



Dutch Poultry Sector
&
Dutch Poultry Centre
2017



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The Netherlands: general info





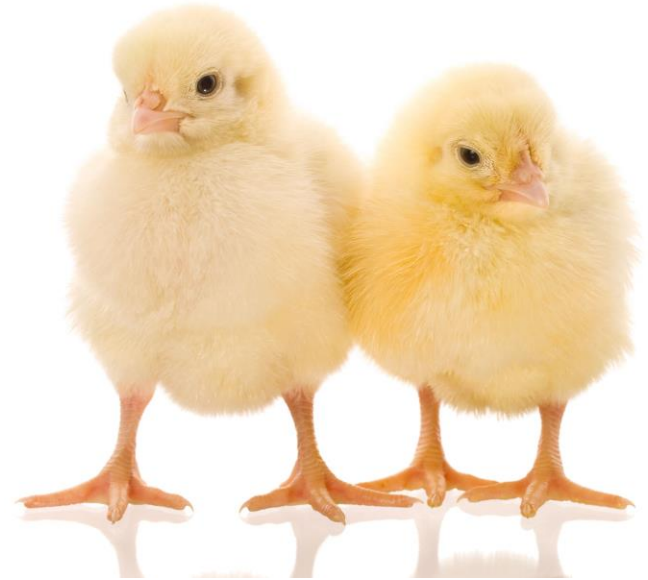
The Netherlands

- Capital: Amsterdam
- Official languages: Dutch & Frisian
- Area: 41.543 km², water 18,41 %
- Population: 17,000,059 (2017)
- Government: unitary parliamentary constitutional monarchy
- GDP (PPP): total \$899 billion , per capita \$52,618 (2017)
- 17th-largest economy in the world
- Most important sectors: agriculture, maritime, transport, natural gas, services
- Second largest exporter of agricultural products after the USA





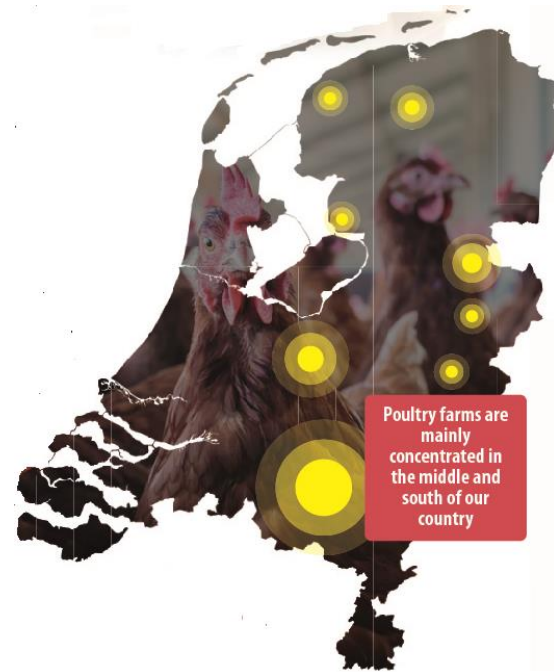
Dutch poultry sector





Dutch poultry sector

- Important part of Dutch agrisector
- Largest exporter of eggs for consumption and egg products
- Third largest exporter of chicken meat
- Strong international position
- The Dutch approach





Dutch poultry sector



The Dutch poultry sector

Feed

Did you know that 21.4 billion tonnes of feed are produced in the Netherlands? Think of bread, biscuits, potato products and beer paste.

101 producers in the Netherlands...

produce 12.2 million tonnes of feed...

Turkey is the animal feed sector in the Netherlands (in billions of euros)

Number of employees in the animal feed sector in the Netherlands



Technology

The Netherlands is the **WORLD LEADER** in incubators, egg grading machines, slaughtering solutions and integrated housing.

Approximately 75% market share worldwide

Top 5 largest technology providers in poultry technology from the Netherlands

1. Wipac Food Processing Technology
2. Huisman Poultry Processing
3. Huisman
4. Huisman Group
5. Fao Techno Hatchery Technologies

Employment opportunities

Provides employment for 3,000 to 4,000 FTEs in the Netherlands



2.1 billion turnover



= 1.6 billion export value

Health

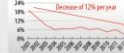
Companies and organisations involved with the health of chickens are, for example:

- Veterinarians
- Pharmaceutical industry
- Research establishments
- Laboratories

4,500 veterinarians in the Netherlands, working in 1,200 practices



Percentage of final product (meat) collected with Salmonella (compared per batch)



Long-term development of antibiotic use in the poultry sector



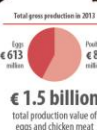
Sales of veterinary medicines in the Netherlands



...accounts for an annual turnover of **5.4 billion euros**. The proportion of suppliers in it is over 70%. The cluster is **highly innovative** and offers significant value to the economy and employment in the Netherlands

