

VICTORIAN POULTRY INDUSTRY FAST FACTS

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AGRICULTURE VICTORIA

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234 
Poultry farm businesses
(2019–20) **0.5%**

1,900 
Jobs in poultry industry
(2020–21) **60%**

\$756M 
Value of poultry production
(2019–20) **5.2%**

\$31M 
Poultry exports
(2019–20) **20%**

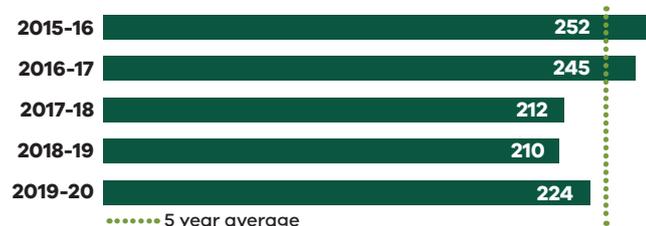
Flock facts and figures

- Victoria had 123 poultry meat farm businesses in 2019–20, accounting for 29 per cent of Australia's 423 poultry meat farm businesses. Victoria accounts for 21 per cent (111) of Australia's 528 poultry egg farm businesses.
- Victoria has 22 million head of poultry meat flock representing 21 per cent of the national poultry meat flock, and 3 million head of poultry egg flock accounting for 19 per cent of the national poultry egg flock.

How much is produced?

- Victoria processed 130 million head of poultry in 2019–20, producing 224,000 tonnes carcass weight of chicken meat.
- Victoria's chicken meat production represents 18 per cent of Australia's production (1.25 million tonnes), making Victoria the third largest chicken meat producer, behind NSW (36%) and Queensland (19%).
- Victoria's chicken meat production decreased by 11 per cent (28,000 tonnes) between 2015–16 and 2019–20.

Victoria's poultry production (kilotonnes)



What is the value of farm-gate production?

- In 2019–20, the gross value of chicken meat in Victoria was \$581 million, and gross value of egg production was \$175 million.
- The gross value of chicken meat and egg is equivalent to 4 and 1 per cent of Victoria's gross value of agricultural production (\$17.8 billion), respectively.
- Victoria's value of production accounted for a fifth of Australia's total gross value of chicken meat produced estimated at \$2.8 billion, and a fifth of the national gross value of egg production of \$881 million.
- By value, Victoria is Australia's second largest chicken meat producer behind NSW which accounts for 30 per cent of national production. Victoria is Australia's third largest egg producer (accounts for 20%) after Queensland (30%) and NSW (29%).
- The gross value of poultry meat processing in Victoria is approximately \$1.9 billion.

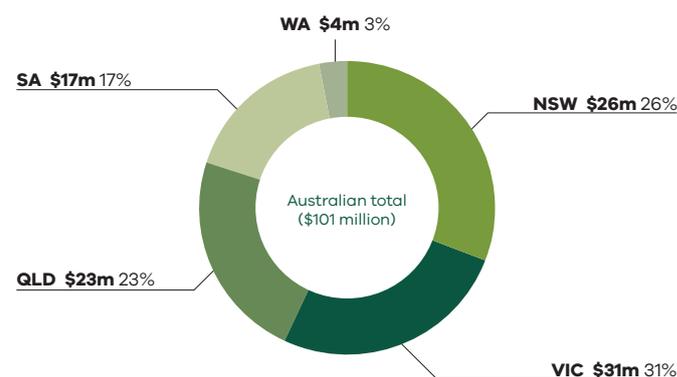
Sector employment

- It is estimated that 1,900 persons work on farms that produce poultry meat/eggs in the year to May 2021.

Exports and domestic consumption of poultry products

- The total value of Victorian poultry exports in 2019–20 was \$31 million—up 20 per cent on the previous year. Poultry exports represent 0.3 per cent of Victoria's total food exports (\$11.4 billion). Victoria exported 15,000 tonnes of poultry products.
- Victoria is the largest poultry exporter accounting for 31 per cent of Australia's total poultry exports valued at \$101 million.
- Papua New Guinea is the largest market for poultry exports from Victoria (34% of poultry exports in 2019–20), followed by Solomon Islands (12%) and Hong Kong (11%).
- Australians consumed approximately 47 kg of poultry meat per person in 2019–20, ranking first as the most consumed meat in Australia.

Australia's poultry exports by state, 2019–20



Size and location of poultry processors

- There are around 45 poultry processors in Victoria (20 poultry processing facilities are licensed by PrimeSafe).
- Of the 45 Victorian poultry processors, 20 per cent (9) have an average annual turnover of \$10 million or more, 13 per cent have a turnover of between \$5 million and 10 million, 9 per cent have a turnover ranging from \$2 million to 5 million, and 22 per cent have a turnover ranging between \$200,000 and \$2 million. A quarter of poultry processors have a turnover ranging between \$50,000 and \$200,000 and the remainder (11%) have a turnover of less than \$50,000.
- In Victoria, the large poultry processors Turosi operate primary processing plants in Geelong and Melbourne, Hazeldenes operate a primary processing plant in Bendigo, and Inghams operate a primary processing plant on the Mornington Peninsula (Somerville).