



Międzynarodowa Konferencja Drobiarska

2026

AKTUALNE WYZWANIA BRANŻY DROBIARSKIEJ



Ministerstwo Rolnictwa
i Rozwoju Wsi

Patronat honorowy
Ministra Rolnictwa i Rozwoju Wsi
Stefana Krajewskiego



Międzynarodowa
Konferencja Drobiarska
2026



KRAJOWA BADA DROBIARSTWA
IZBA GOSPODARSCZA



An aerial photograph of a large-scale poultry farm at sunrise. The scene is dominated by several long, parallel white buildings with blue roofs, arranged in a grid-like pattern. The sun is low on the horizon, casting a warm, golden glow over the entire scene. The background shows rolling green hills and fields under a clear sky. The foreground is slightly hazy, suggesting a misty or early morning atmosphere. The overall composition is clean and professional, emphasizing the scale and organization of the facility.

Global Poultry Meat Sector: Navigating Challenges and Seizing Opportunities

From geopolitical tensions and disease pressures to surging global demand, the poultry sector stands at a critical crossroad, where resilience, innovation and strategy will define the next decade

Nicolò Cinotti, Secretary General — International Poultry Council

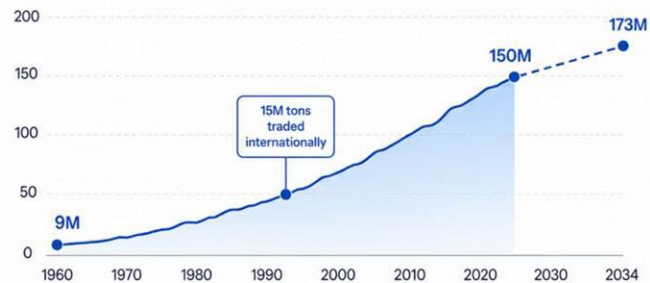


A World Hungry for Protein

Global poultry meat production has surpassed 150 million metric tons annually — a 17x increase since the 1960s. Chicken is now the world's most consumed meat.

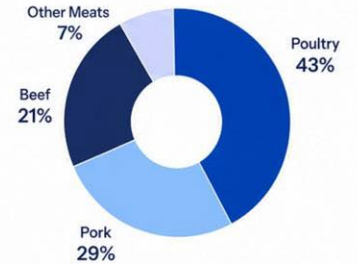
FAO/OECD forecasts project 173 million tons by 2034.

Global Poultry Meat Production 1960–2034
Million metric tons (carcass weight)



Source: FAO/OECD, USDA

Global Meat Consumption by Type
2022, % of total



Source: FAO/OECD, USDA

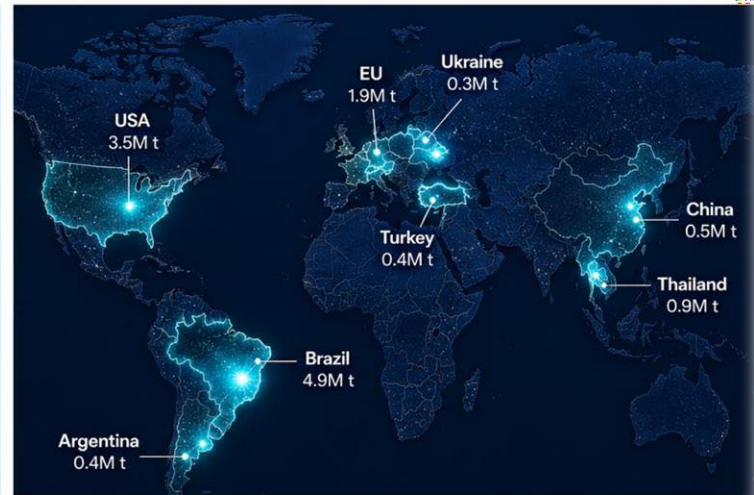


Who Leads the World?



