

Turkey Market Where we are at the moment!

March 2026

Clay Burrows
Managing Director

cburrows@aviagen.com



Nicholas

Together, we breed success



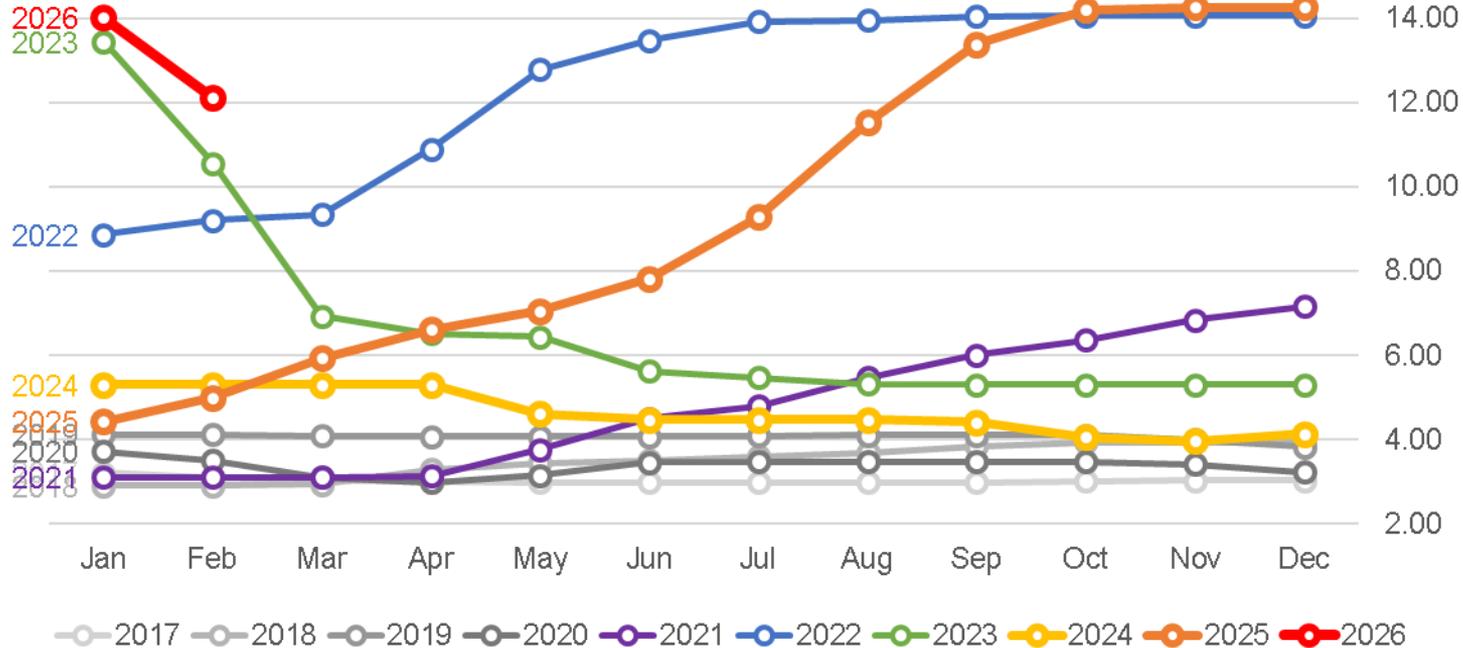
USA - Fresh turkey breast €/kg



€11.46

- 2025–2026 spike: linked to avian flu
- Seasonality: prices spike in October–December due to Thanksgiving and Christmas

