

**CHICKEN 2035: Anticipating TRENDS, Adapting STRATEGIES**

**CHICKEN  
MARKETING  
SUMMIT**

**July 29-31, 2024**

Renaissance Birmingham Ross Bridge  
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# Lean into what drives you





Be inspired  
by what the  
future can  
hold

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# Looking forward: Chicken demand in 2035

“80% of success is just showing up”

*Woody Allen*



# What is directly ahead?

## Near term situation

- Low feed cost environment
- Capital costs, interest rates still high
- Consumers seek:
  - Value offerings
  - ..and innovation
- Export situation is mixed
- Red meat growth subdued



# What will Shape Consumer Chicken Cravings?

- Demographics
- Convenience
- Portion size
- Innovation
- Supply
- Debate: white vs. dark
  - Wing vs. Saucy Nuggz



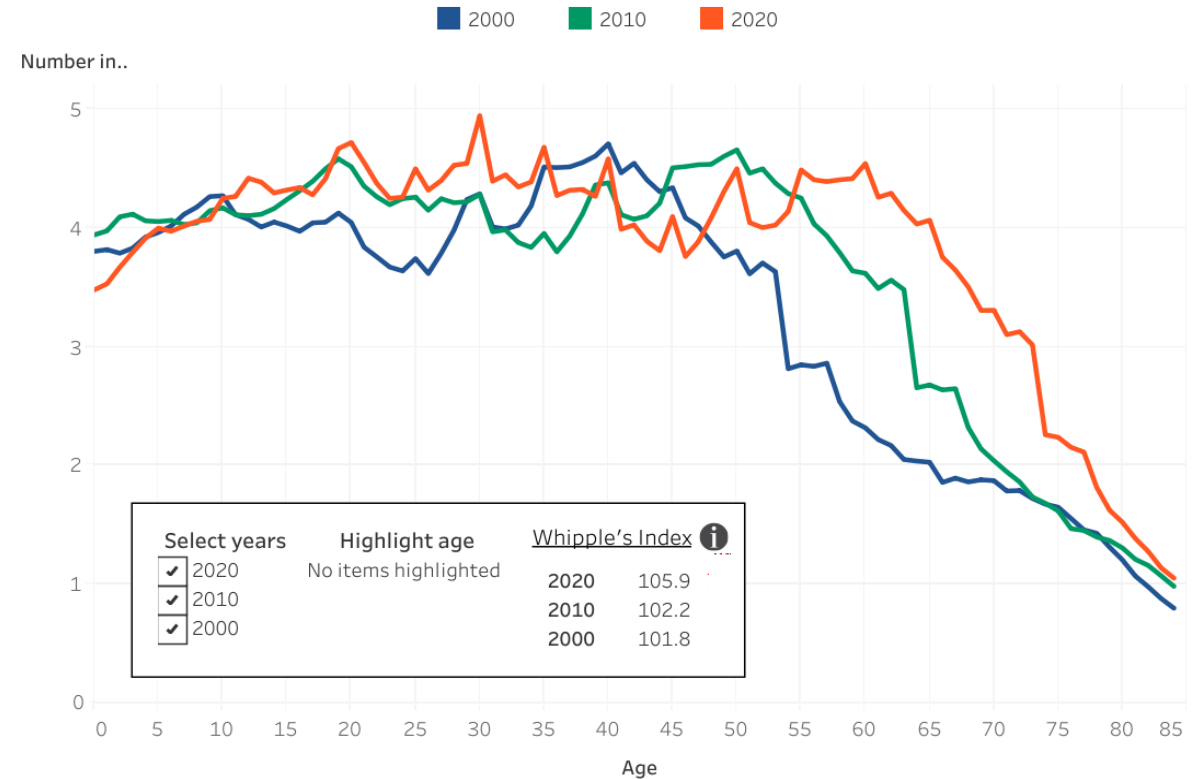


# Consumers are getting older

Median Age  
1980: 30  
2023: 39

Age Distribution for U.S. Population: 2000, 2010, and 2020 Censuses

(Aged 0 to 84)



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Department of Commerce  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

Source: Census 2000 Summary File 1 (SF1), 2010 Census Summary File 1 (SF1), 2020 Census Demographic and Housing Characteristics File (DHC)

