

# The Broiler of Tomorrow

Navigating Challenges & Embracing Innovation for 2035

**Jan Henriksen**

CEO Aviagen

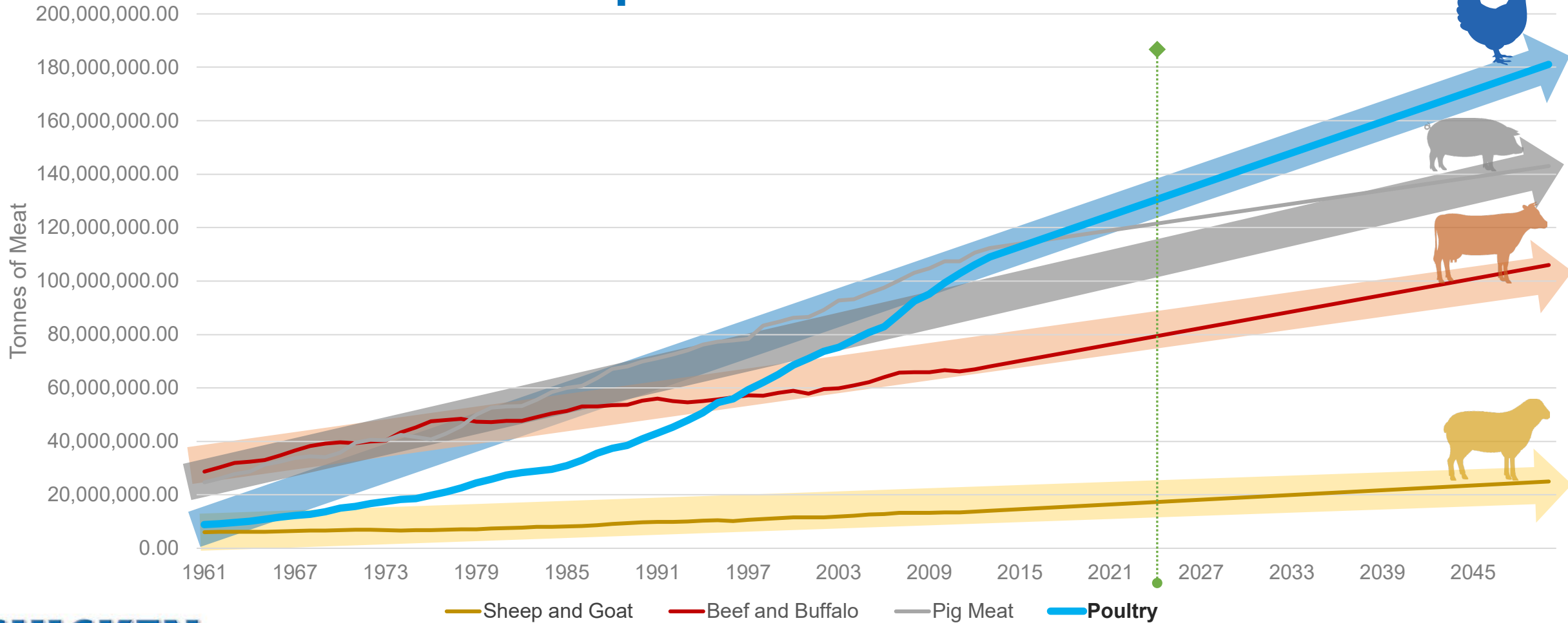


#ChickenMarketingSummit



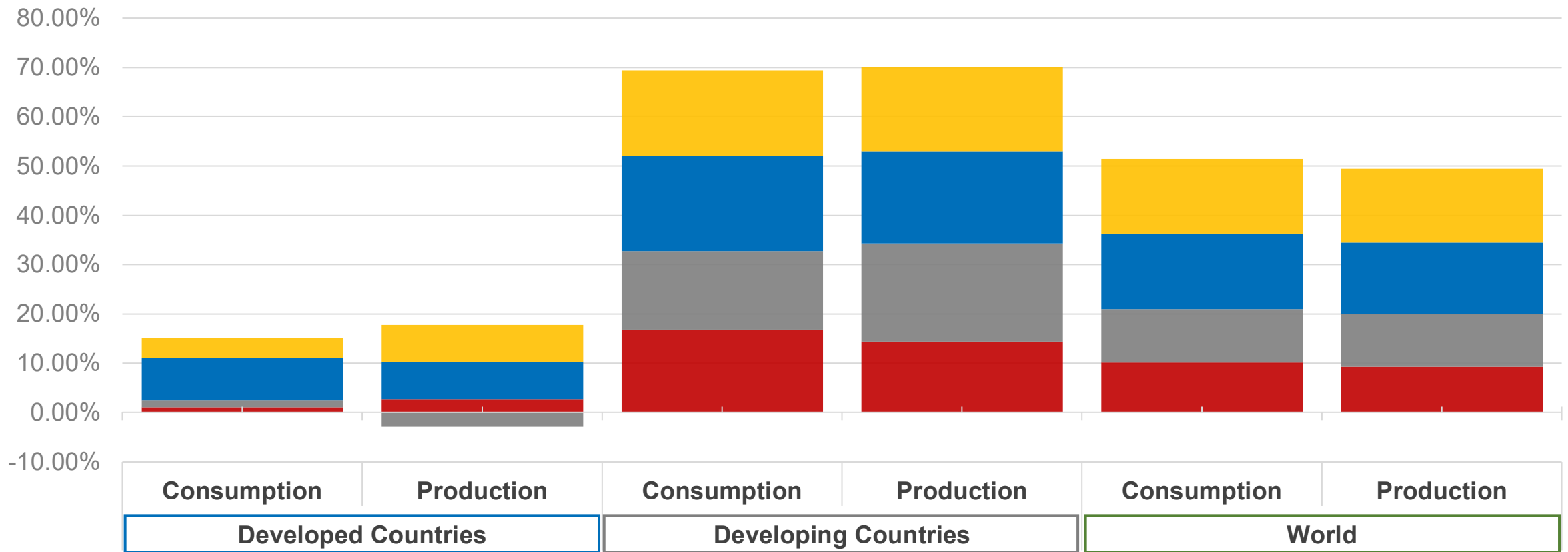
