

**VICTORIAN POULTRY INDUSTRY**

**FAST FACTS**

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**Socio-Economic Policy Team | Agriculture Policy | Contact:** [**francis.b.karanja@agriculture.vic.gov.au**](mailto:francis.b.karanja@agriculture.vic.gov.au)

**Key highlights**

* **234 poultry farm businesses in 2019-20, up 0.5 per cent on previous year**
* **1,900 jobs in poultry industry (year to May 2021), 60% decrease from May 2020**
* **$756 million value of poultry production (2019-20), 5.2% decrease on 2018-19**
* **$31 million worth of poultry exports (2019-20), 20% increase year-on-year**

**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.

**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.

**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).