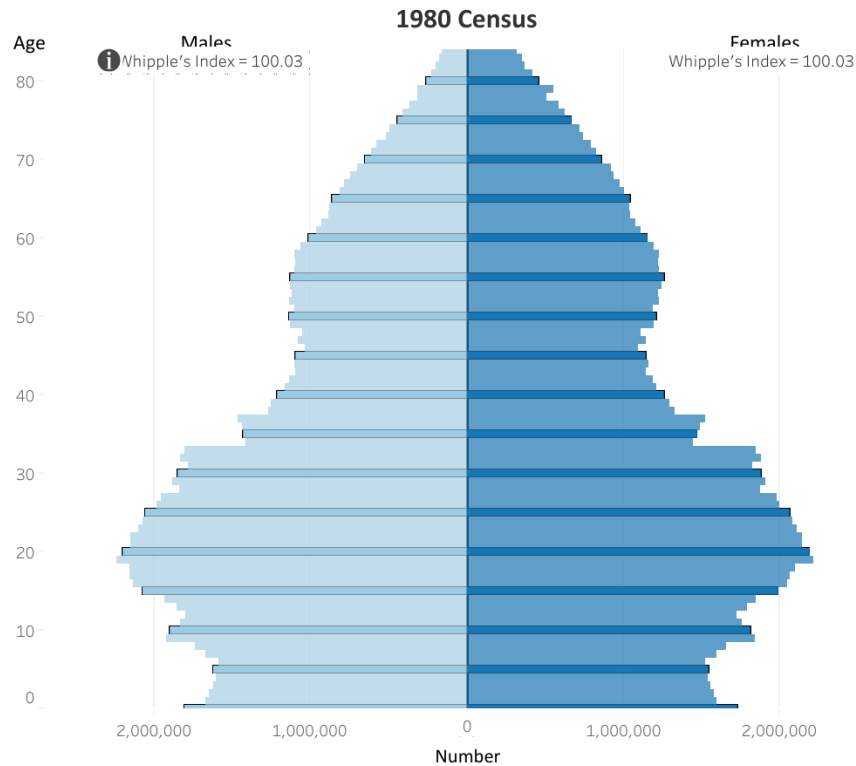
# Females will outnumber males

## Age-Sex Pyramid for the United States

(Aged 0 to 84. Outlined bars represent ages ending in "0" or "5")

1980 Census  
 Show history

Press play to watch the pyramid change

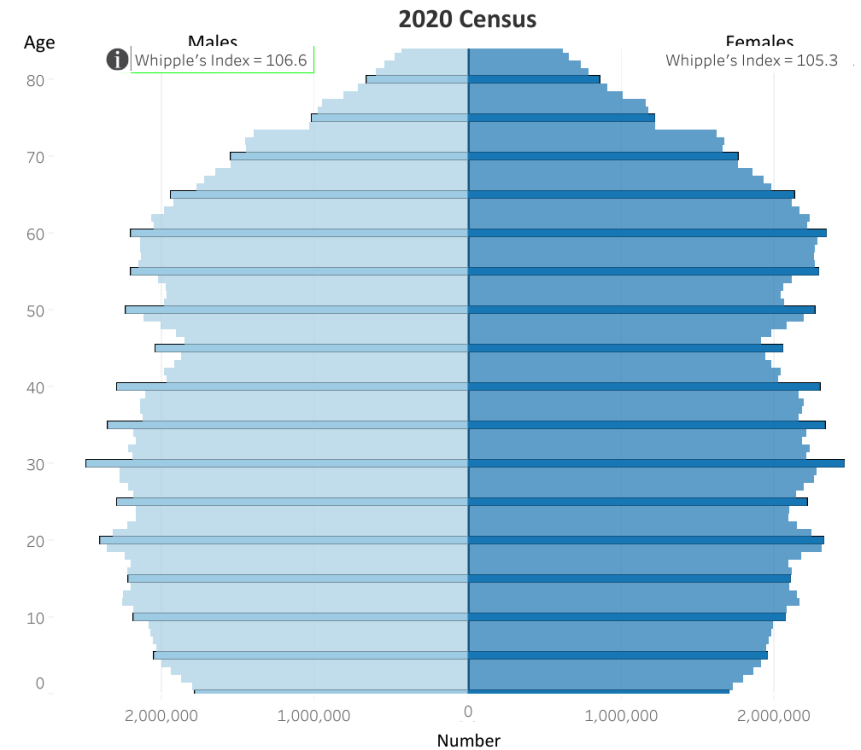


## Age-Sex Pyramid for the United States

(Aged 0 to 84. Outlined bars represent ages ending in "0" or "5")

