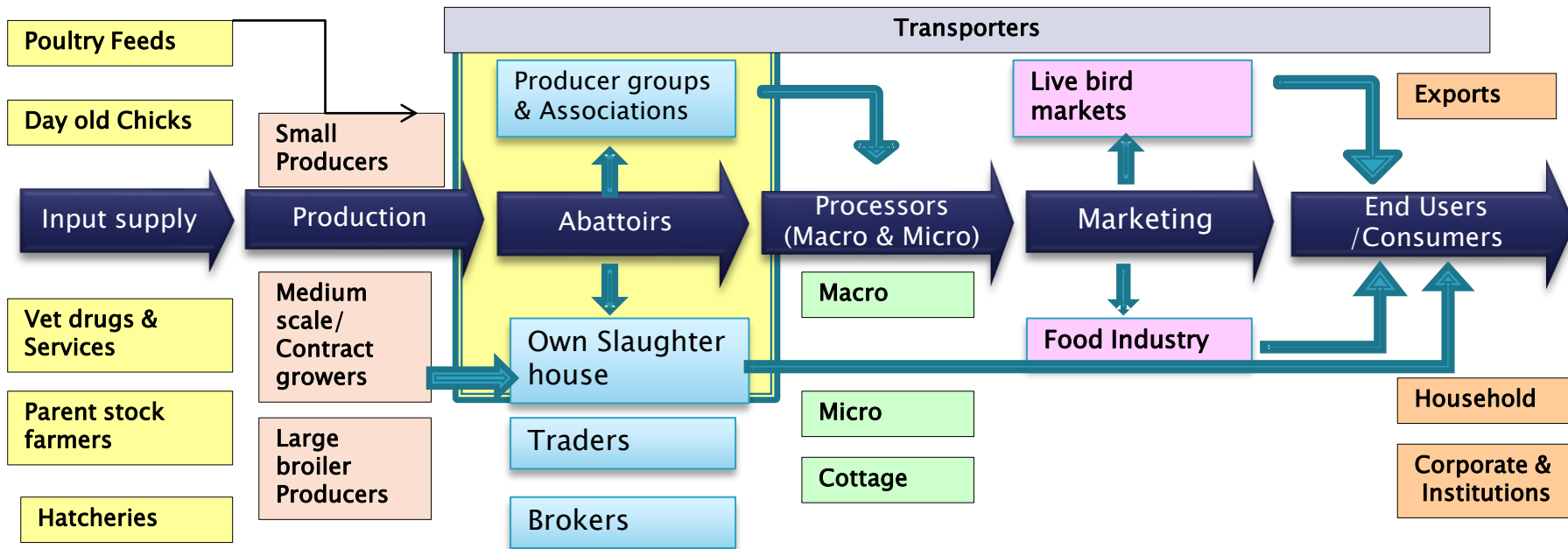
Competitive market prices above world levels



CIV, GN, MI, NI

- High regional market demand for poultry products
- Increasing market demand (Population Growth, Urbanization, change in nutrition pattern, growth in income..)
- Attractiveness of the poultry industry-Profitability
- Existing regional support programmes and initiatives
- Huge opportunity for regional trade.
- Competitive opportunities for small holder participation
- Flexible private sector investment

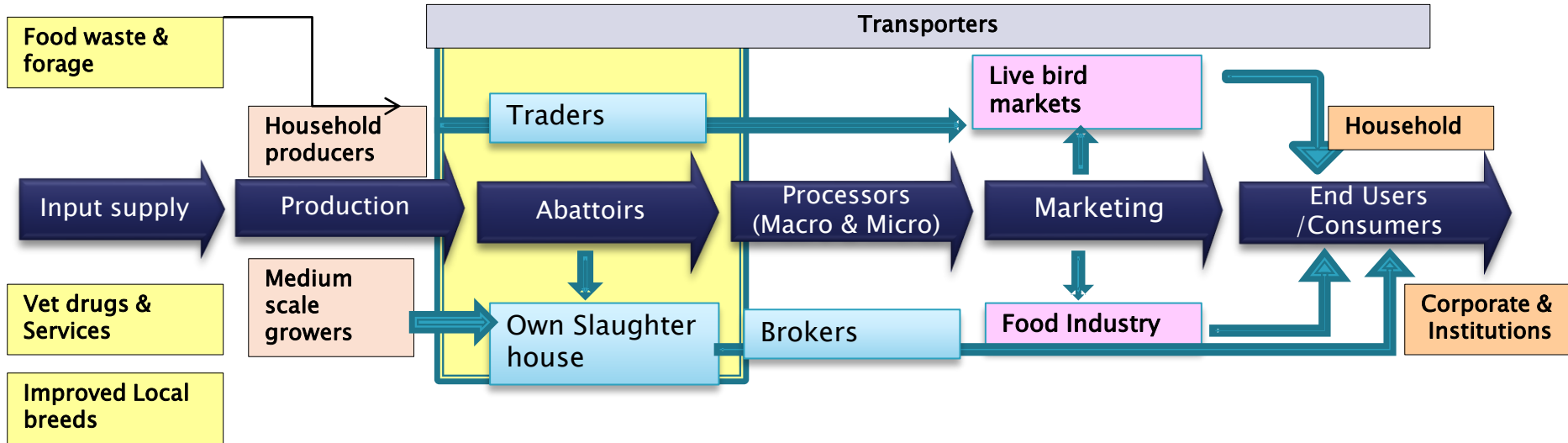
The Generic poultry value chain in ECOWAS



Enabling environment, support and financial services

Cross Cutting - Women & Youth participation

Indigenous poultry value chain in ECOWAS (Short value chain)



Enabling environment, support and financial services

Cross Cutting – Women & Youth participation

Recent trends



**Increasing
liberalization of
markets**



**Global poultry meat
supply surge**



**Increased poultry
meat price volatility**



**Target to create a US\$ 2.5 trillion
market by removing trade barriers**



**The poultry meat industry has
bounced back from effects of
Covid-19**



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**Enjoy
Thank you!**

