



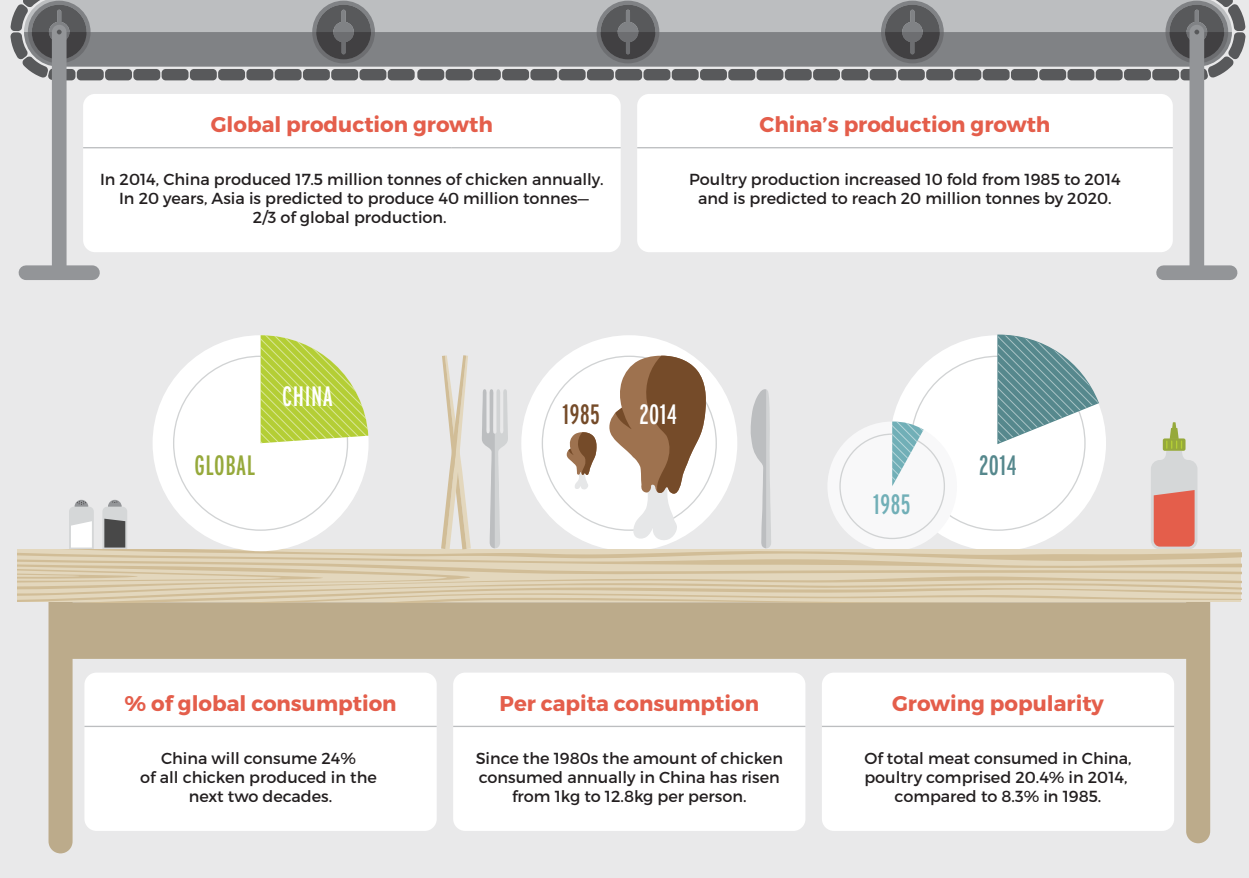
# BEYOND SOUP & NUGGETS: THE GLOBAL EFFECTS OF CHINA'S POULTRY INDUSTRY

Poultry production and consumption are growing at an unsustainable rate, especially as demand increases in places like China. Our collective action can reduce the pressure on Earth's resources and improve public health.



## CHINA'S CHICKEN INDUSTRY IS BOOMING

China's poultry industry is the second largest in the world and growing rapidly.