Top Poultry Meat Producers

Source: USDA, 2023



Top Poultry Meat Exporters

Source: USDA, 2023

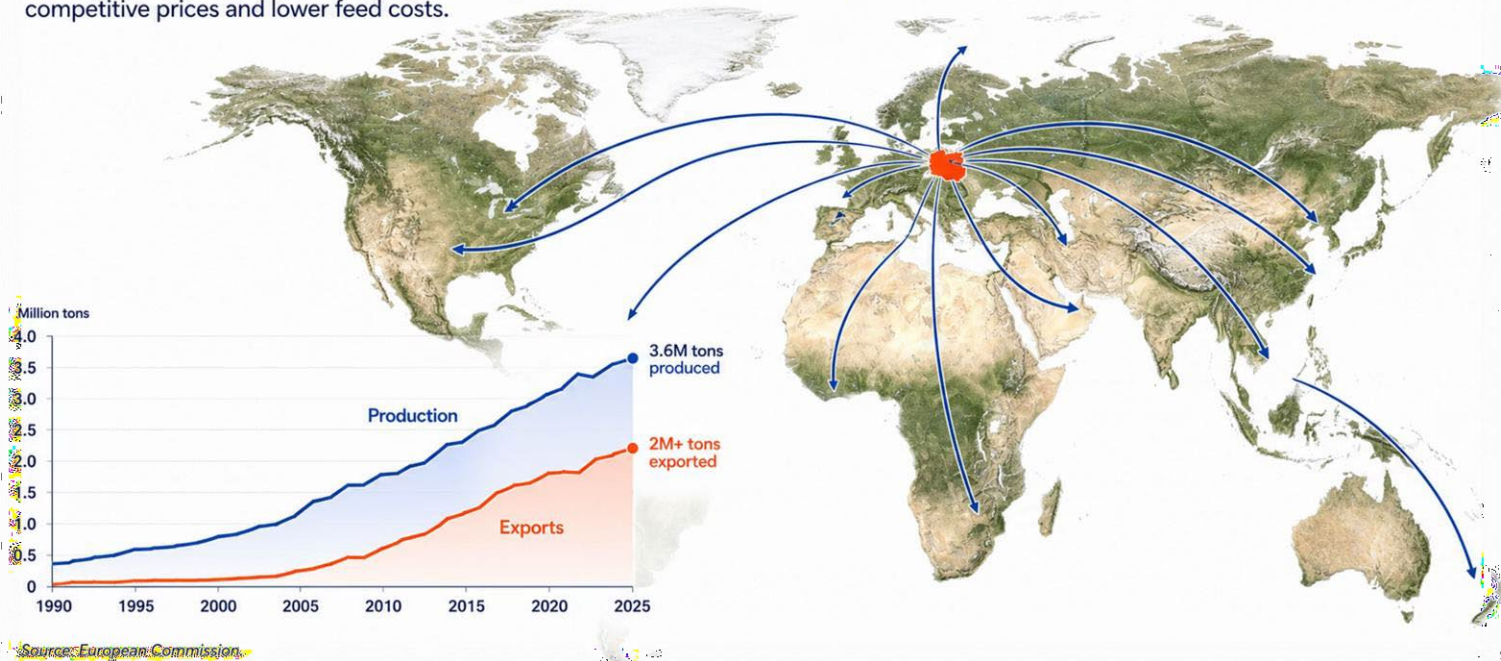
The United States, Brazil, China, and the European Union collectively produce over **40%** of the world's poultry meat.

Brazil accounts for almost **1/3** of the global poultry meat trade.



Poland: EU's Poultry Powerhouse

Poland produced approx. 3.6 million tons in 2024, over 20% of total EU output and exported more than 2 million tons, placing it as third global exporter. Driven by competitive prices and lower feed costs.



Source: European Commission



The Emerging Market Surge.

Rising middle classes in Southeast Asia, Sub-Saharan Africa, and Latin America are driving the next wave of demand growth, creating opportunities for international and local players.



16%
Growth

Global poultry consumption projected increase



28.6
kg/year/person rwe
(+2% per capita)



79%
from middle-income countries



56%
export share

Fastest-growing import demand



Poultry = **72%**
of additional meat imports



The Storm

Pressures Reshaping the Industry



Geopolitics is Reshaping Our Sector as Never Before.



Middle-East crisis, Russia-Ukraine conflict, and regional instability are directly disrupting supply chains, energy costs, and export corridors.



The WTO-ruled trade environment that defined global commerce since 1994 is fracturing. Regional and national frameworks are replacing global consensus.

Navigating, anticipating, and adapting are no longer optional — they are existential imperatives for the poultry industry.

