

Dear friends,

As you may know, 3 bids have been considered eligible for WPC2020 and the voting will take place in Brazil, during WPC2012, on the 8th of August. We have already shown you the advantages of the French bid regarding the youth programme, the congress center in the city of Paris, let us tell you more about the French poultry sector.

A dynamic poultry activity

> **First poultry producer in Europe**, France ranks **5th for poultry meat** and **2nd for waterfowl production** on a worldwide basis.

> **A few figures:**

- Meat & eggs marketed products represent a **total of 3 billion euros**
- **Poultry exchanges show a positive balance** (excess of exports of 387 million euros in 2010)
- French poultry sector represent more than **14,000 farmers**
- About **28,000 employees** working for the slaughterhouses
- An important part of the feed for broilers and layers originate from French crop production (more than **8 million tons, equivalent to 40% of the total crop production in France**)
- Feed and premix companies: **strong economic players** which will recruit lots of new positions in the next years.
- Several of the most important **international companies** have their **headquarters in France**

The French touch



> **A diversity of species:** chicken, turkey, ducks, guinea-fowl, goose, quail, pigeon, game birds...; the **share of chicken products is 57% of the total poultry meat**, followed by turkey (23%) and ducks (13%).

> **A diversity of production systems:** conventional, free-range, organic, etc... A strong asset of the French poultry sector is the definition of quality signs which rely on a list of requirements for the production system and the quality of the final product. The main quality signs are '**Label rouge**', the '**Protected Origin**' and the '**organic label**'. They represent **more than 25% of the total production**. Egg production has undergone the same trend in recent years, with **22% of layers being raised in alternative productive systems**.

> **Gastronomy, health and poultry:** poultry products contribute to the **French well-known gastronomy**. Poulet de Bresse, Chapons de France, 'omelette de la Mère Poulard' from Mont St Michel are among our Stars. Some of these recipes trace back long ago in history, such as the fatty liver.

> **Nutritional and technological innovations:** besides tradition, poultry products, eggs and meat, are also ambassadors of nutritional and technological innovations. Nutrition for health is a strong driver for innovation, as shown for example by the omega-3 enriched eggs, which can be found in our supermarkets. Poultry meat and egg consumption showed the **strongest development of all animal products since 30 years**.

France is thus a poultry-friendly country, from both the producing to the consuming sides, **with a great future!**



For more details about our candidacy, please visit our website www.wpcparis2020.org