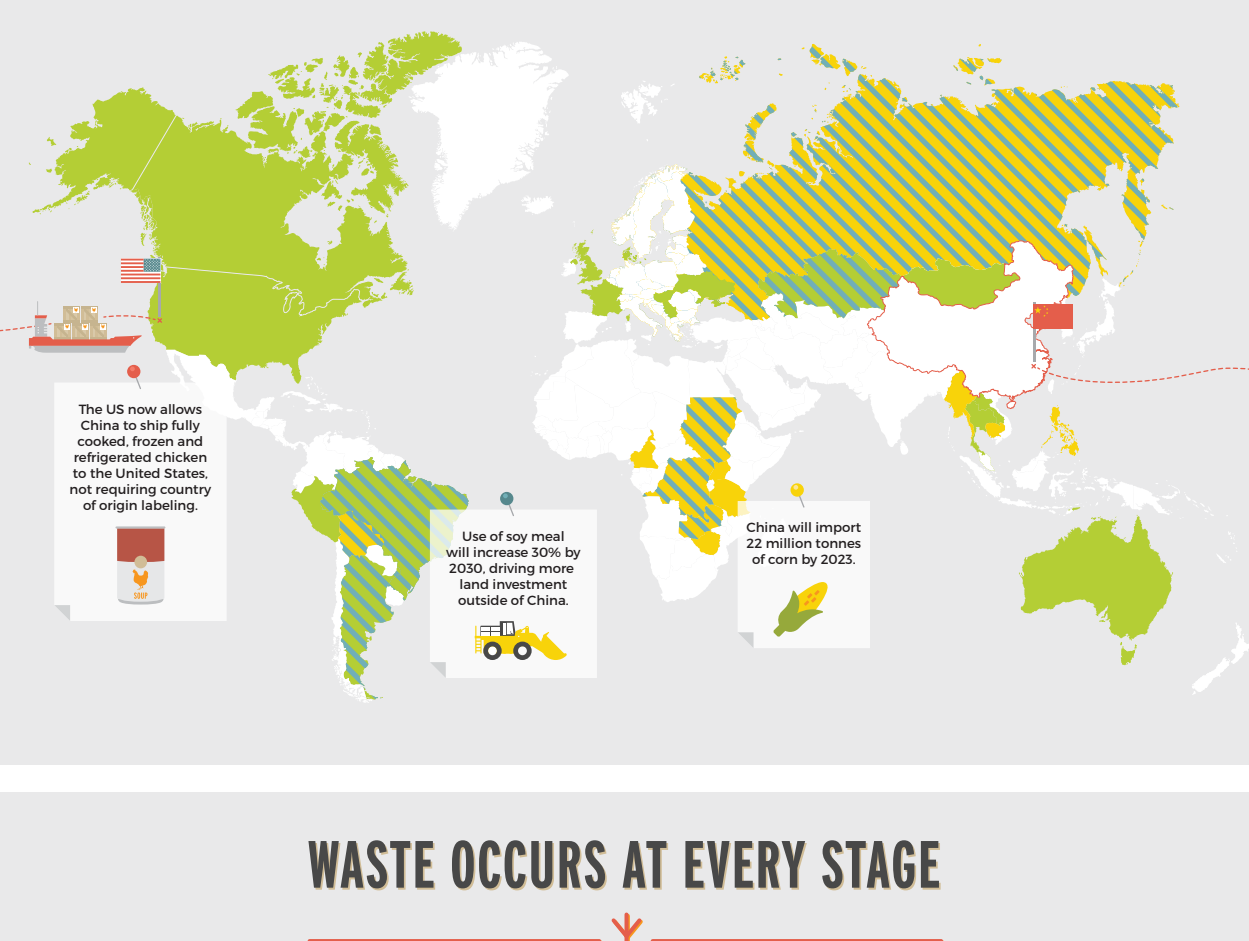
## RISING DEMAND DRIVES GLOBALIZATION

Higher demand for poultry causes higher demand for feed. This need-for-feed causes environmental impacts elsewhere—like expansion of agriculture into natural habitat, an increase in global land conversion and additional water use.



## THE REACH IS GLOBAL

China's rising chicken production impacts the whole world.



## WASTE OCCURS AT EVERY STAGE

Food waste and loss exacerbates resource scarcity issues and environmental impact.