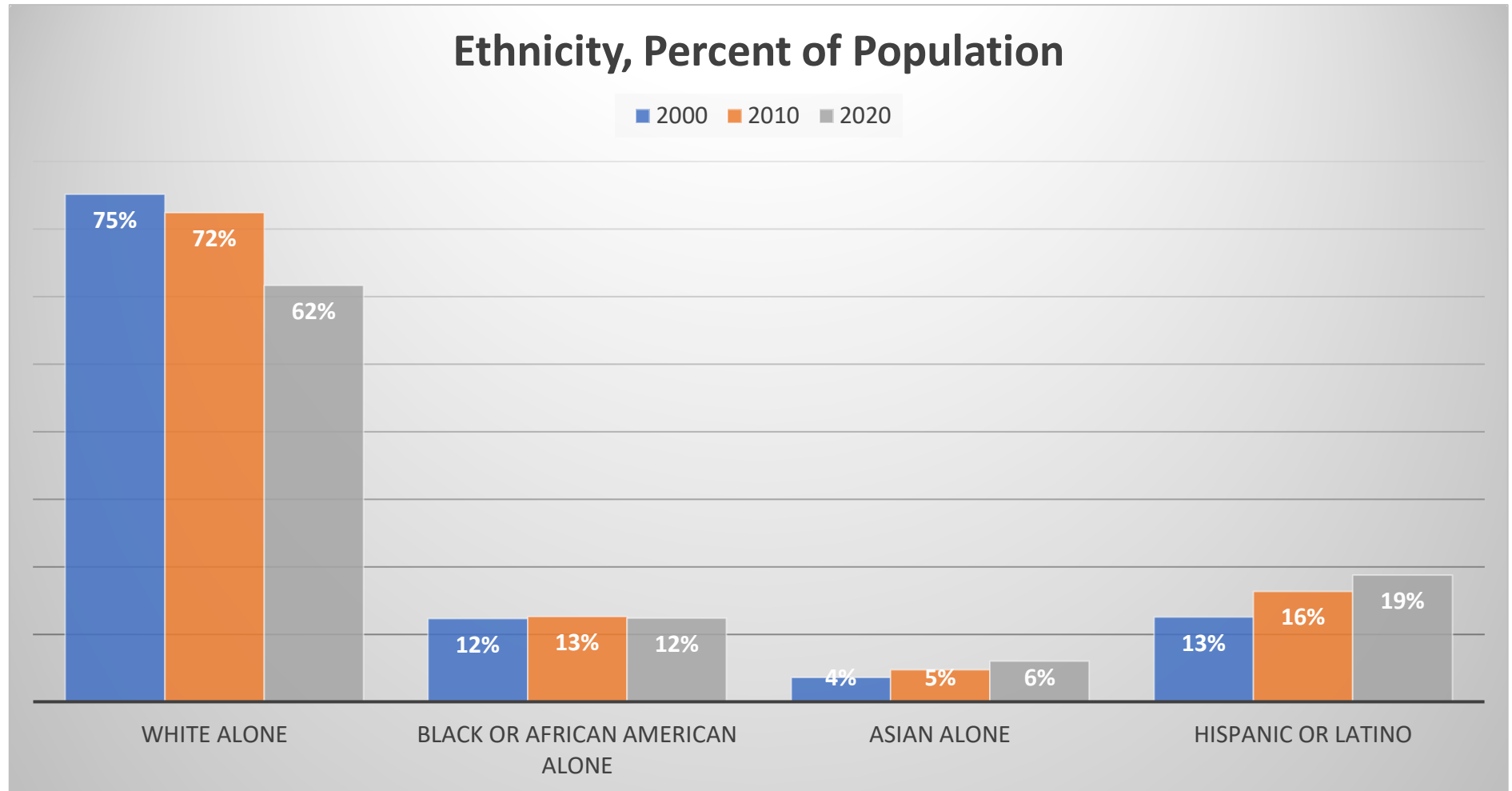
2020 Census  
 Show history

Press play to watch the pyramid change



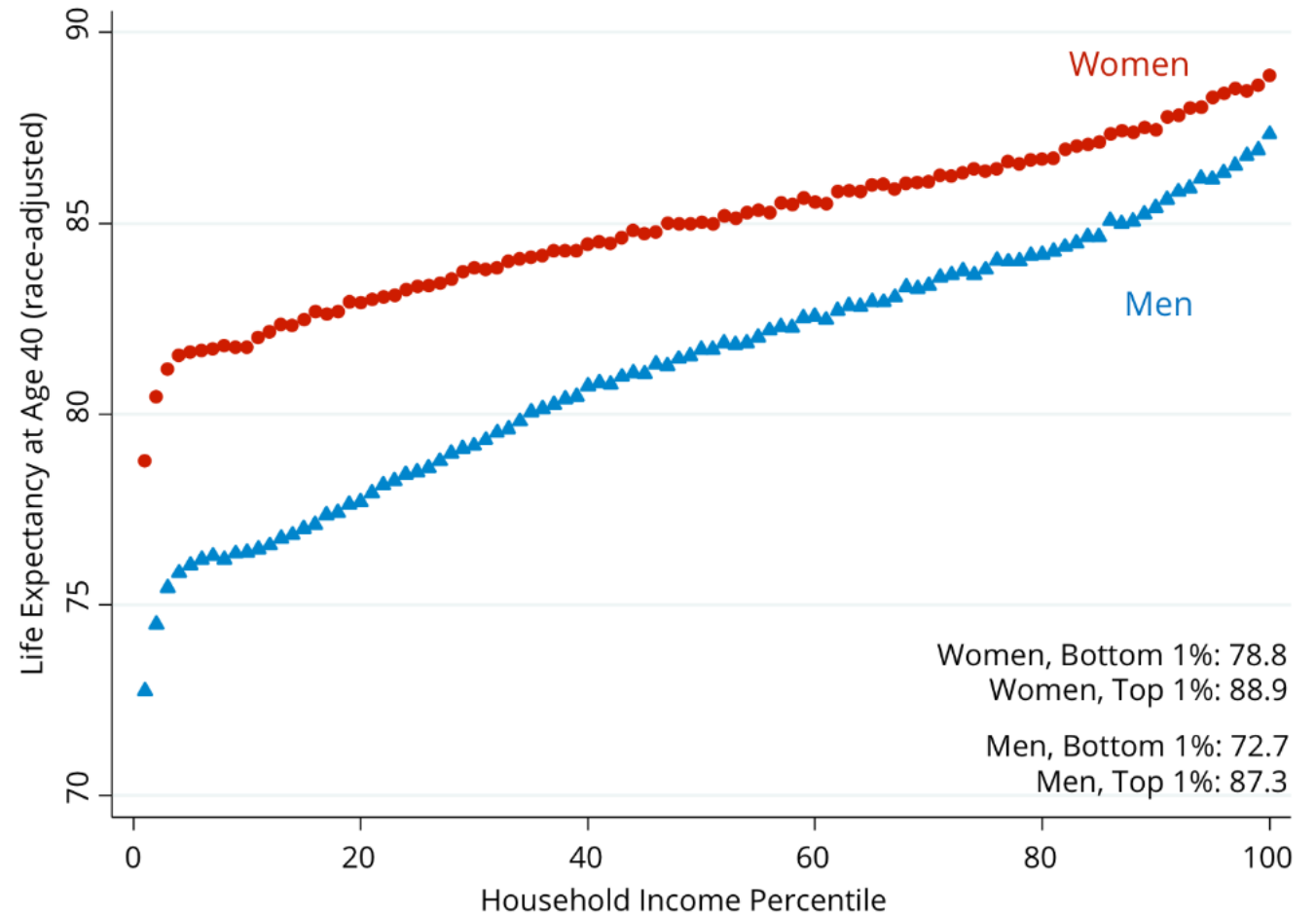


# Diversity will shape offerings



Not only that, the rich usually outlive the poor

