

MILLIONS OF HEAD

YEAR	BROILERS	LAYING HENS
1992	113.3	5.1
1993 (Jan-Jul)	50.7	2.9

100.1 million broilers were slaughtered in 1992, the highest figures reached so far in this item.

Slaughtering of broilers remains fairly stable throughout most of the year, and increases significantly in December. In contrast, slaughtering of hens fluctuates greatly and increases considerably in the spring months as a result of the end of the laying period in the poultry batteries.

Apparent unit consumption of poultry meat has experienced a gradual growth and in 1991 reached a figure of 9.9 Kg. per inhabitant; in 1992 this figure grew to 14.4 Kg. per inhabitant, and in 1993 it reached 17.8 Kg. per inhabitant.

Production of broilers is concentrated in five main companies: Súper Pollo, Ariztía, Sopraval, Pollos King, and La Cartuja.

Furthermore, these companies carry out 87% of cock hatching and 100% of hen hatching, all of which gives them a high degree of autonomy and control of the market.

Additionally, the companies have their own wholesale distribution networks. Súper Pollo and Ariztía have wholesale sales points from Arica to Punta Arenas, Sopraval mainly supplies Region V and the north of the country, while Pollos King and La Cartuja distribute their products in the central zone.

These companies have wholesale sales points with cold storage rooms which are supplied from slaughtering and dressing plants by refrigerated trucks. For some years now, the aforementioned companies not only sell whole birds but also poultry cuts.

On a national level, due to the considerable increase in production coupled with the lower sales perspectives abroad, prices for the consumer kept low during 1992 with an average of 586 pesos per kilo, which figures have been maintained during the first few months of 1993.

The main imports made by the country in poultry farming are one day old chicks and fertilized eggs. These items are the hatching hens required by the broiler companies, and laying hens and are in fact products of high genetic value for the industry.

The main producers are the United States, Holland, and Brazil, and the main breeds are Hubbara and Hover.