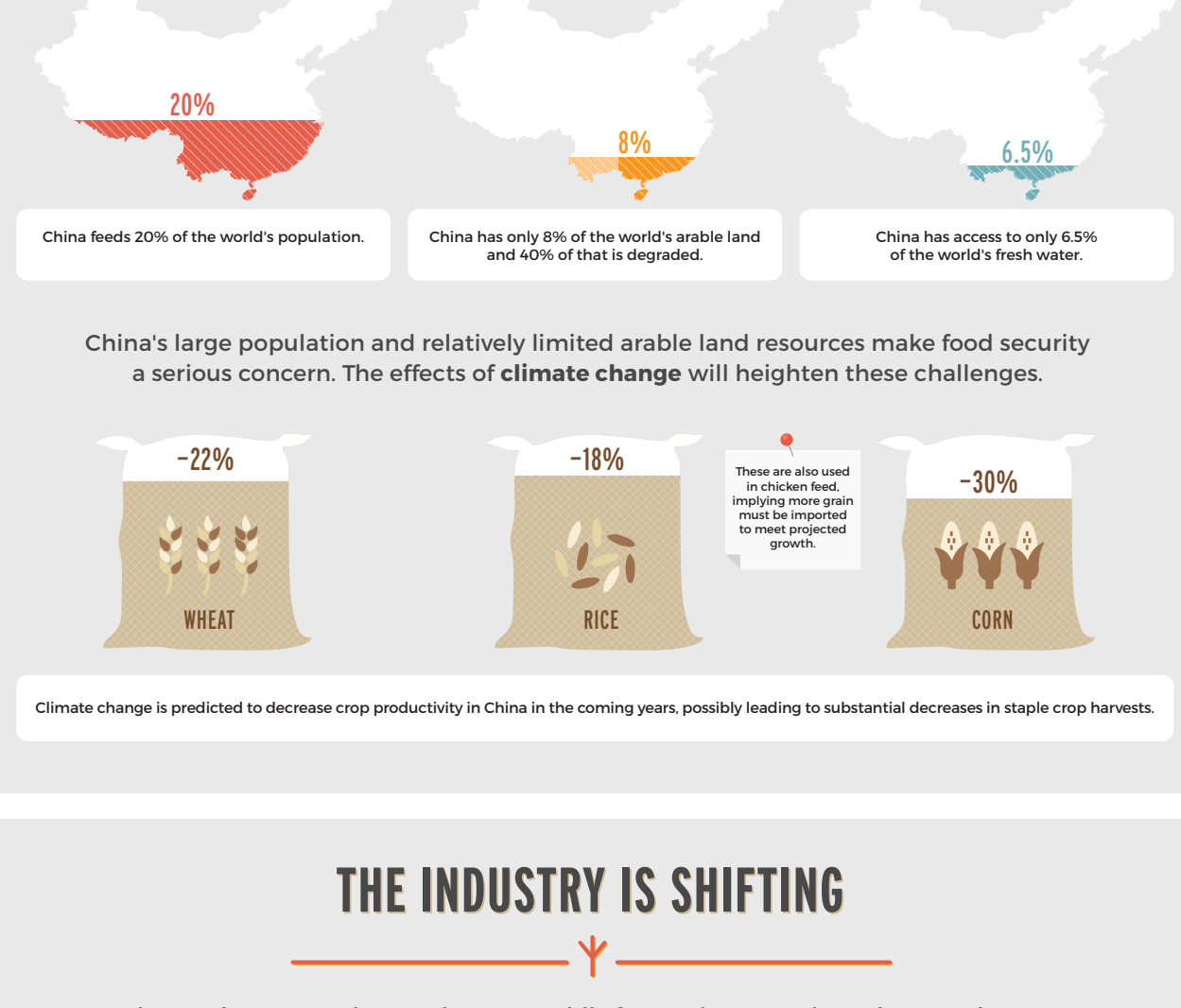
## ONE CHICKEN, MANY RESOURCES

Chicken production consumes resources and contributes to greenhouse gas emissions and water quality issues.



## FOOD SECURITY IS A SERIOUS CHALLENGE

China faces limited resources in comparison to their population.



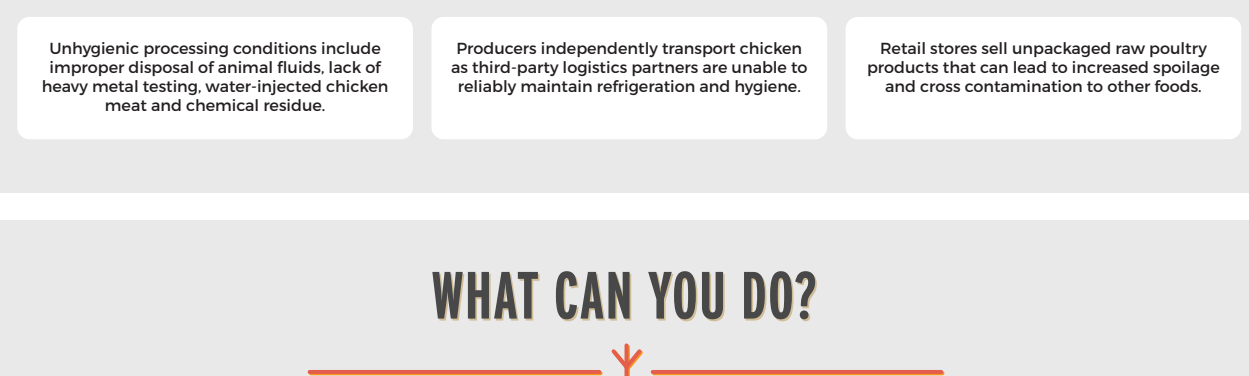
## THE INDUSTRY IS SHIFTING

Industry changes are happening too rapidly for producers and regulators to keep up.