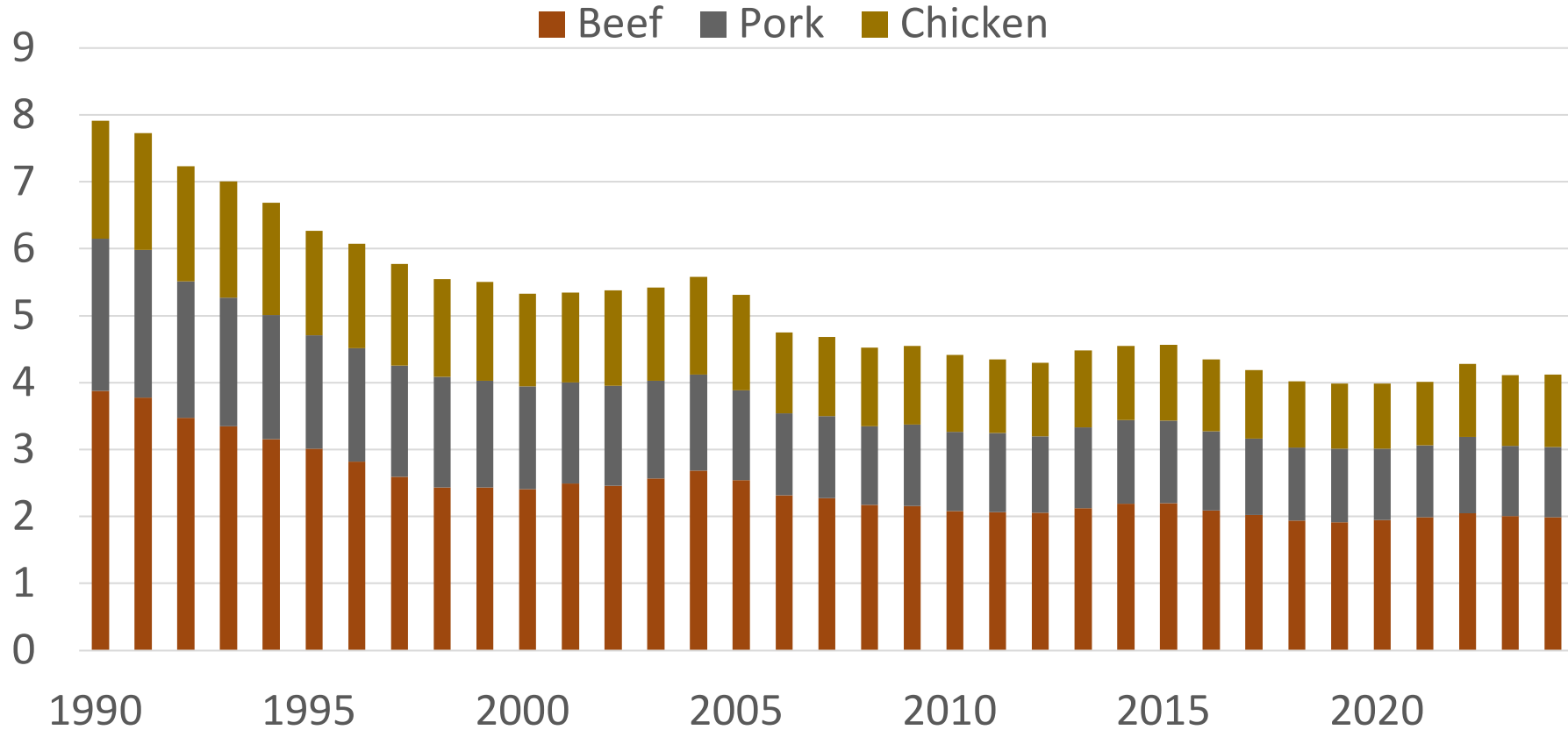
# American Life Expectancy





# A small portion of American's income is spent on meat

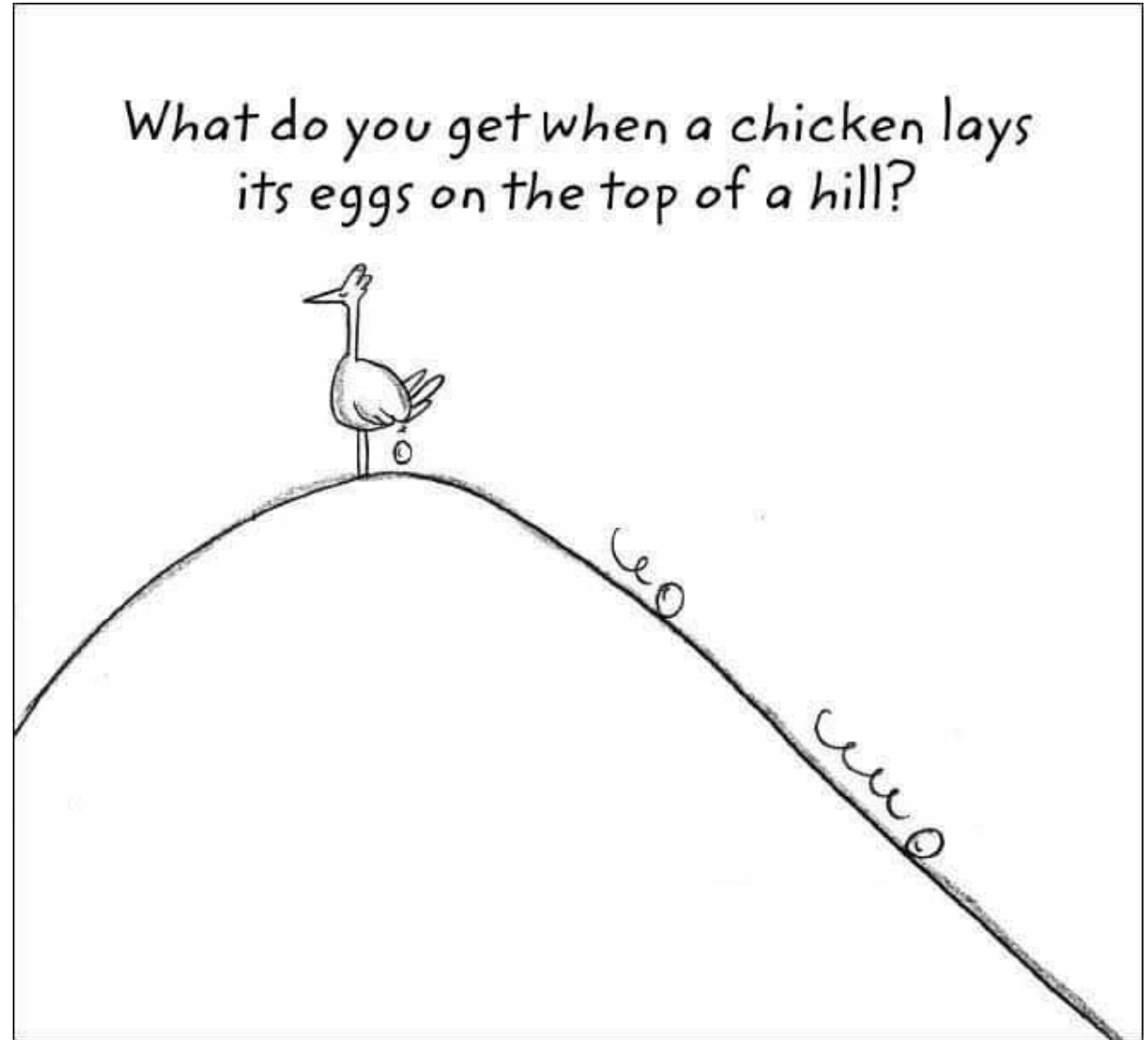
## Percent of U.S. Disposable Income Spent on Meat



\*using percapita chained 2012 values, 2024 forecast

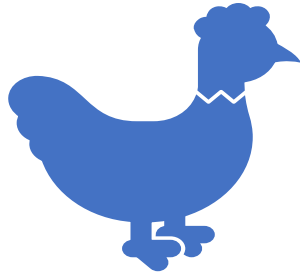
Reminds  
me...need a  
break for laugh

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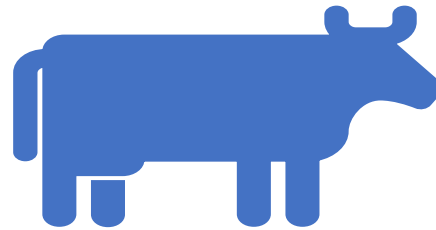