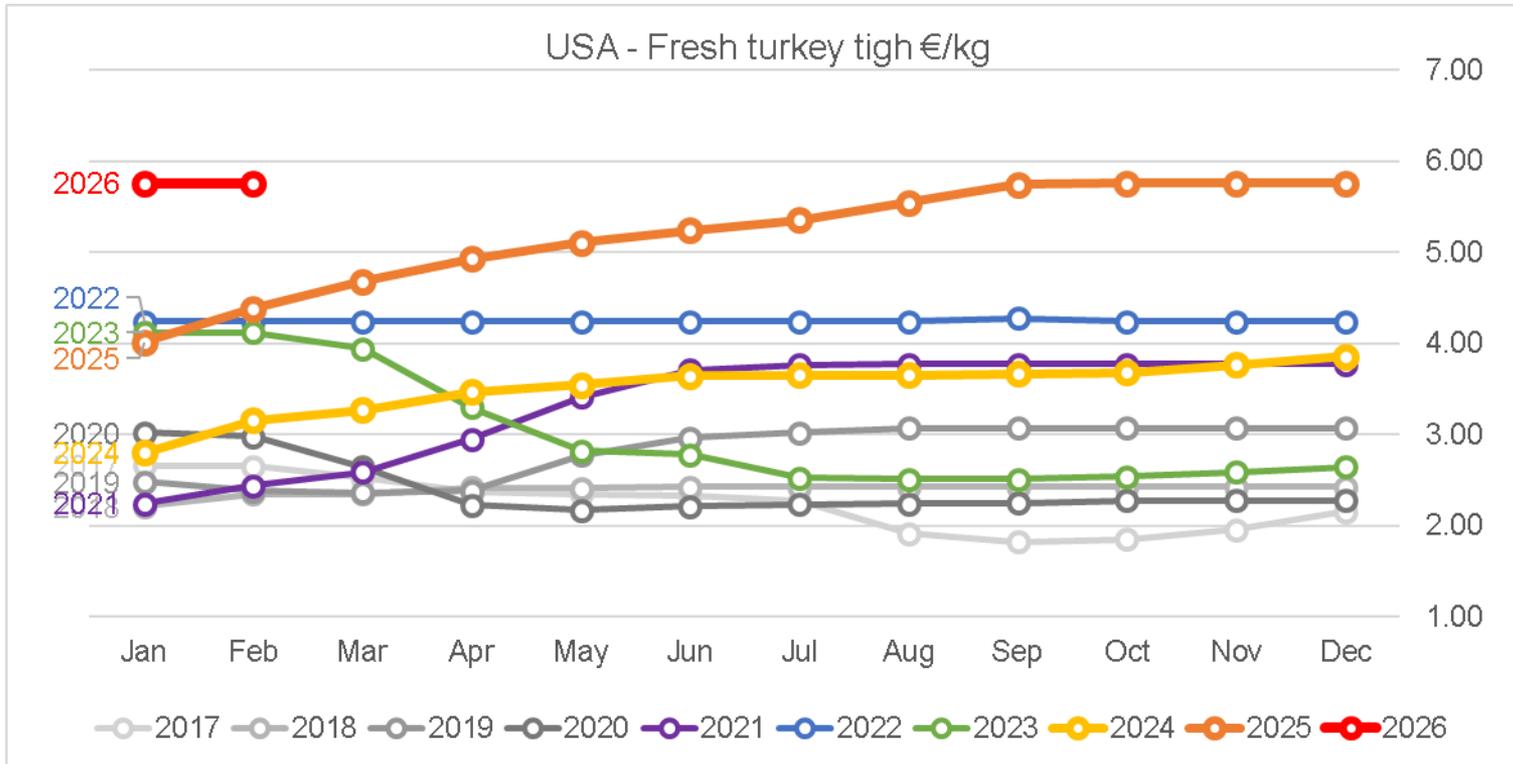
USA - Fresh turkey breast €/kg



USA - Fresh turkey thigh €/kg

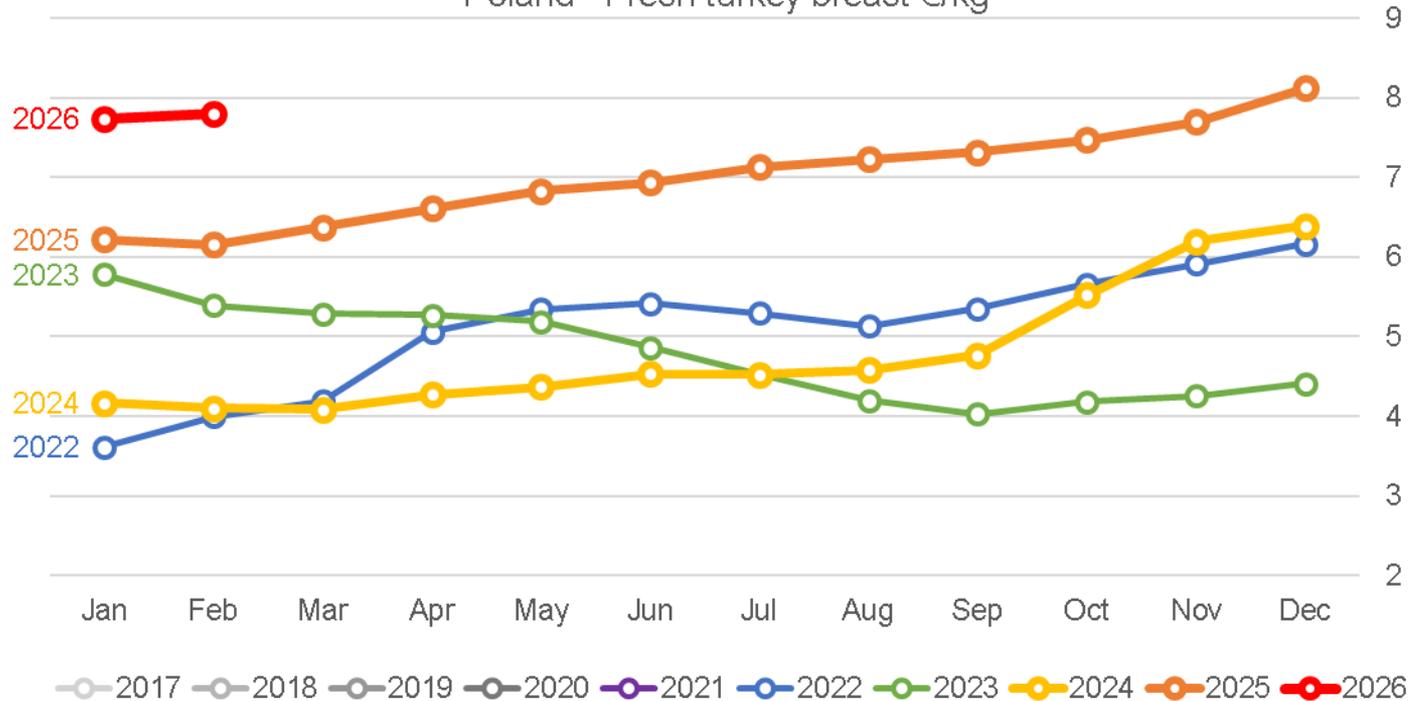


- Almost same as breast meat as %



Poland - Fresh turkey breast €/kg

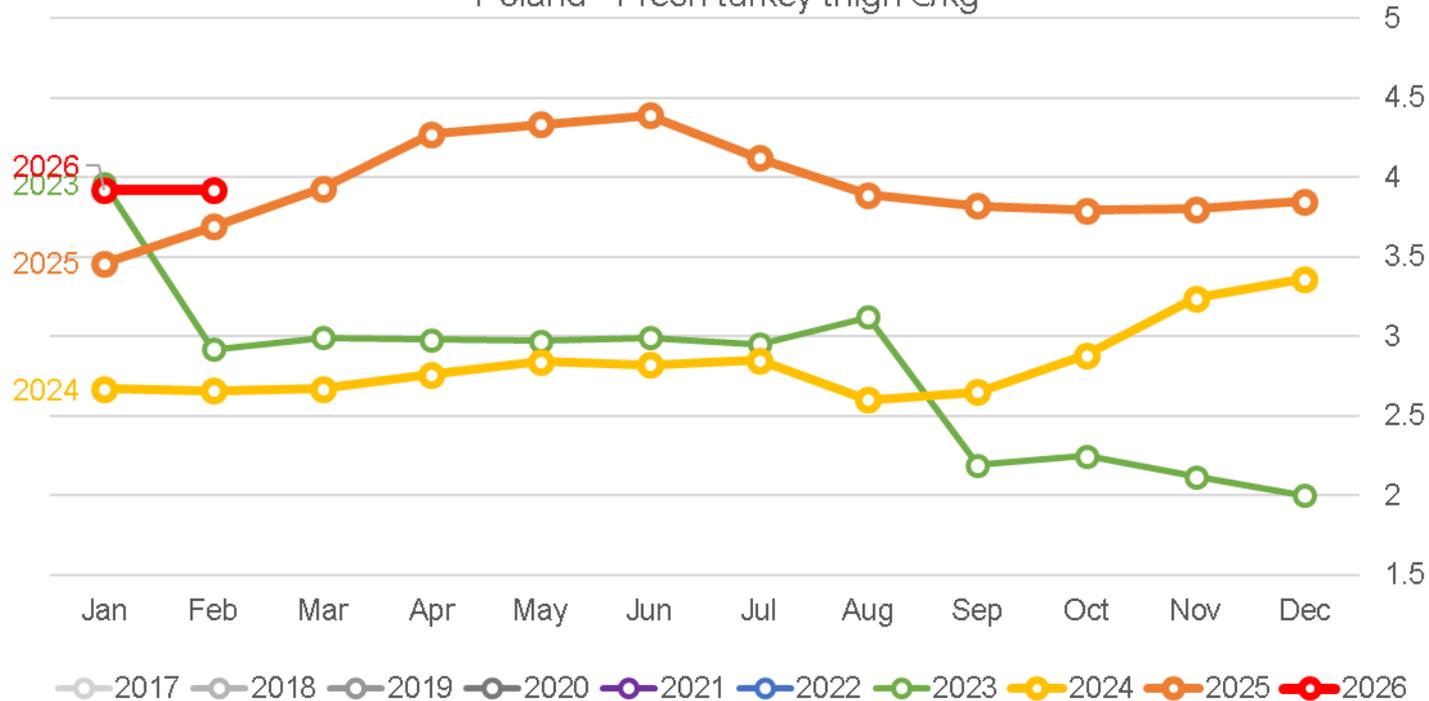