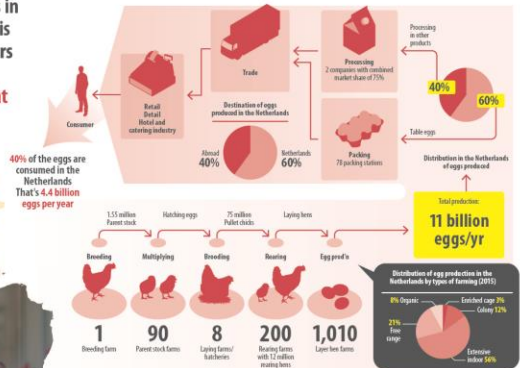


Poultry farms are mainly concentrated in the middle and south of our country

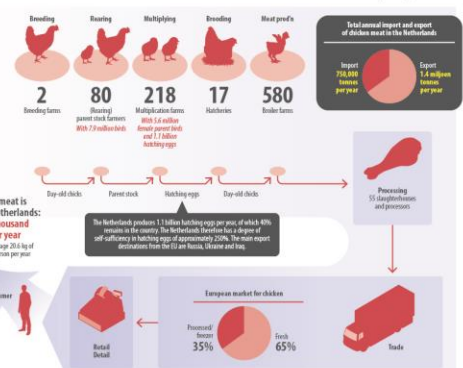


Berenschot

... produces 11 billion eggs per year



... and 1 million tonnes of chicken meat per year



Service providers Around the industry, there is a wide range of companies which provide services to the primary sector and the other suppliers. Consider: Research stations/Financial service providers, such as banks and accountants/Technical service providers, such as certification companies and installers/Media





Dutch poultry sector



80%



Egg grading machines

70%



Slaughtering facilities and meat processing technology

50%



Climate control

40%



Incubators





Dutch technologies

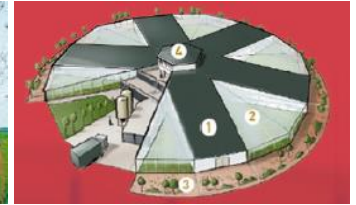
Substances which promote health



Sustainable housing



Windstreek



Rondeel

Healthy start for chicks



HatchCare



Patio

Stunning with CO2



Marel Poultry and Meyn





Trends & Innovation

Trend	Innovation
Demand for healthy nutritious products	Salmonella-free chicken meat and eggs
Locally produced food	Local products
Sustainability	Sustainability labels for chicken meat and eggs
Superfoods	Omega-3 chicken meat
Premium luxury	Luxury products: “Kemperkip”, “Polderhoen” etc
Convenience & comfort	Pret a manger food, e-commerce
Exotic food	Thai chicken meals
Protein boost	Premium chicken meat