# Consumption of Chicken to grow 6% by 2030



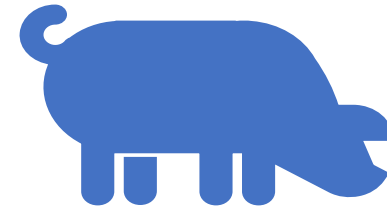
## Chicken

2023: 99.5  
2024: 100  
2025: 101  
2030: 105



## Beef

2023: 58  
2024: 54  
2025: 51  
2030: 57.2

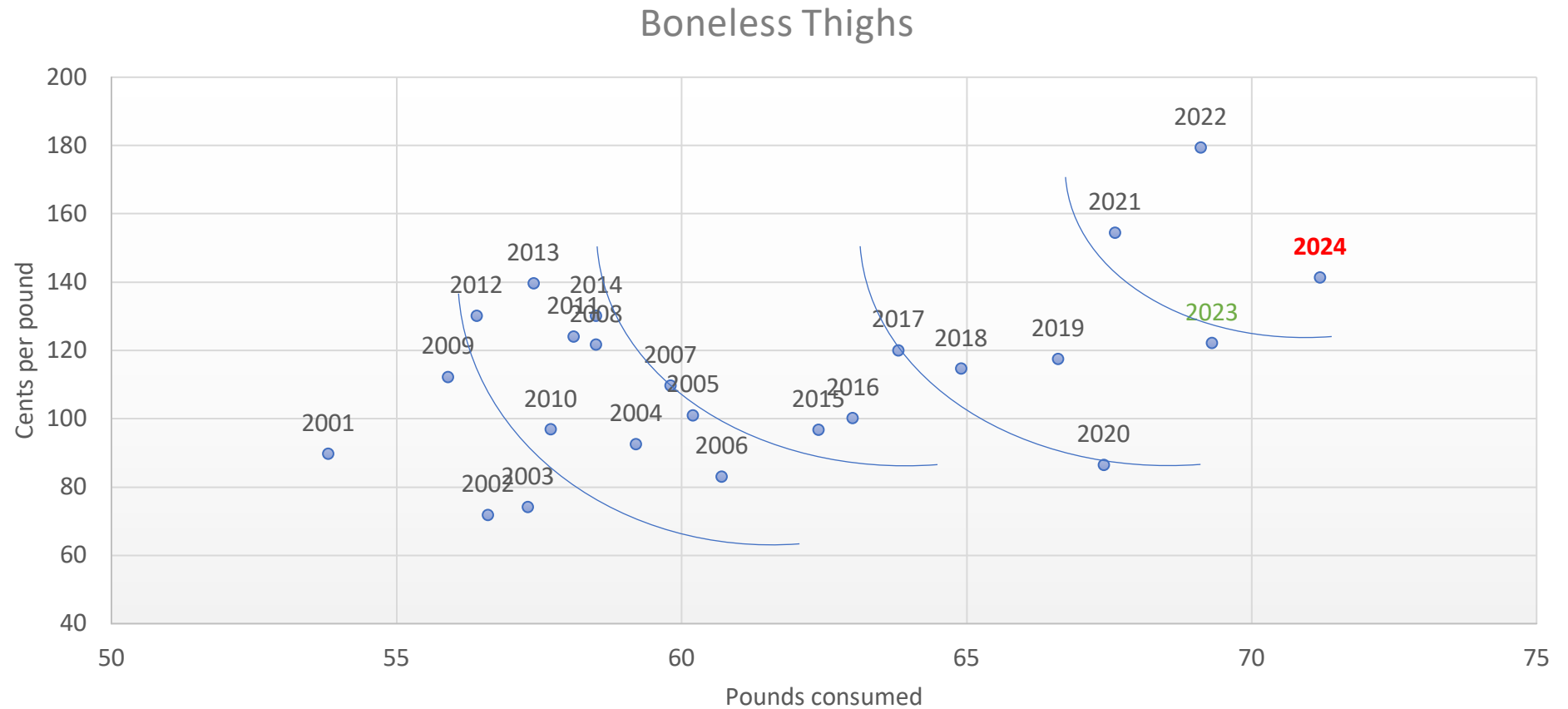


## Pork

2023: 50  
2024: 51  
2025: 51  
2030: 54

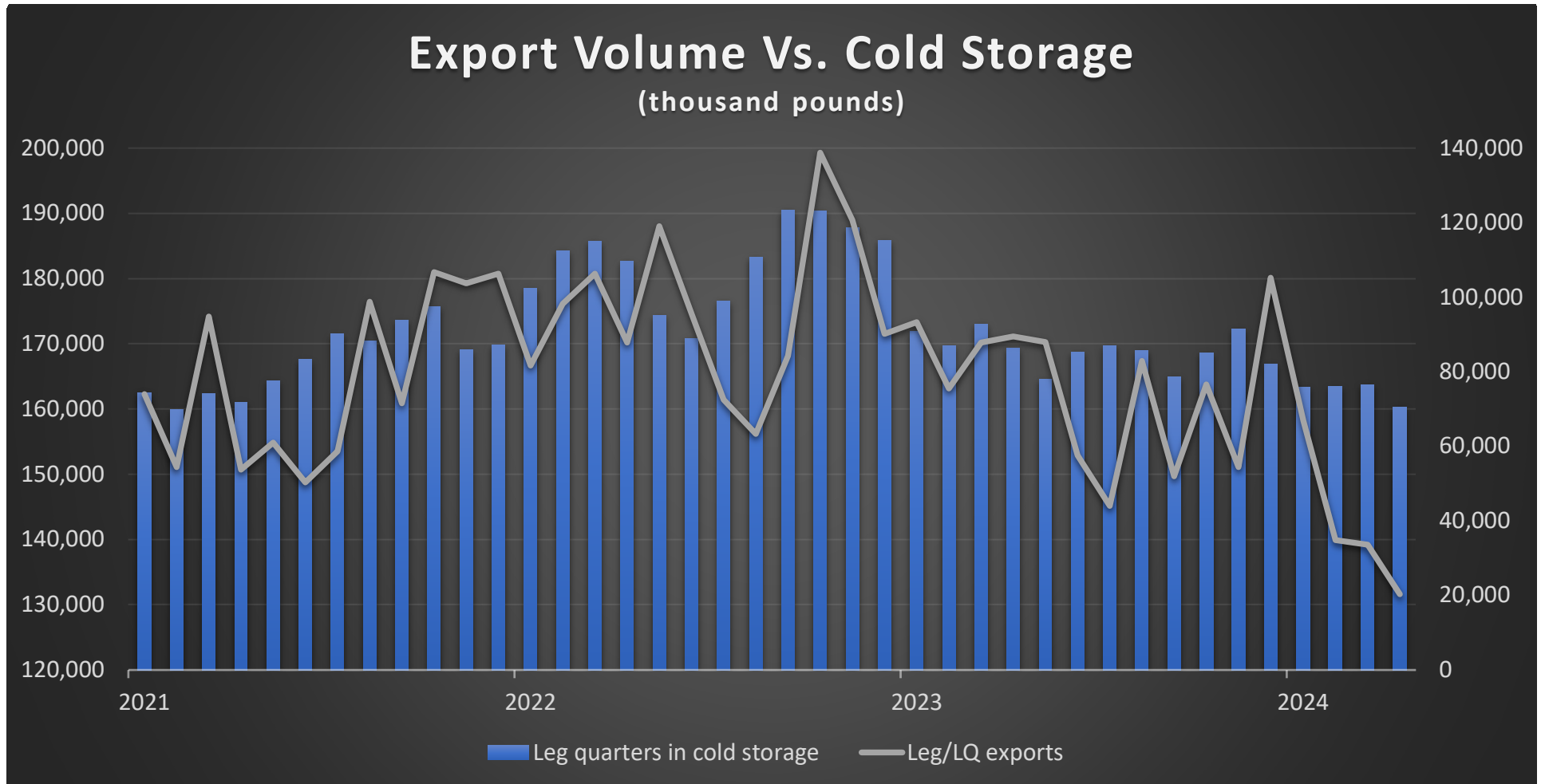
Source: USDA ERS