# The Industry Today

# Global Meat Consumption 1961 — 2050

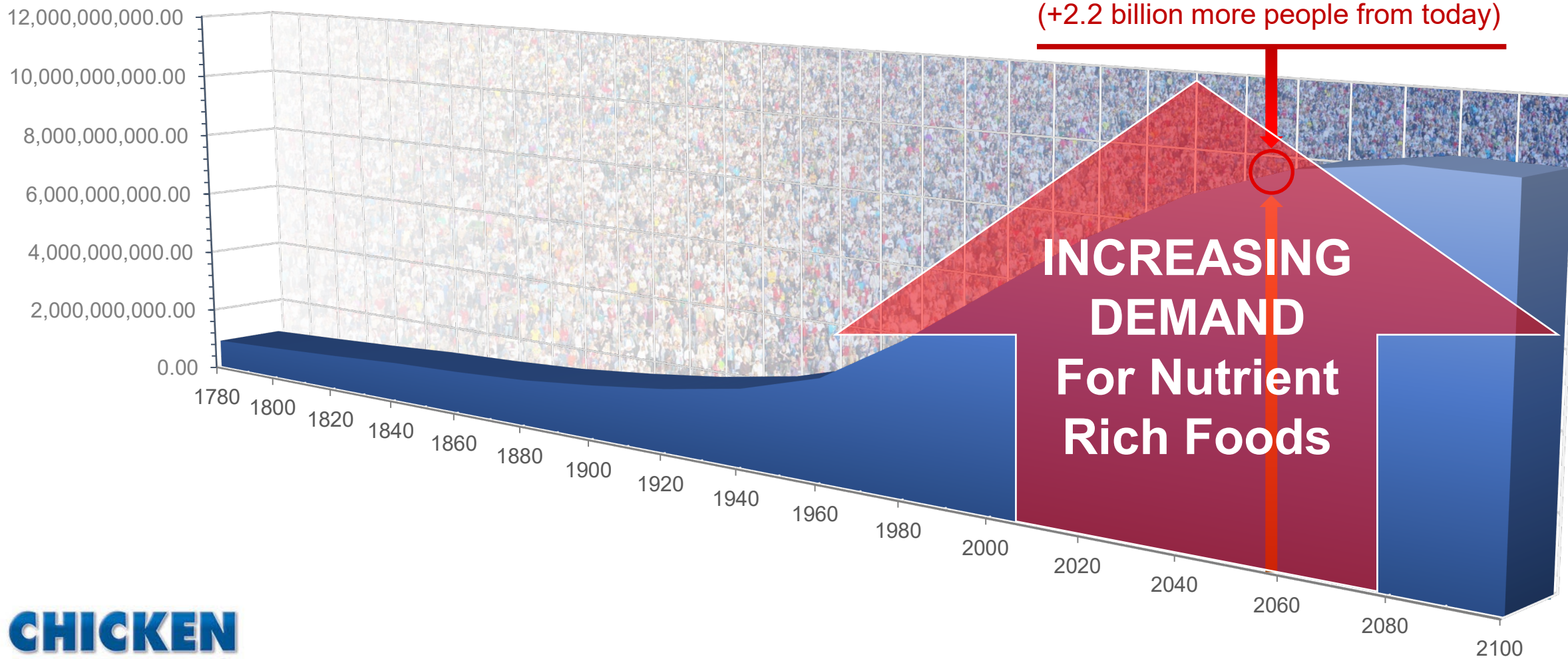


# Future Production and Consumption Predictions

Growth in Meat Production and Consumption on a Protein Basis 2021 - 2030



# Challenges



# Challenges

---



“...sheer population growth isn’t the only reason we’ll need more food. **The spread of prosperity across the world**, especially in China and India, is driving an increased demand for meat, eggs, and dairy, boosting pressure to grow more corn and soybeans to feed more cattle, pigs, and chickens.”