Poland - Fresh turkey breast €/kg



Poland - Fresh turkey thigh €/kg



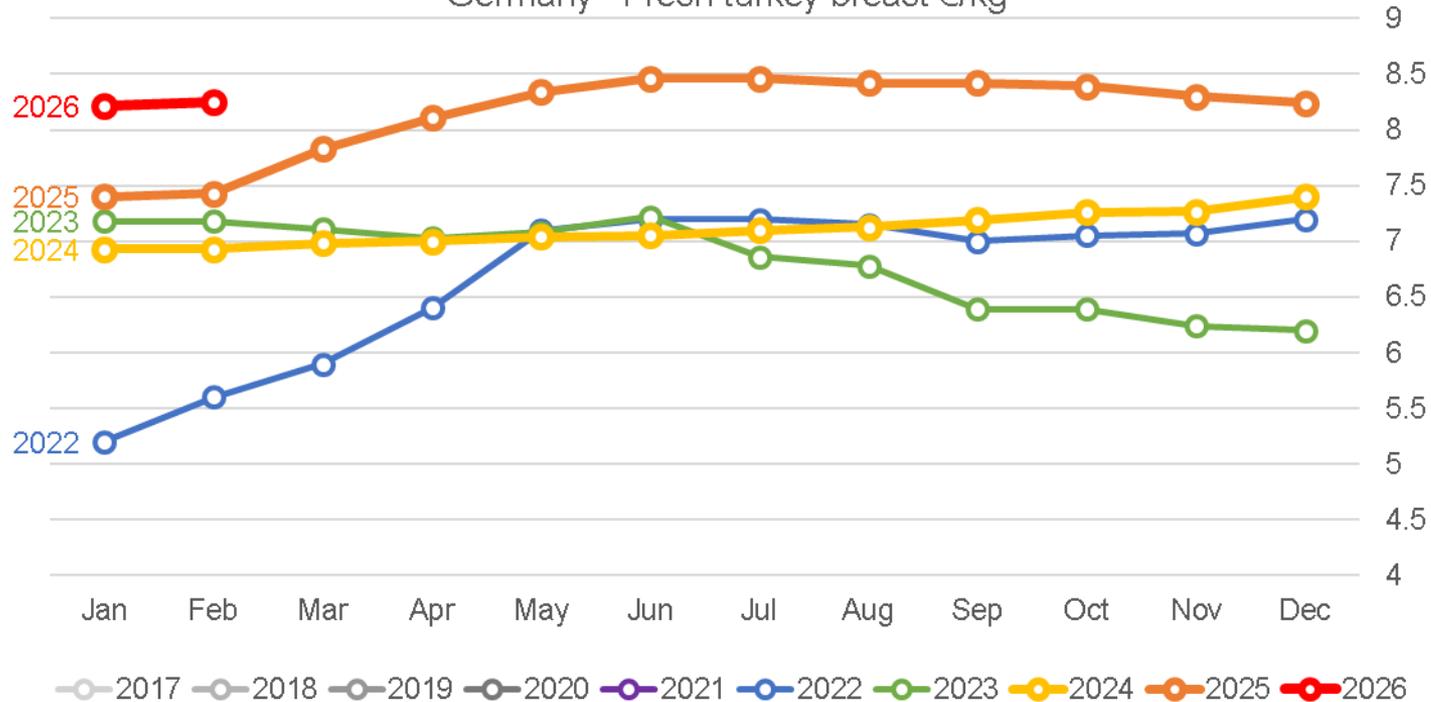
Poland - Fresh turkey thigh €/kg



Germany - Fresh turkey breast €/kg



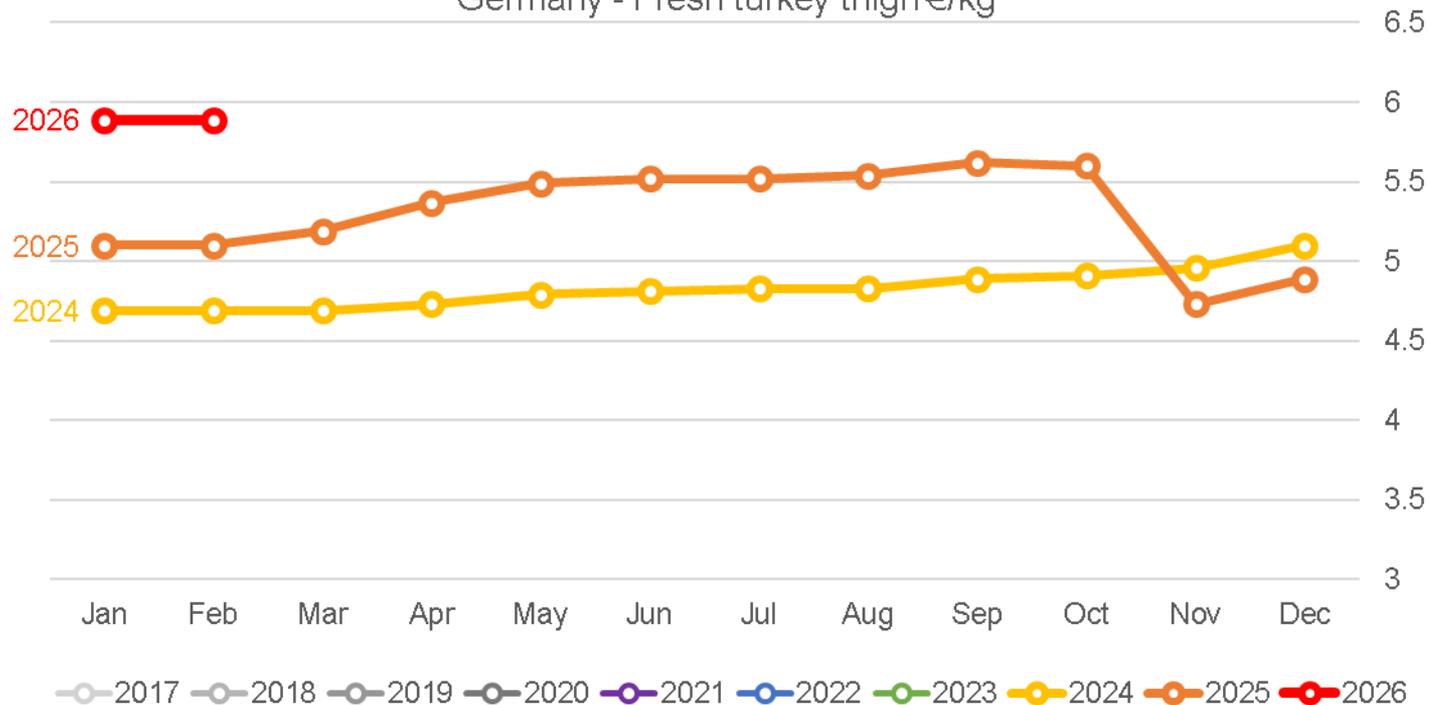
Germany - Fresh turkey breast €/kg