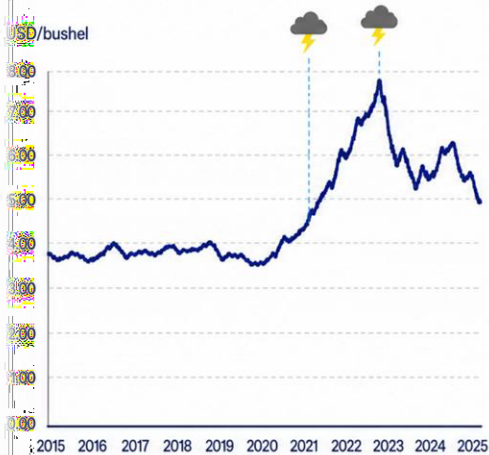


Feed Costs: A Perfect Storm

Corn and soybean prices have fluctuated dramatically since 2020, squeezing producer margins globally. Fertilizers trade disruption is worsening the sentiment.

Corn Price Chart (2015–2025)

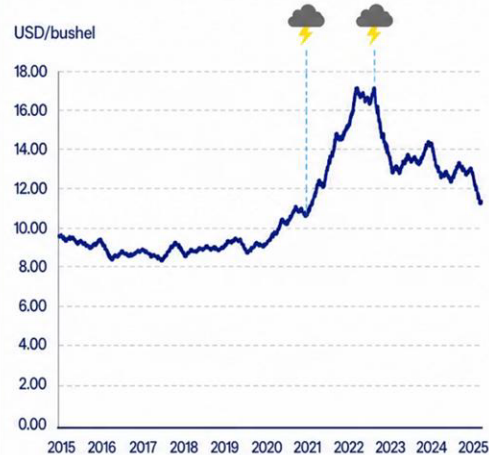
Corn Futures Price (USD per Bushel)



Source: Business Insider

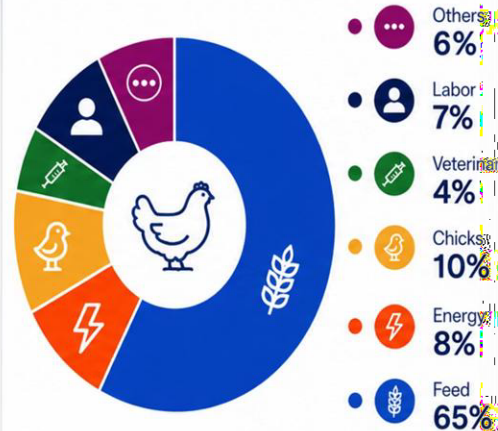
Soybean Price Chart (2015–2025)

Soybean Futures Price (USD per Bushel)



Source: Business Insider

Cost Structure: Broiler Production





Disease: A Permanent Systemic Crisis

300M+ birds lost since 2021

Source: IPC/WOAH estimates

Avian influenza is no longer a periodic shock — it disrupts supply chains, destabilizes markets, threatens public health, and erodes consumer access to food globally.



Science



Communication



Crisis Management

IPC AI Issue Management Plan — Three-Component Framework



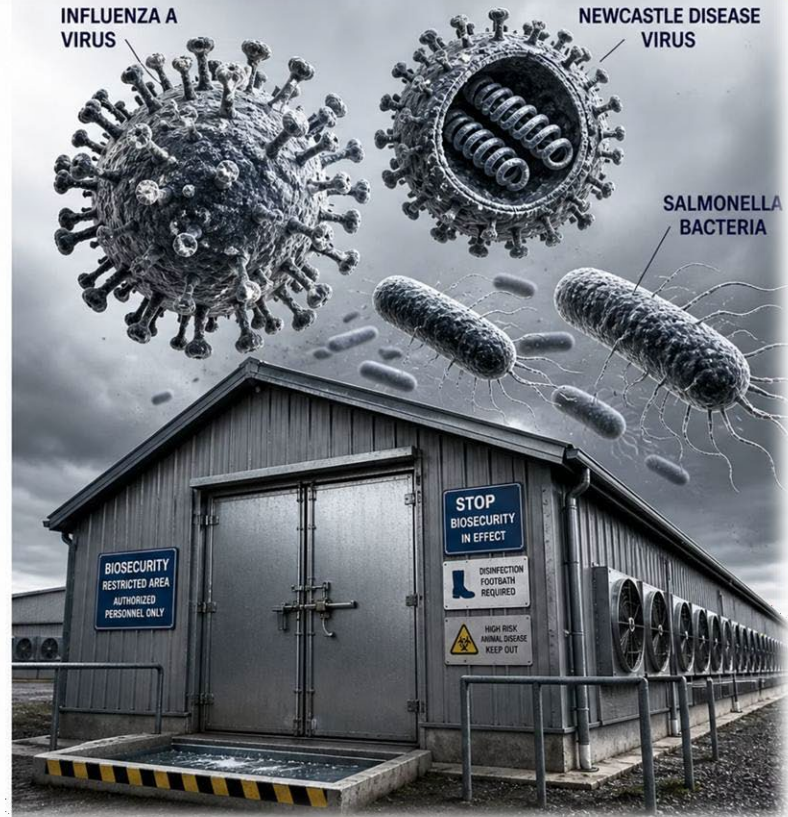
Vaccination: viable if a clear, binding framework ensures no trade disruption — mutual recognition, zoning, compartmentalization.