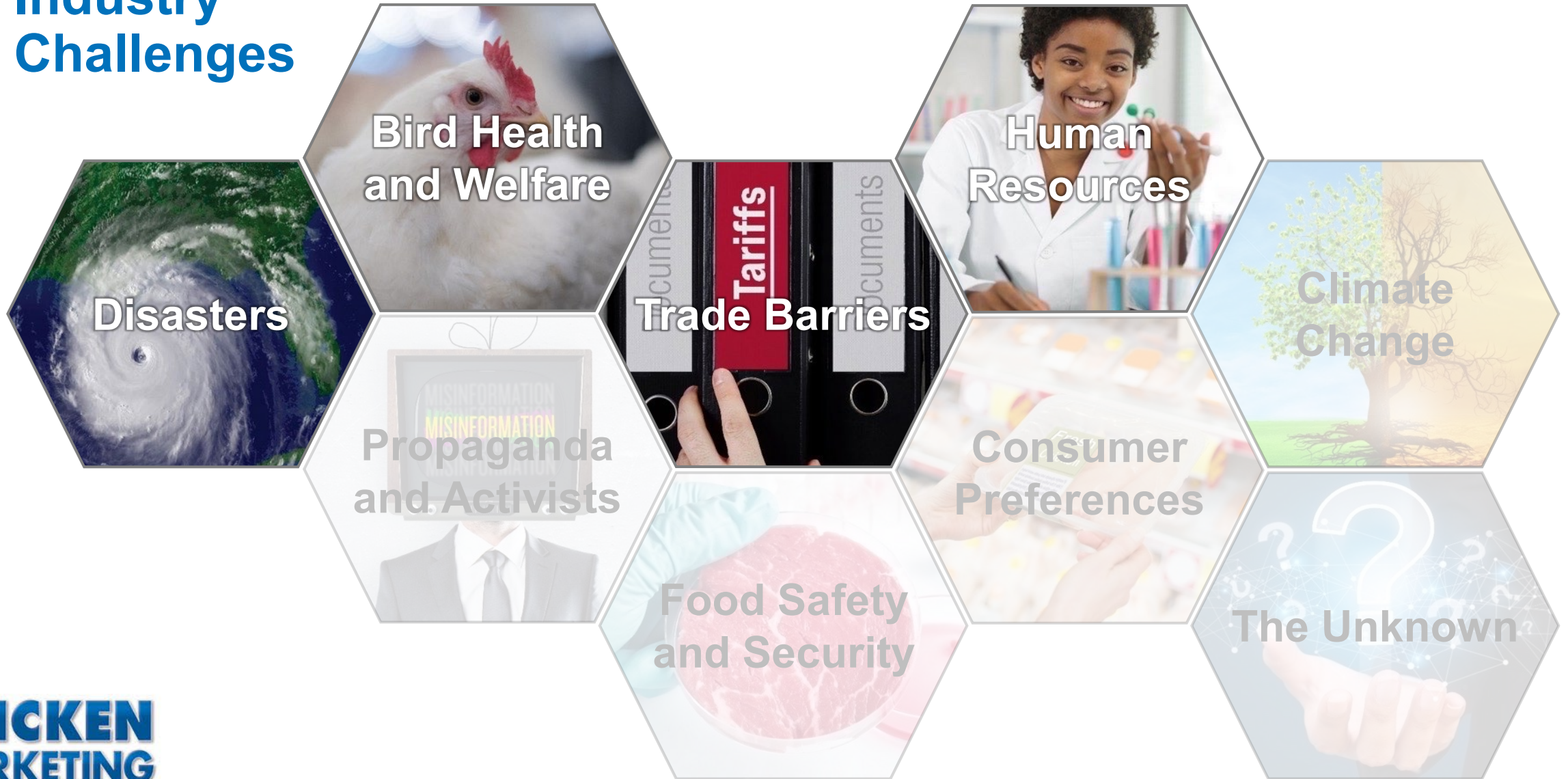
- National Geographic – *A Five Step Plan to Feed the World.*