* Expana

Germany - Fresh turkey thigh €/kg

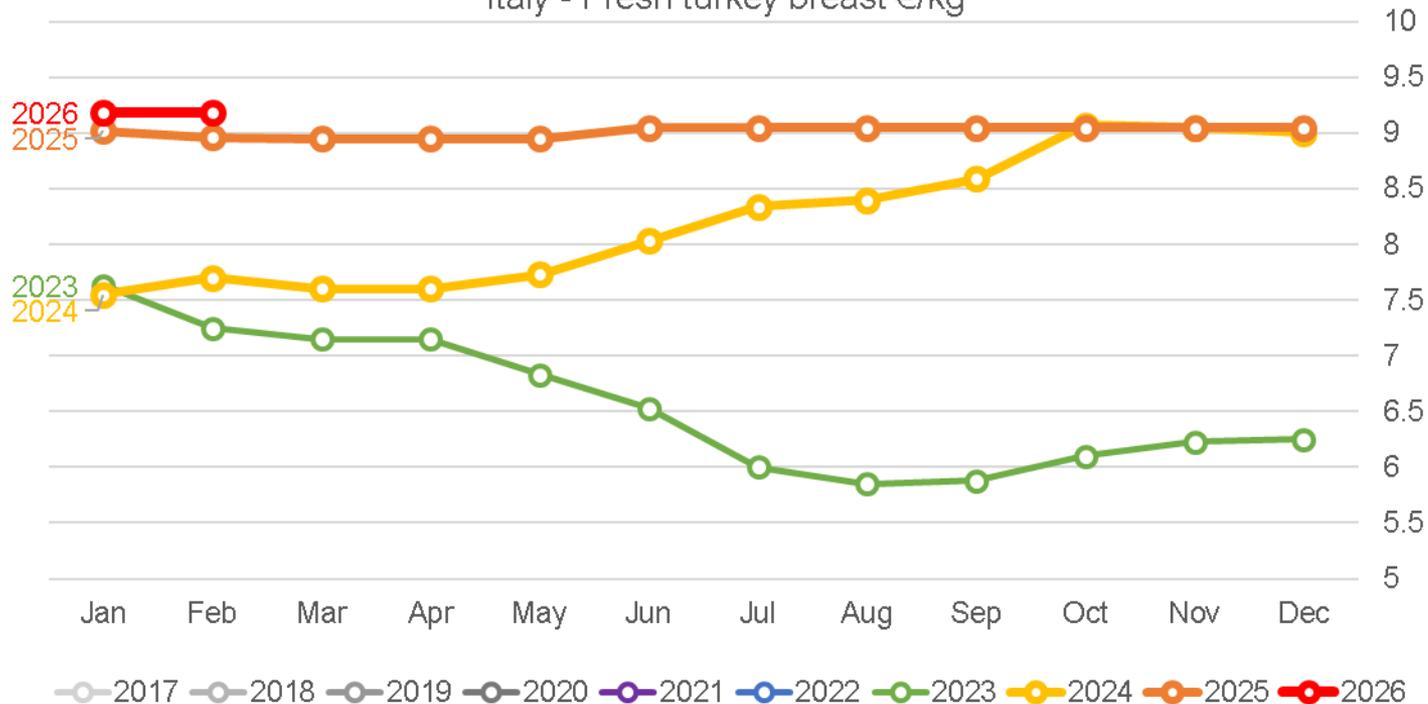
Germany - Fresh turkey thigh €/kg



Italy - Fresh turkey breast €/kg

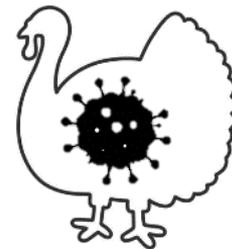


Italy - Fresh turkey breast €/kg

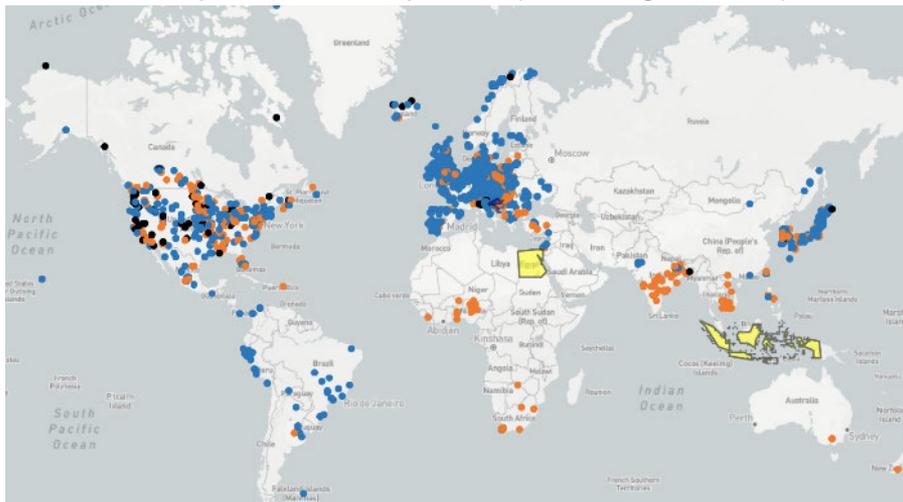


