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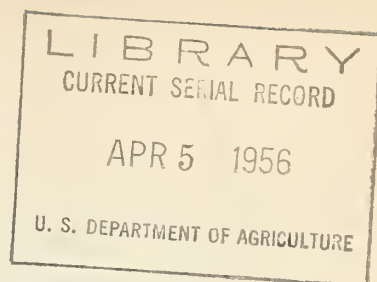
Washington, D. C.

Nov. ~~December~~ 28 ^{Dec} ~~January~~ 1, 1955

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UNITED STATES DEPARTMENT OF AGRICULTURE
FOREIGN AGRICULTURAL SERVICE
Washington 25, D. C.



Y Export Potential for United States Egg and Poultry Products Y

The United States poultry industry provides the American farmer with his third largest source of income. Gross receipts from poultry and eggs in 1954 totaled over 3.5 billion dollars compared to 3.2 billion dollars in 1946. This development is most significant when one realizes that the increased production of eggs and poultry meat was distributed through domestic retail channels.

The U.S. poultry industry is substantially larger than the industries of Denmark and the Netherlands. However, we export less than one-half of their annual exports. Denmark in 1954 exported over 78 million dollars worth of eggs and poultry products and the Netherlands exported almost 96 million dollars. Shell eggs were the major item exported.

U.S. exports of egg and poultry products for calendar year 1955, should be 33 million dollars compared to 29 million last year. Turkey meat exports should reach 8 million pounds in 1955 with Canada being the major importer. The main item we export is shell eggs which annually represents in value over 50 percent of our trade.

The U.S. poultry industry, unlike some farm industries, has never had to depend on an export market. However, our exports have increased from a little over 1 million dollars in 1937 to a predicted 33 million in 1955. Even so, this figure does not represent 1 percent of the farmer's predicted gross receipts for 1955.

Recently various members of the U.S. poultry industry have become interested in the export market because of their ability to increase production in a period of weeks and because the industry produces high quality merchandise which, at all or various times of the year, can favorably compete on the world market.

C.C. Warren, Chief, Commodity Analysis Branch, Dairy and Poultry Division, FAS, after interviewing numerous U.S. poultry exporters, reported increased industry interest in exports. Various associations are setting up committees to backstop FAS efforts to promote export trade. The Turkey Industry Advisory Committee, which met November 17 and 18, reported to Secretary Benson the following: "The Committee recognizes a need to develop export markets for poultry products, to the mutual advantage of both the United States and importing countries. The Committee recommends that the Department give prompt consideration to creating a committee of industry representatives from all branches of the poultry industry to assist the Department in developing expanded export outlets for poultry products".

Prepared by: Herbert W. Ford,
Dairy and Poultry Division, FAS
For The 33rd Annual Agricultural Outlook Conference,
November 28 - December 1, 1955, Washington, D. C.

Presently our major market consists of countries in Latin America. Mexico is the largest buyer of United States egg and poultry products. In 1954 its purchases totaled almost \$8.5 million, including approximately 700 thousand cases of market eggs and around 4 million baby chicks. The majority of chicks imported were straight-run, but as hatching egg production increases the demand for foundation stock should continue to rise. The Mexican Government, in its program to encourage consumption of certain basic foods, including eggs, is the major purchasing agent for shell eggs.

Venezuela is the United States' second largest market for egg and poultry products. It is a hard currency country and largely dependent on imported food stuffs, as well as manufactured items necessary in building a poultry industry. Other exporting countries continually try to obtain a share of this market.

Last year Venezuela purchased over 500 million dollars worth of United States agricultural and industrial products, including more than 6 million dollars spent for egg and poultry products. Practically all of Venezuela's imports up to 1953 came from the United States. However, during the spring months since 1953 Denmark and Canada have been successfully competing with United States market eggs. It is estimated that Venezuela imported 70,000 cases of eggs from Denmark during the 1955 spring production season. Indications are that Denmark and Canada will have large quantities of eggs for export during the spring months of 1956.

Cuba is another important market for U.S. poultry products. During 1954 Cuba imported 4.5 million dozen of market eggs; 70,000 pounds of live poultry; 280,000 pounds of killed poultry and small game; 120,900 pounds of eviscerated poultry and some 5 million hatching eggs duty free.

Colombia only in the last two years has become an important market for United States market eggs, chicks, and canned poultry. During 1954 Colombia imported 2,576,000 dozen market eggs, 904,000 baby chicks, and 1,006,000 pounds of canned poultry.

Poultry personnel of Foreign Agricultural Service are cooperating with industry in order to expand export markets. Efforts to ease or remove restrictions which bar United States poultry products from European markets are continuing. The United Kingdom presently enforces so-called sanitary restrictions (which are really economic) against United States poultry products. Western Germany, the world's largest importer of eggs and poultry products, has refused to issue dollar permits for the importation of United States poultry items. It is hoped that these restrictions and others of similar nature may be removed through the combined efforts of the United States Department of Agriculture and the United States poultry industry.