---

# Industry Challenges



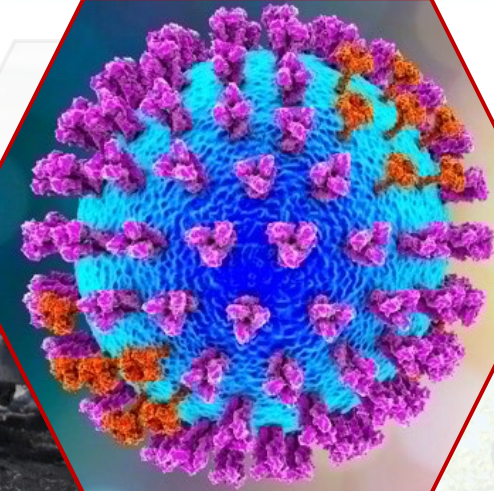
# Industry Challenges





# Industry Challenges

Bird Health and Welfare



Climate Change

Disasters

Consumer Preferences

The Unknown



# Industry Challenges



Bird Health and Welfare



# Industry Challenges



# Industry Challenges

Bird Health and Welfare

Human Resources

Disasters

Climate Change

Consumer Preferences

The Unknown



# The Industry Tomorrow

## How do we deal with these challenges?

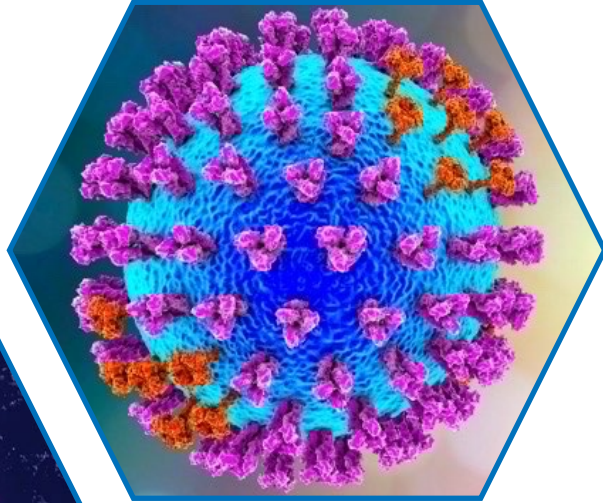