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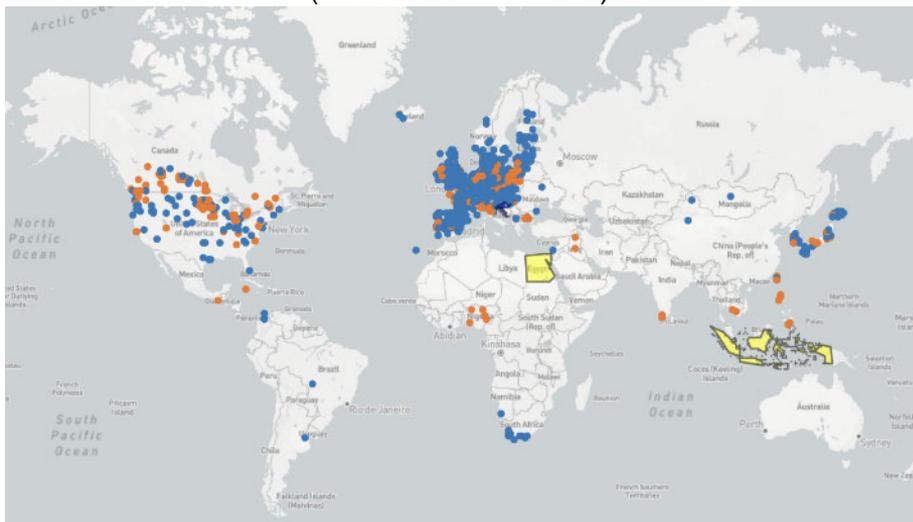
HPAI map



- HPAI map Oct 2024-Sep 2025 (as of August 2025)



- HPAI map for the current seasonal wave: Oct 2025 - Dec 2026 (as of December 2025)