New poultry definition under IPC advocacy to relieve pressure on commercial flocks.



- Newcastle Disease resurgence in Europe
- Coccidiosis: ever-present threat
- Salmonella control
- Biosecurity: first and most effective defense — surveillance, good practices, on-farm interventions.



INFLUENZA A VIRUS

NEWCASTLE DISEASE VIRUS

SALMONELLA BACTERIA



Consumer Scrutiny Under the Spotlight

Today's consumers demand more information on how animals are raised, on animal welfare, on origin and what they were fed. New social dynamics are shaping attitudes — the sector must adapt and connect.





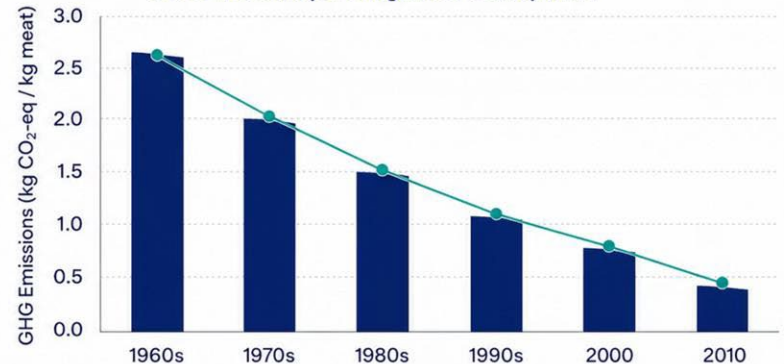
Environmental & Social Accountability

Sustainability remains top of the agenda. Poultry meat has a great story to tell — but it must be credible and consistent.

Our social license to produce is no longer given for granted; it has to be earned.



GHG Emissions per Kilogram of Poultry Meat



Source: FAO GLEAM Project



Where the Opportunities Live

Rising global protein demand, efficiency gains, and sustainability leadership are reshaping the industry's future.





Building Resilience

Through Covid, economic crises, trade wars, feed cost spikes, and geopolitical earthquakes — the sector endured and grew. Our best opportunity now: anticipate, adapt, and lead.





Lesson Learned: Antimicrobial Resistance



-  **2016**
UN Call-to-Action
-  National Initiatives
IPC Stewardship and GP
-  USAID
TRANSFORM Project
-  IPC/FAO
Global Poultry Manual



From regulatory to **policy.** | From talking to **acting.** | From reacting to **leading.**



AI in Agrifood: Beyond the Chatbox

“Pretending AI does not exist or that it is not worth our attention would be short-sighted.”

-  Real-time flock health monitoring
-  Predictive transport and cold-chain logistics
-  Automated slaughterhouse yield optimization
-  Processing line quality control via computer vision
-  Smart distribution and demand forecasting
-  Consumer engagement through personalized data insights



The Future Belongs to the Adaptive.





Anticipate to Thrive — Not Just Survive.



Workforce Shortage



Feed Supply



Input Costs & Availability



Land Use



Trade & Geopolitics



Protectionism

The poultry meat industry must sit at the table with policymakers to discuss how upcoming threats can be avoided or minimized — shaping regulation before regulation shapes us.

A world map with a blue and white color scheme, overlaid with a network of glowing blue dots and connecting lines, representing global connectivity.

Thank You for Your Attention.

**See you at the IPC 2027 Annual Meeting —
Belfast, 12–15 April 2027.**

nicolo@internationalpoultrycouncil.org