



World Market Overview

Bennie Hirsch | 23.2.2021

 **PLASSON**[®]
Livestock

Global Presence - Local Commitment

Welcome to Plasson



Poultry world in 2020

- Poultry Meat production continued to grow.
- Change in consumption of chicken parts due to reduced restaurant eating.
- Egg consumption increased due to increased home cooking and baking.
- Investment picture, variable – Increases in Latin America, decreases in Asia, except China



Poultry world in 2020

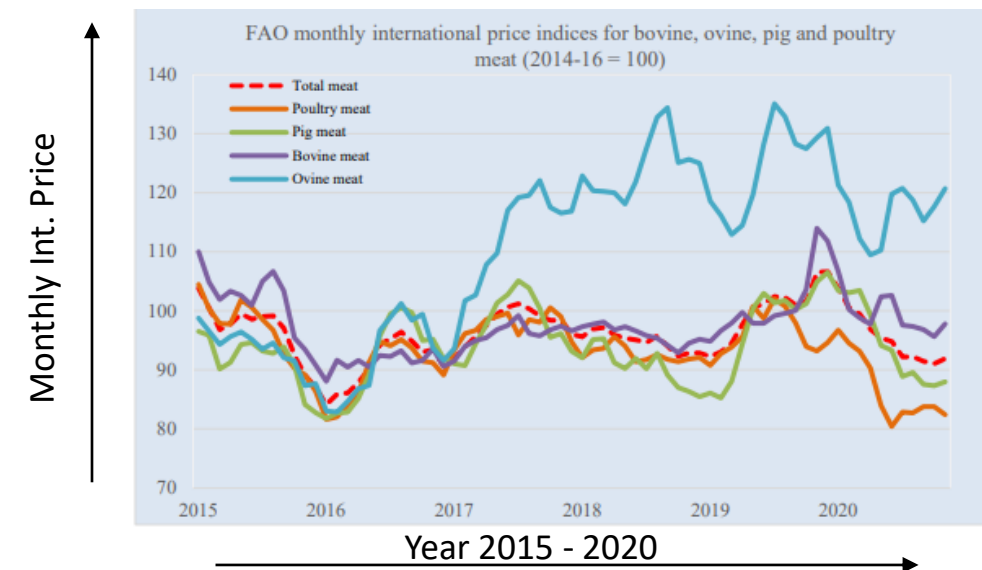
Meat prices

World

- Lowest prices in 5 years for meat in general.
- Poultry meat price 80% of price 5 years ago!

Brazil

- Production costs up 35%.
- Meat price up 25%



Poultry world forecast - 2021

Positive:

- Poultry meat production scheduled up 1-2%
- Market consumption will improve from Q3.
- Restaurants and Tourism to restart.
- World population continues to grow 80M per year.

Poultry meat production 1000, tons				
	2019	2020	2021	Change 2021/2020
Asia	37,085	39,061	39,990	2.38%
Africa	4,449	4,554	4,578	0.54%
Latin America	21,103	21,357	21,806	2.10%
North America	17,809	18,029	18,140	0.61%
Europe	15,657	15,540	15,497	- 0.28%
Oceania	1,108	1,133	1,133	0.00%
World	97,211	99,674	101,144	1.47%

Poultry world forecast - 2021

Negative:

- Higher feed prices. 30% increase already. More to come.
- Improvement in ASF in China → Reduced chicken imports.



Plasson Group in 2020

Positive:

- Poultry meat production is growing 1-2% annually.
- Plasson Group sales have grown around 50% in Brazil and Mexico, 20% in China.
- This means growth in market share!
- Plasson products keep high standards and longevity.
- Growers achieve excellent results with Plasson equipment.



Plasson Group in 2020

Negative:

- Increase in costs of Metal & Plastic.
- Difficult to get customers to pay for full value of increases.
- Higher costs are reducing margins.



Poultry Group Targets - 2021

Goals:

- Increase sales in all markets.
- Better sourcing from group via coordination.

How to achieve:

- New markets.
- Sell larger variety to existing customers.



Thank You



Feeding



Drinking



Climate



Housing

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