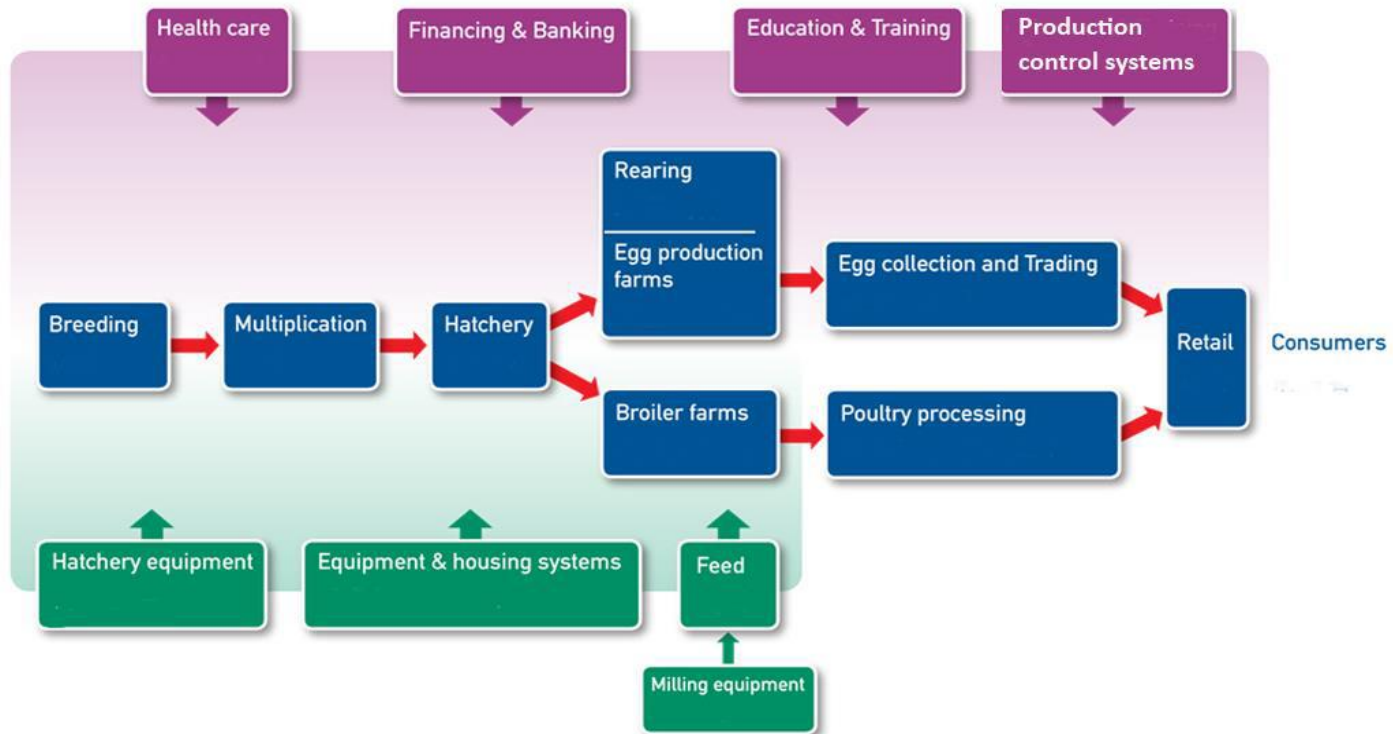
Dutch poultry farms

- 2000 farms active in poultry sector
 - 900 laying hens farms
 - 650 broiler farms
 - 200 hatching egg farms
 - 250 other related farms





Dutch approach





Dutch poultry production

Meat type



almost all poultry is kept indoor

Laying type



20% free range or organic





Egg production

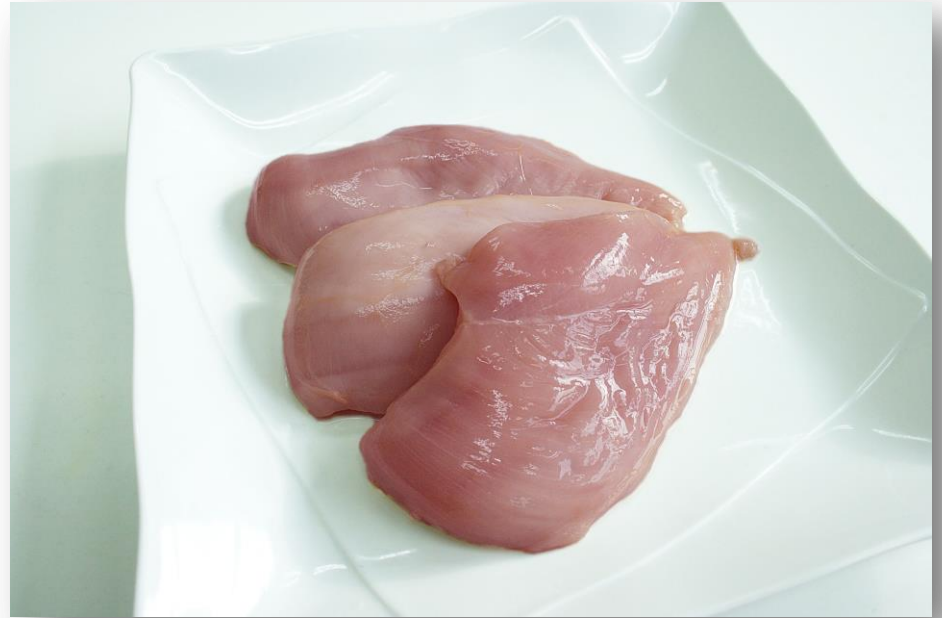
- 30 million layers
- 900 farms
- Total 10 billion eggs py
- 14 packing stations
- 70% export
- 78 % of export to Germany
- Export hatching eggs 20%
- Food chain Quality program IKB
- Consumption per capita 195 py





Poultry meat production

- 45 million broilers py
- 650 farms
- 15 slaughterhouses
- 70% export
- 30 % of export to Germany
- Broiler production 1.140.000 t py
- Consumption per capita 23 kg py





Dutch Poultry Centre





Dutch Poultry Centre

- A network organization of Dutch companies active in the poultry business
- Founded at 2003 in Barneveld, The Netherlands
- Headquarter in Veenendaal, The Netherlands





Mission

- DPC's mission is to guard the worldwide fame, the excellent reputation and the accompanying super-strong image (which we therefore already possess) of the entire Dutch poultry sector and to funnel it into one strong brand of which all segments of the sector can become co-owners by joining the Dutch Poultry Centre.





Preferred partners

- 10 members in 2003, 90 members in 2016
- Members are operating in at least one chain of the poultry production
- Suppliers of production systems that have been tried and tested worldwide
- Knowledge of the entire poultry production chain
- Stimulating innovation through knowledge exchange
- Sharing knowledge with customers





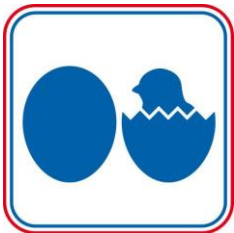
Preferred partners

DPC leden





Preferred partners



Breeding & hatchery



Housing



Feed additives



Health



Processing



Poultry meat & eggs



Services





Main activities

One portal for all leading-edge suppliers

- PRACTICAL SHOWCASES: in the total chain of egg and meat production
- TRANSFERING: Knowledge about optimizing production
- ANALYSING: steps to a successful poultry production
- SUPPORT: advice and help in development
- ACCESS: the practice of the *The Dutch Approach*





More info?

www.dutchpoultrycentre.nl

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**Thank you
for your attention!**