# Industry Future



## Industry Future



Disasters



“The pandemic has not only revealed the vulnerabilities of an economy structured around supply chains, but it has given us the opportunity to reimagine how our economy can become more resilient, sustainable, and just.”

- Journal of the American Academy of Arts and Sciences

# Industry Future





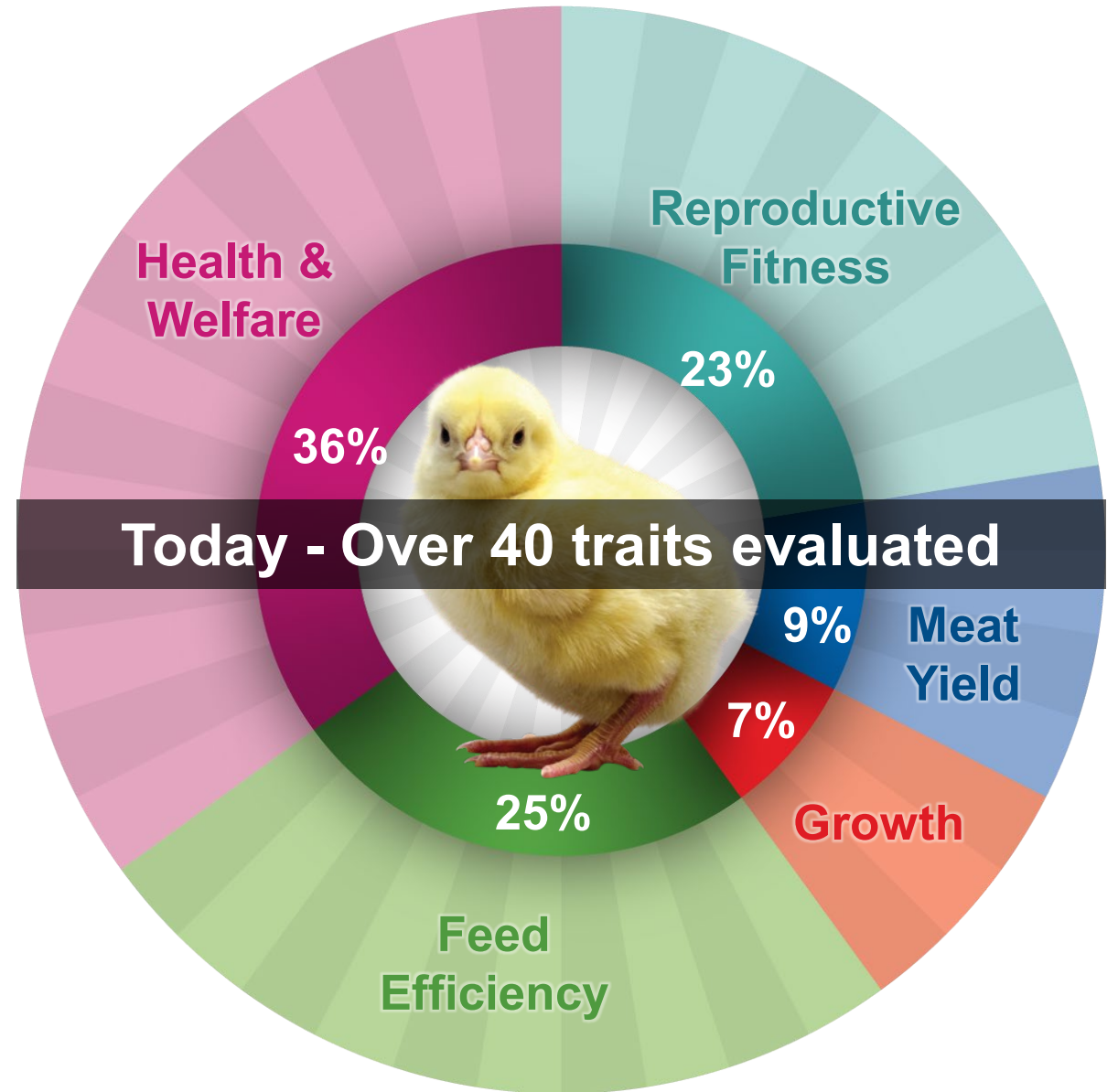
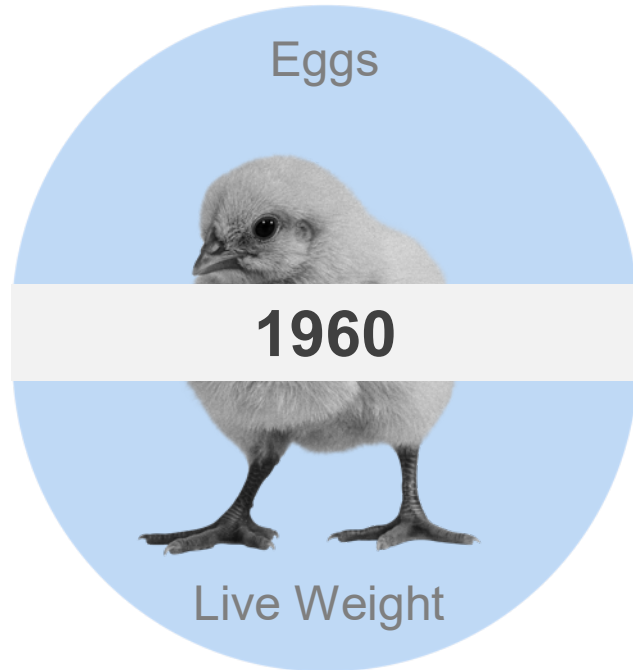
## Industry Future