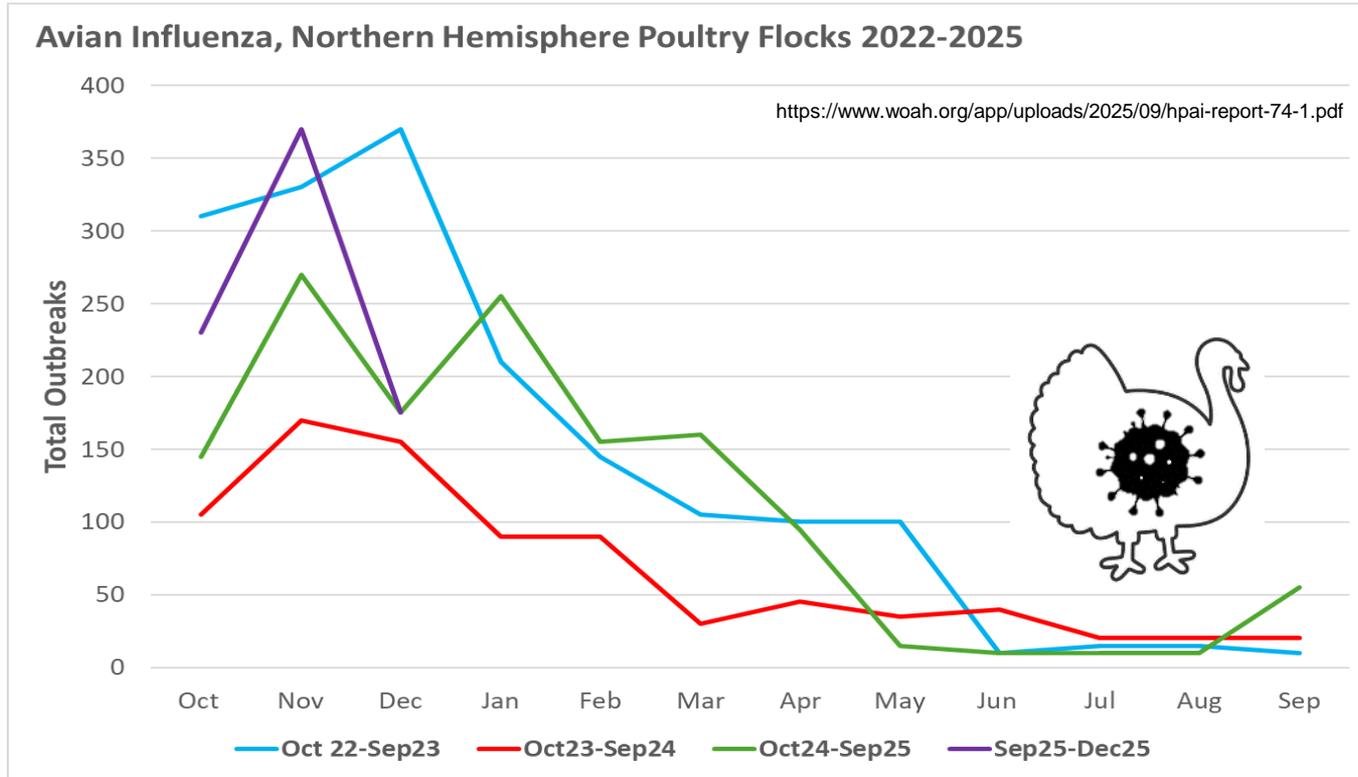


Cases last 5 years:

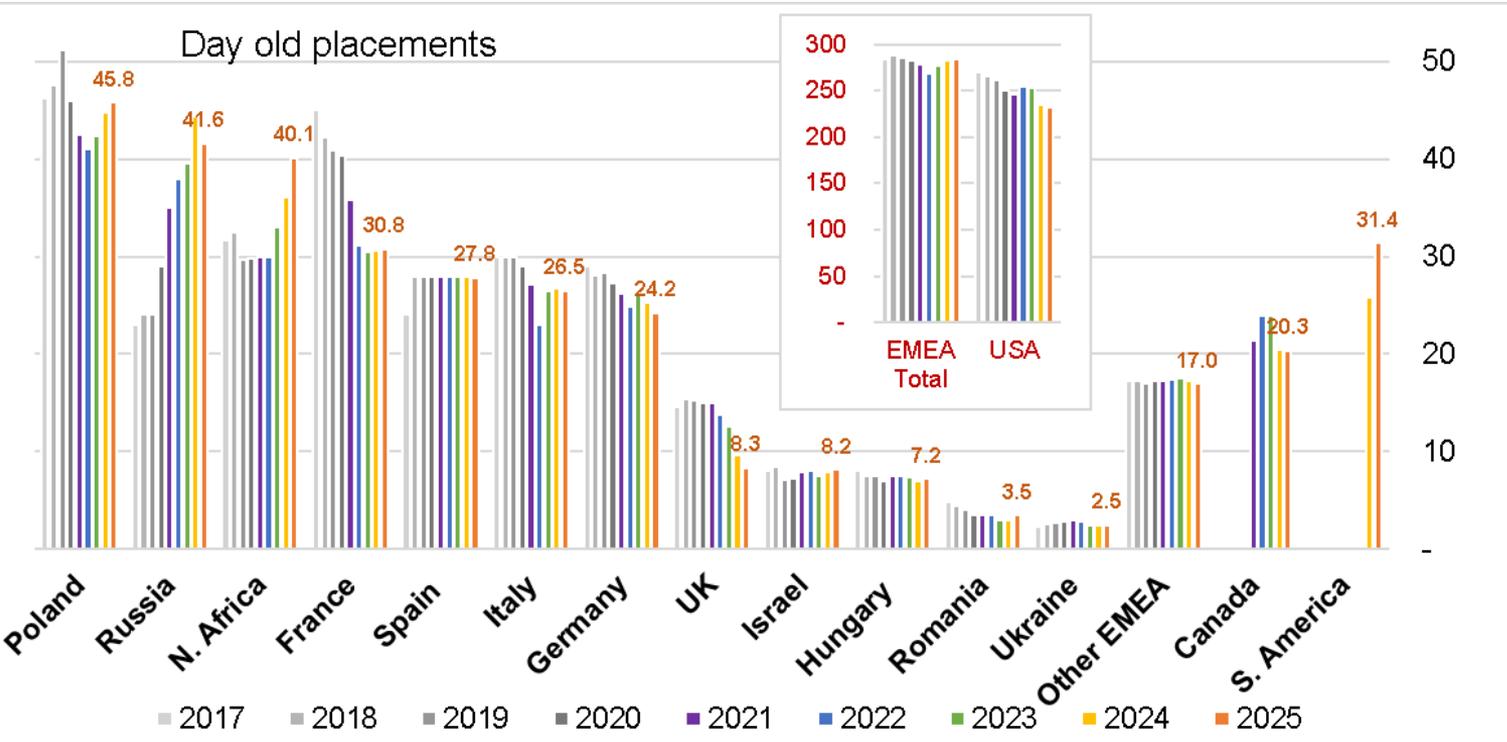
- Europe 5732 (30 countries)
- USA 2080 (195.15m birds lost)

