China's poultry industry is booming. In 2014, China produced 17.5 million tonnes of chicken annually. This is the second largest poultry industry in the world, growing rapidly and contributing to global food security.

### The Reach is Global

- China feeds 20% of the world's population.
- China's large population and relatively limited arable land resources make food security a serious concern.
- The effects of climate change are a serious concern. The industry is shifting to more sustainable practices.
- Urbanization and growing popularity of fast food have contributed to increased demand for chicken.

### Spread the Facts about #ChineseChicken

- Educate yourself on the environmental impacts of chicken production.
- Be an advocate for regulatory and policy changes that will help ensure food safety.
- Educate your consumers on the importance of transparent, sustainable, and accountable food production practices.
- Demand transparency, sustainability, and accountability from the suppliers you choose.

### What Can You Do?

- Educate yourself on the issues and challenges facing the poultry industry.
- Be an advocate for policy changes that promote food safety and sustainability.
- Demand transparency and accountability from your suppliers.
- Spread awareness about the importance of sustainable food production.

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**Sources**

- China's rising chicken production impacts the whole world. In 2040, the poultry industry is expected to produce 40 million tonnes—40 times the production in 1985. China is now the world's largest producer of meat and chemical residue.

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**Food Waste and Loss Exacerbates Resource Scarcity Issues and Environmental Impact.** In 2011, retail corn on average topped $0.43 per kg compared to $0.33 in July 2010. The water to produce one chicken is estimated at around 60 million tons. The share of chicken sold in quick service restaurants is predicted to increase from 2.9% in 2010 to 7% in 2020. 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. 

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**THE INDUSTRY IS SHIFTING**

- The industry is shifting to more sustainable practices. Industry changes are happening too rapidly for producers and regulators to keep up.
- Small farms and rural areas are increasingly relying on industrial farms. The share of chicken sold in quick service restaurants (less than 50k birds) decreased from 92% to 55%.
- Retail stores sell unpackaged raw chicken that requires refrigerated chicken, frozen and cooked, and non-refrigerated cooked chicken. The US now allows refrigerated chicken, frozen and cooked, that requires country of origin labeling.

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**THE ROAD TO THE CONSUMER**

- China's poultry industry is the second largest in the world and growing rapidly. The reach is global. In 2014, China's poultry industry produced 17.5 million tonnes of chicken annually, or 1.82 KWH of electricity per day. China's production growth is estimated at around 60 million tons.
- China will consume 24% of global consumption by 2020. Since the 1980s the amount of chicken meat and chemical residue has increased by 94%. The share of farm-related meat and chemical residue has increased by 95%.

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**WHAT CAN YOU DO?**

- Educate yourself on the environmental impacts of chicken production.
- Be an advocate for regulatory and policy changes that will help ensure food safety.
- Educate your consumers on the importance of transparent, sustainable, and accountable food production practices.
- Demand transparency, sustainability, and accountability from the suppliers you choose.
- Spread awareness about the importance of sustainable food production.

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**Endnotes**

- China's poultry industry is the second largest in the world and growing rapidly. In 2014, China's poultry industry produced 17.5 million tonnes of chicken annually, or 1.82 KWH of electricity per day. China's production growth is estimated at around 60 million tons.
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**Appendix**