

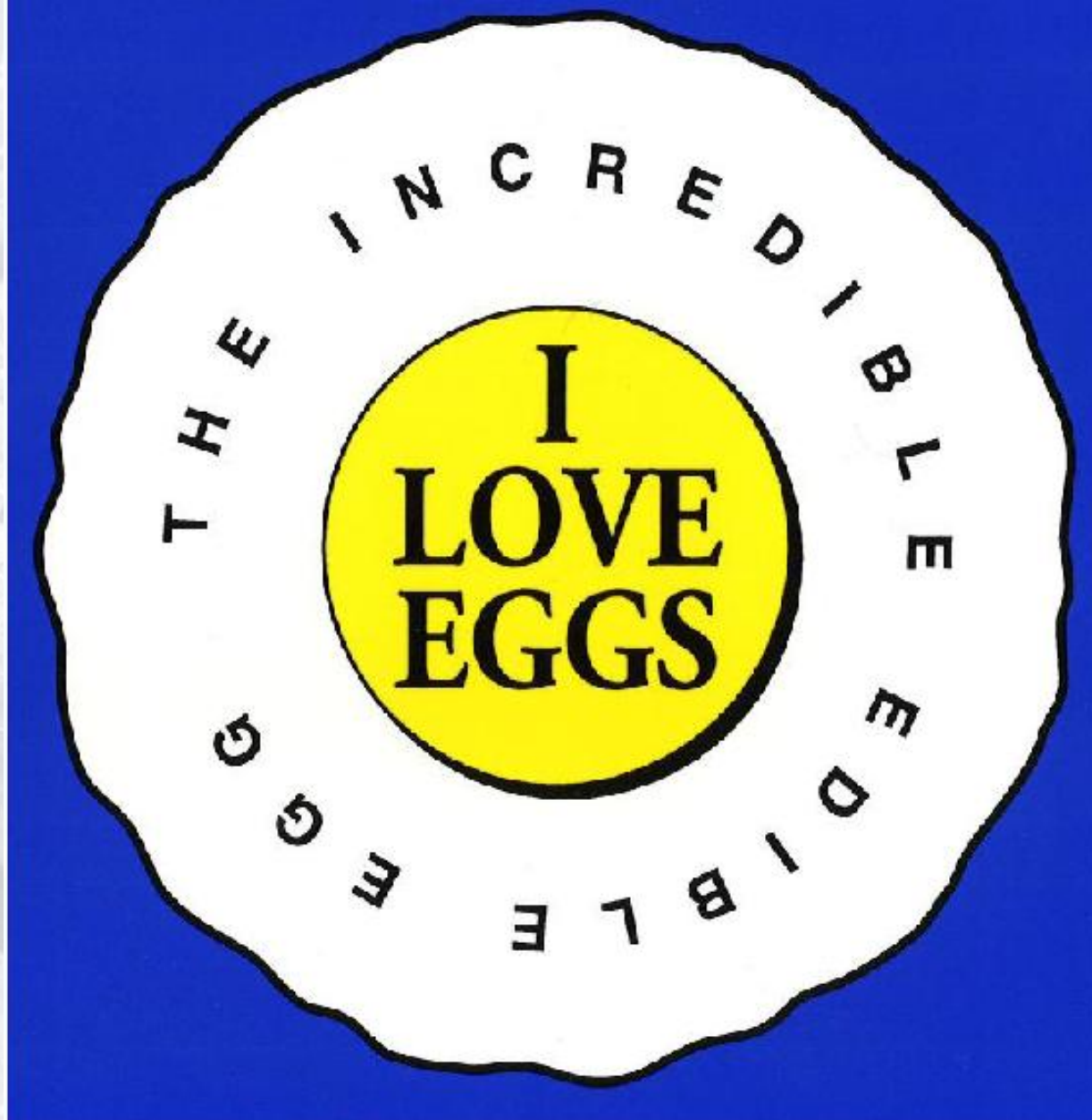
Global Trends in the International Egg Industry

**Willi Kallhammer,
Global Ambassador
International Egg Commission
Senior Partner Ovotherm International**

BORD BIA
Poultry and Egg Conference
Monaghan 3rd Nov. 2010

Sources of information:
ENC, AEB, FAO, IEC, Dr. Windhorst,
Ovotherm Int.

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The background of the slide features a complex arrangement of interlocking grey gears. In the center, two brown eggs are positioned, one slightly behind the other, creating a focal point for the title text.

A look at the complexity and the influencing factors of globalisation

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In the egg industry

- **genetics**
- **feedstuff**
- **packaging**
- **pharmaceuticals**

At egg buying levels

- **retail chains**
- **restaurant chains**
- **egg products industry**

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**solely dedicated to eggs
representing 60 countries with
over 80% of global egg production**

IEC

An educator and facilitator

- egg production
- animal welfare
- food safety
- nutrition
- „think eggs“ consumer website
- World Egg Day / Egg marketing
- WTO, OIE, Codex Al.