“Ethical issues surrounding animal welfare are becoming an integral part of food quality. Consumers are increasingly factoring in welfare considerations into their purchases.”

- John Dalli, EU Health and Consumer Policy  
Commissioner

# Industry Future



Industry  
Future

Genomics NOT Biotechnology

**WITHOUT  
ALTERING**

the DNA = GENOMICS



# Industry Future



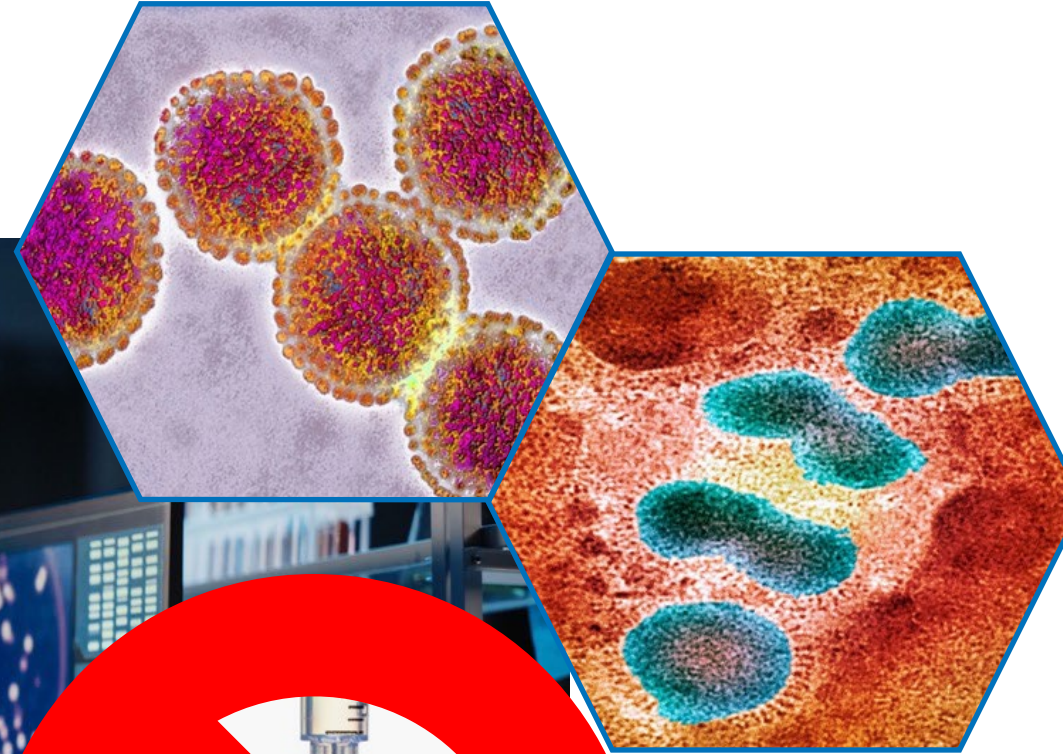
Trade  
Barriers



# Industry Future

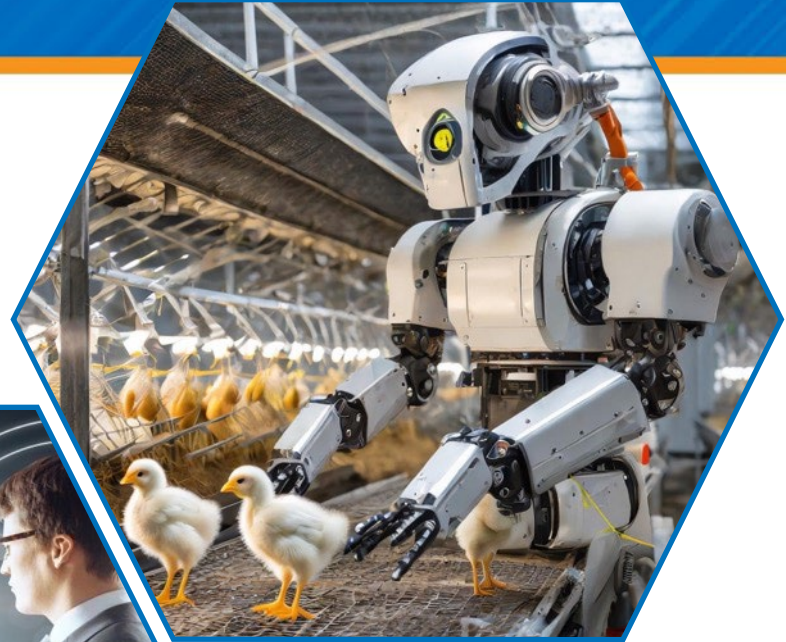
Trade  
Barriers

Beyond Biosecurity



# Industry Future

# Human Resources



# The Industry Tomorrow

## Final Thoughts

**“INNOVATION** is a constant thing. You’re always looking for the next innovation, the next niche, the next product improvement, the next service improvement. But always trying to get better.”

- Jack Welch







**NOTICE**  
Biosecure Area  
Authorized Personnel  
Only



“Don't manage –  
lead change  
before you  
have to.”  
– Jack Welch



**CHICKEN  
MARKETING  
SUMMIT**

#ChickenMarketingSummit

**THANK YOU**