# Demand flowing to dark meat

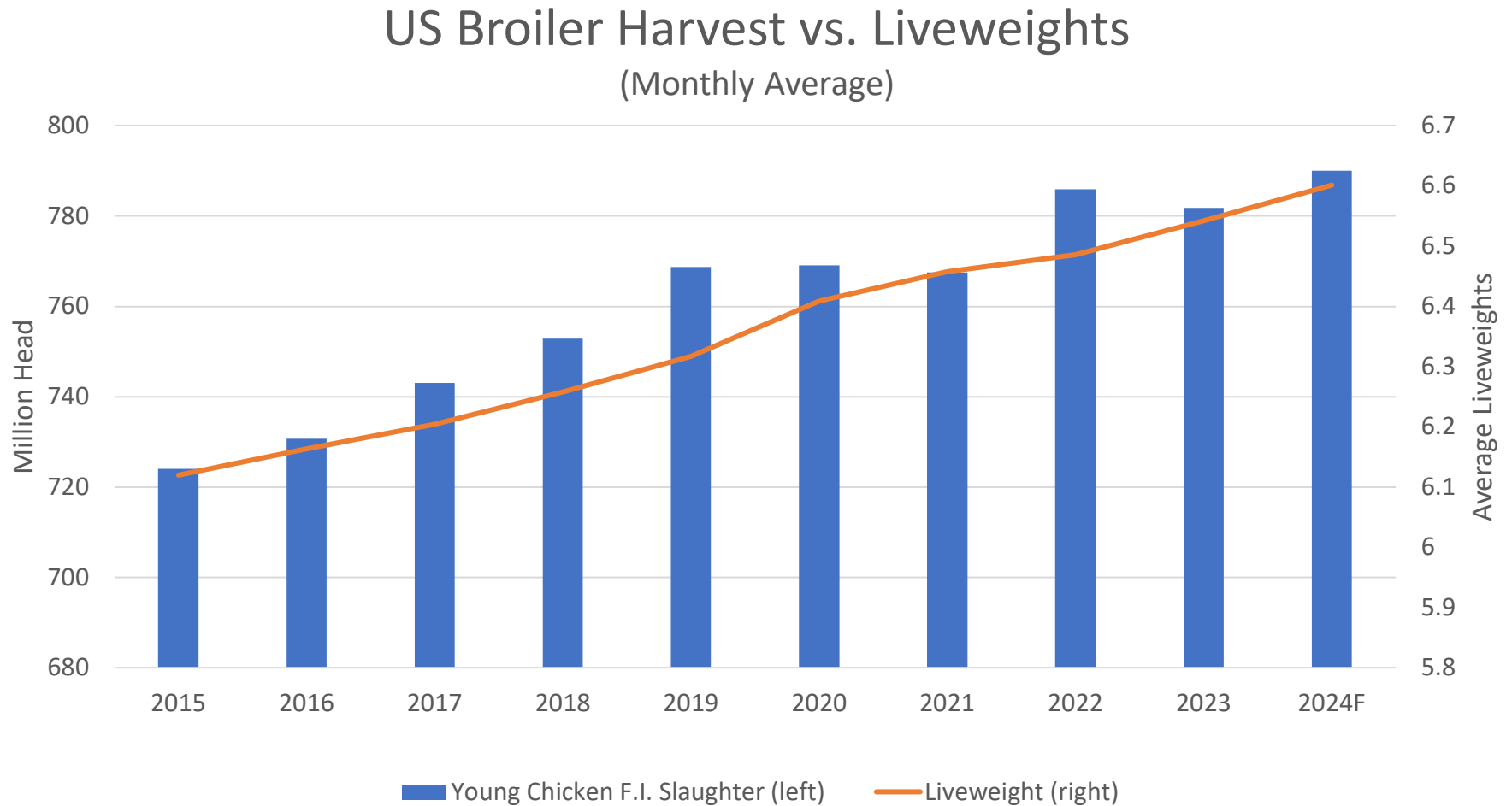




# Dark meat reliance on exports fading



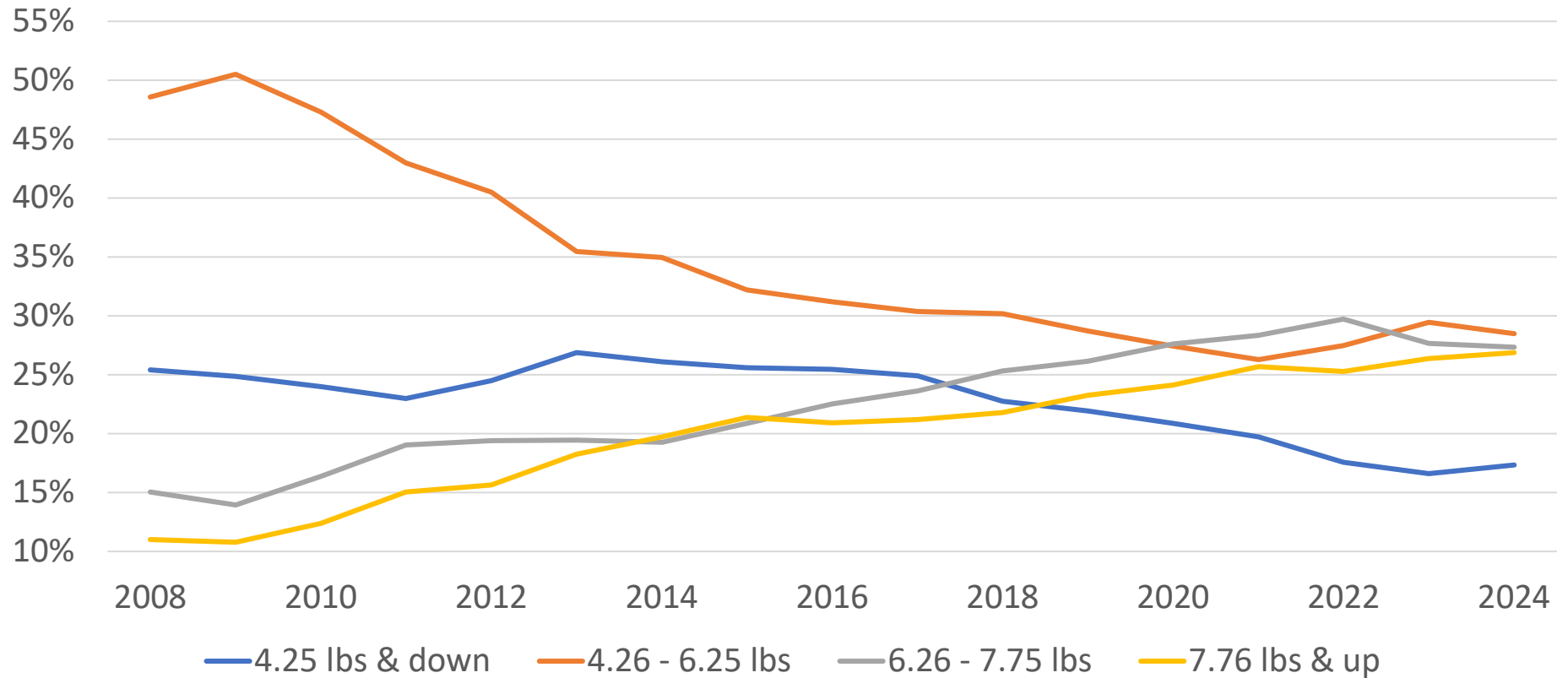
# Long term trend has been adding pounds per bird





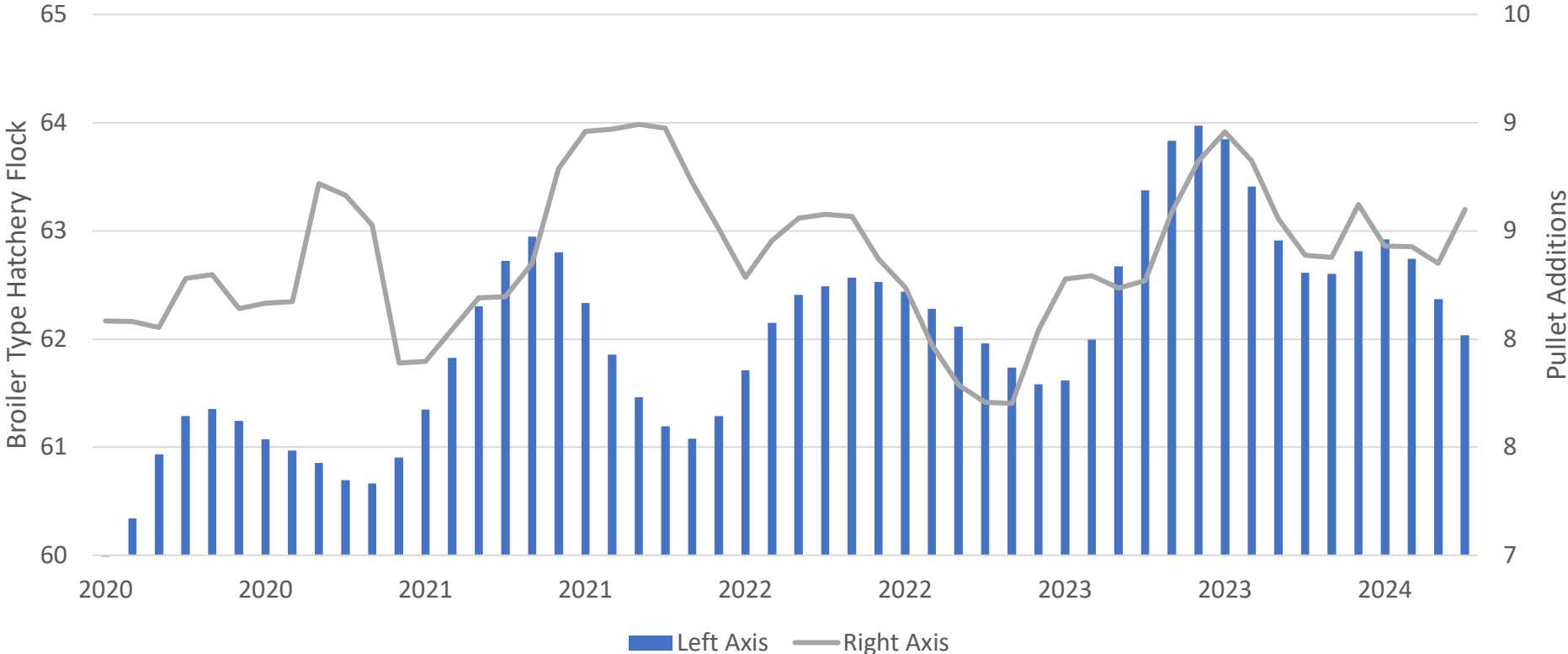
# Small Birds increasingly scarce

## Share of total Broiler Slaughter by Weight Class



# Start thinking about future needs

### Broiler Hatching Supply (3-month Moving Average, in Millions)





# Summary

- Near term outlook is positive for US broiler industry
- Chicken marketers need to be thinking long term
- Include demographic expectations in planning
- Planning sessions should be inclusive of producer capabilities

Stay hungry!