Egg Farmers Care About:

- Producing the highest quality, safest product
- Feeding our growing population
- Our environment
- Providing choice
- The welfare of our hens

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5400 Mio laying hens worldwide

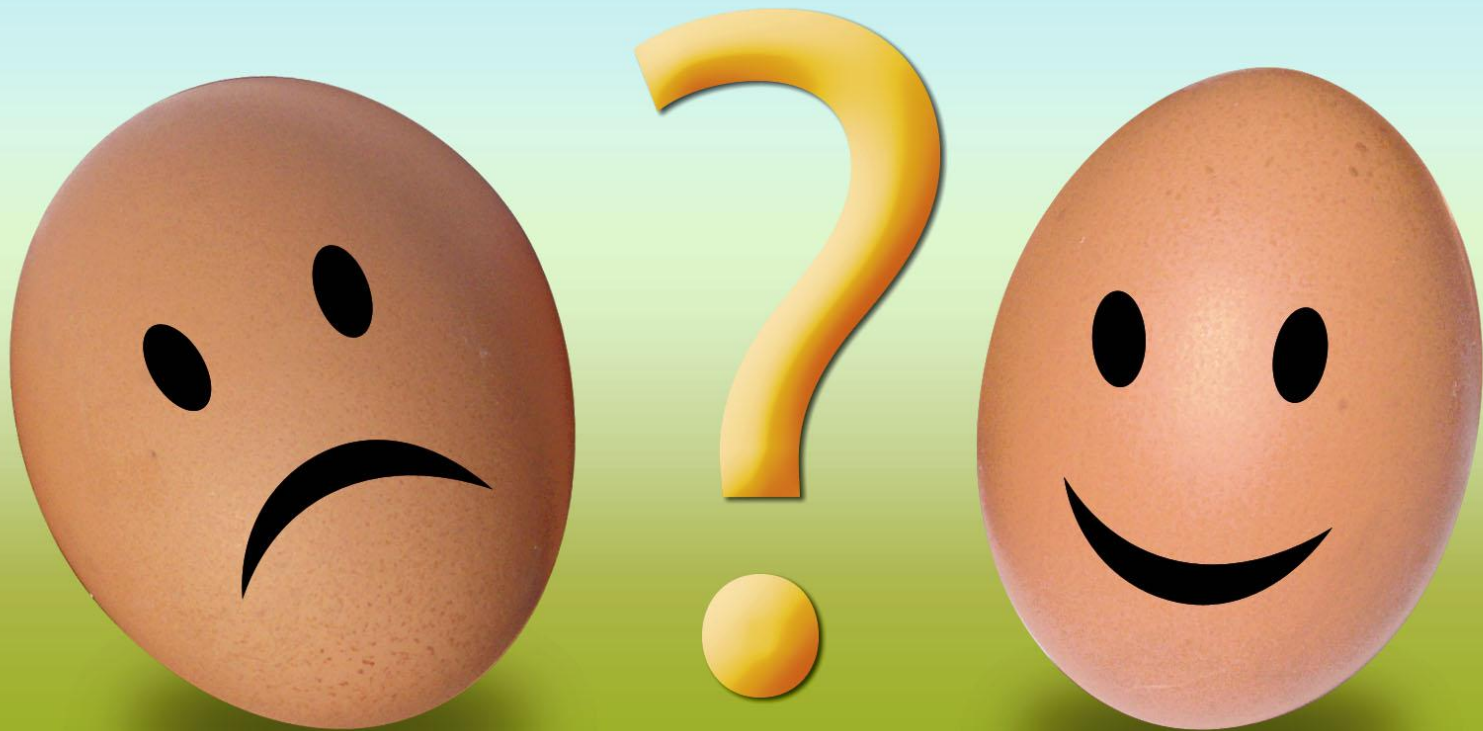
- **1.500 Mio. China**
- **280 Mio. USA**
- **420 Mio. EU**
- **160 Mio. Russia**
- **29,5 Mio UK**
- **2,1 Mio. Ireland**

Egg consumption per person / year



➤ Mexico	350
➤ Japan	330
➤ China	320
➤ France	250
➤ Austria	230
➤ UK	189
➤ Ireland	170
➤ India	43

Egg Future



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Animal welfare

- **cage ban in EU 2012**
- **German directive**
- **EU - probably no egg surplus region by 2012**
- **USA – pressure groups on cage ban**

Eggs – a commodity

An egg is an egg!

not quite true

**Growing egg products market –
convenience/safety**

Change of buying behaviour

**Consumer demand for high food
safety at best price**

Functional food – Lifestyle

Health in a shell – instead of a pill

The power of innovation

Seasonal eggs – Easter

Convenience food

Pic-nic eggs/promotions eggs

Salad eggs

**Over 600 Mio. boiled/coloured
eggs in Europe in 2009**



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S.O.S.

Share of stomach

The profile of eggs needs to rise

**Strong retail and producer brands
will be the winners**

Need for „Egg-u-cation“

Fight overweight and obesity

**Not eating eggs is more
dangerous than eating eggs**



**Eggs – not only the way to feed
the hungry**

**but the way to improve
people's health**

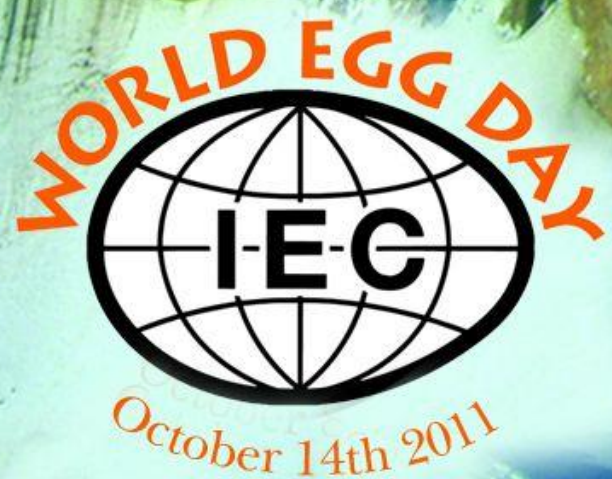


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- **BORD BIA and IEC
invite all producers and packers
to attend**
- **IEC Spring Conference
2011 London April 3 – 5**
- **IEC Production and Marketing
Conference
2011 Washington DC
September 18 - 22**



Happy World Egg Day!