Source WOH, EFSA

AI: Northern Hemisphere Poultry Flocks 2022-25



Poult placements trends 2017 - 2025

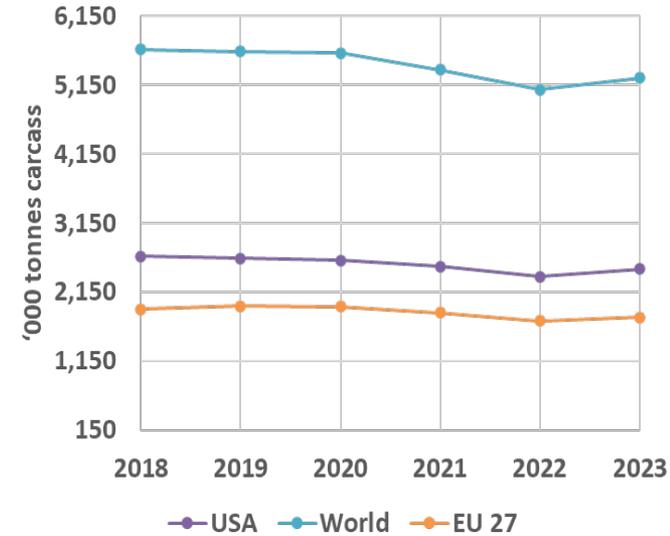
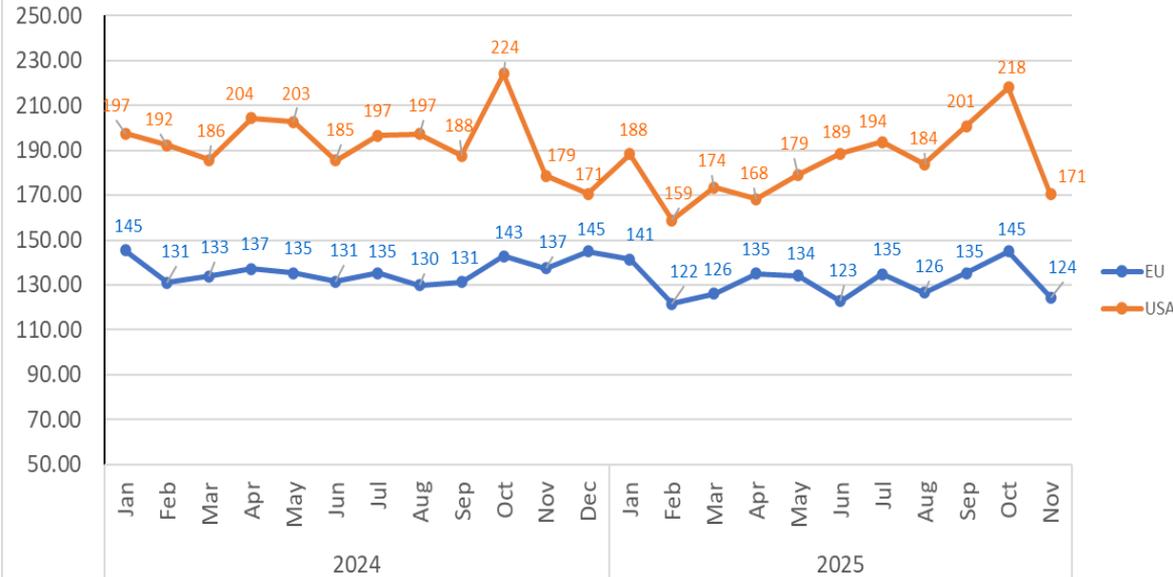


- Russia, Poland and North Africa have been the growth markets in last decade
- Other markets stagnant, with maybe the exception of Spain
- Average slaughter weight is not the same, so volume is different