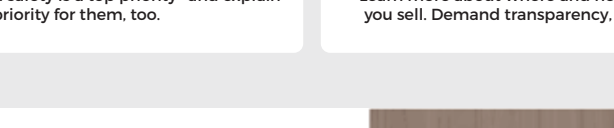
## THE ROAD TO THE CONSUMER

Food safety concerns arise at every point in the supply chain. In 2016, President Xi Jinping underscored the need to implement the "strictest" measures to ensure food safety. He said the strongest measures were needed, featuring rigorous standards, strict supervision, serious punishments and an authoritative accountability system.



## WHAT CAN YOU DO?

These issues are too big to solve on our own. Collective action can reduce the pressure on Earth's resources and improve public health.



- Raise awareness**  
Spread the facts about #ChineseChicken by sharing this graphic on social media.
- Be an advocate**  
Be an advocate for regulatory and policy changes that will help ensure you're serving a safe and responsibly-made product.
- Educate your consumers**  
Let your consumers know that food safety is a top priority—and explain why it should be a priority for them, too.
- Educate yourself**  
Learn more about where and how your suppliers produce the food you sell. Demand transparency, sustainability, and accountability.

### Sources

Beijing University of Agriculture 2011.  
 Bingsheng, Ke, and Han Yijun. Poultry Sector in China: Structural Changes during the Past Decade and Future Trends.  
 China Animal Agriculture Association. (n.d.). H7N9.  
 Gustavsson, Jenny et al. Global Food Losses and Food Waste: Extent, Causes and Prevention. Rome: Food and Agriculture Organization of the United Nations, 2011. Print.  
 Hu, Xiangdong. "Research on Quality Safety and Risk Control of the Chicken Supply Chain in East China"  
 Lan, Hongjie, and Yongbin Tian. "Analysis of the Demand Status and Forecast of Food Cold Chain in Beijing." Journal of Industrial Engineering and Management 61 (2013): 346-355. Web.  
 Liu, Gang, Xiaojie Liu, and Shengkui Cheng. "Food Security: Curbing China's Rising Food Wastage." Nature 498:7653 (2013): 170-170.  
 Masada, Tadayoshi, and Peter D. Goldsmith. "China's Meat and Egg Production and Soybean Meal Demand for Feed: An Elasticity Analysis and Long-Term Projections." International Food and Agribusiness Management Review 15.3 (2012): 35-54.  
 Mulder, Nan dirk. Crossroads For Growth - The International Poultry Sector Towards 2020. Rabobank. Print.  
 National Bureau of Statistics of China. (2015). China Statistical Yearbook.  
 Patton, Dominique. "More than 40 Percent of China's Arable Land Degraded." Xinhua. Reuters 4 Nov. 2014. Web.  
 Piao, Shilong et al. "The Impacts of Climate Change on Water Resources and Agriculture in China." Nature 471 (2010): 43-51. Web.  
 Sharma, Shefali. The Need for Feed: China's Demand for Industrialized Meat and Its Impacts. Institute for Agriculture and Trade Policy, 2014.  
 Skillful Means. The Challenges with China's Encounter with Factory Farming. Brighter Green, 2008.  
 Strom, Stephanie. "Chinese Chicken Processors Are Cleared to Ship to U.S." The New York Times 30 Aug. 2013.  
 Walsh, Bryan. "Why Meat in China - and the U.S. - Has a Drug Problem." Time.  
 Woolsey, Michael. Meats in China - and the U.S. - Has a Drug Problem. China Poultry and Products Annual 2011. USDA, 2011. Web.  
 Yin, Peihong, Xueji Fang, and Yaru Yun. "Regional Differences of Vulnerability of Food Security in China." Journal of Geographical Sciences 19.5 (2009): 542-544.  
 Zhongguo Xunmuye Tongji. (2000 - 2014). Ministry of Agriculture of the People's Republic of China.  
 Zhongguo Xunmuye Tongji. (2014). Ministry of Agriculture of the People's Republic of China.  
 Ziegler, Edward H. China's Cities, Globalization, and Sustainable Development: Comparative Thoughts on Urban Planning, Energy, and Environmental Policy. Rochester, NY: Social Science Research Network, 2007.