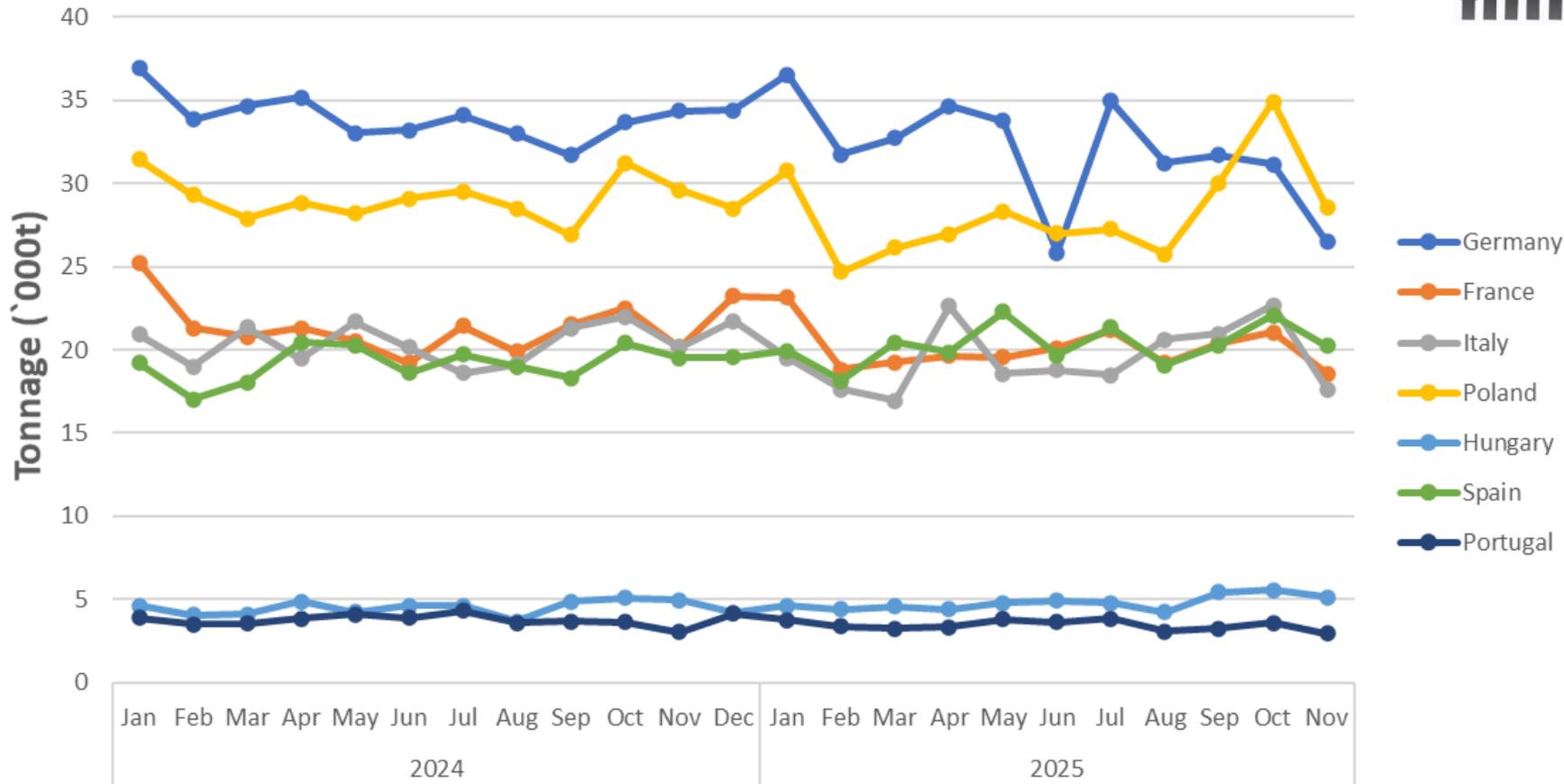
EU and USA Processing volumes



EU and USA Processing Volumes



EU Processing volumes by country



Lack of poultry farming facilities in Europe



Germany

- Tier 1 8% of production
- Tier 2 80% of production
- Tier 3 10% of production
- Tier 4 & 5 2% of production
- 2.5m less males & 1m less females able to be processed
- Approx. 350,000 m² poultry houses needed to meet demand



UK

- Broiler Industry has down stocked production by 20%
- Resulting in 1.2 million m² of poultry houses needed
- More than 125 planning applications in 2025
- PETA oppose these applications
- Only 2 approved in 2025

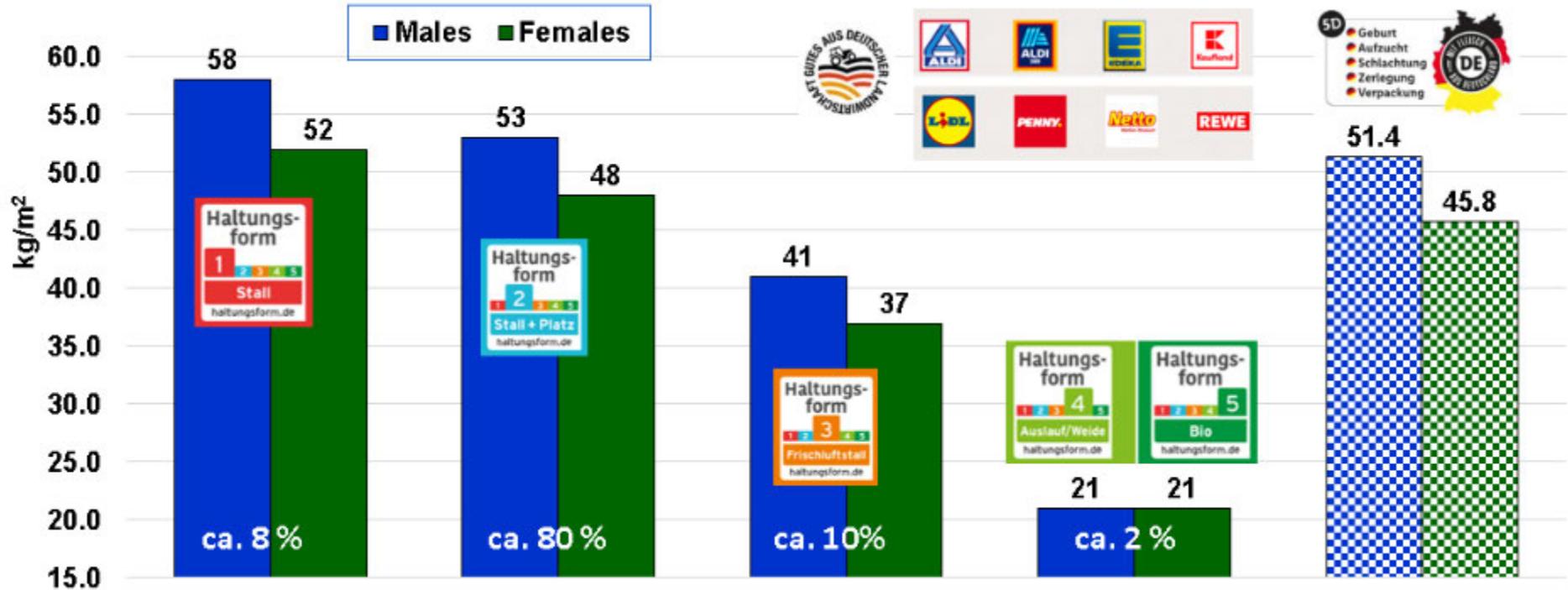


France

- Many poultry farms are small, 1 barn, part of a mixed farm
- Reasons include retirement or outdated facilities
- 40 farms required per year for next 5 years to keep up with demand
- Approx. 1m m² of housing required



Germany stocking density reduction

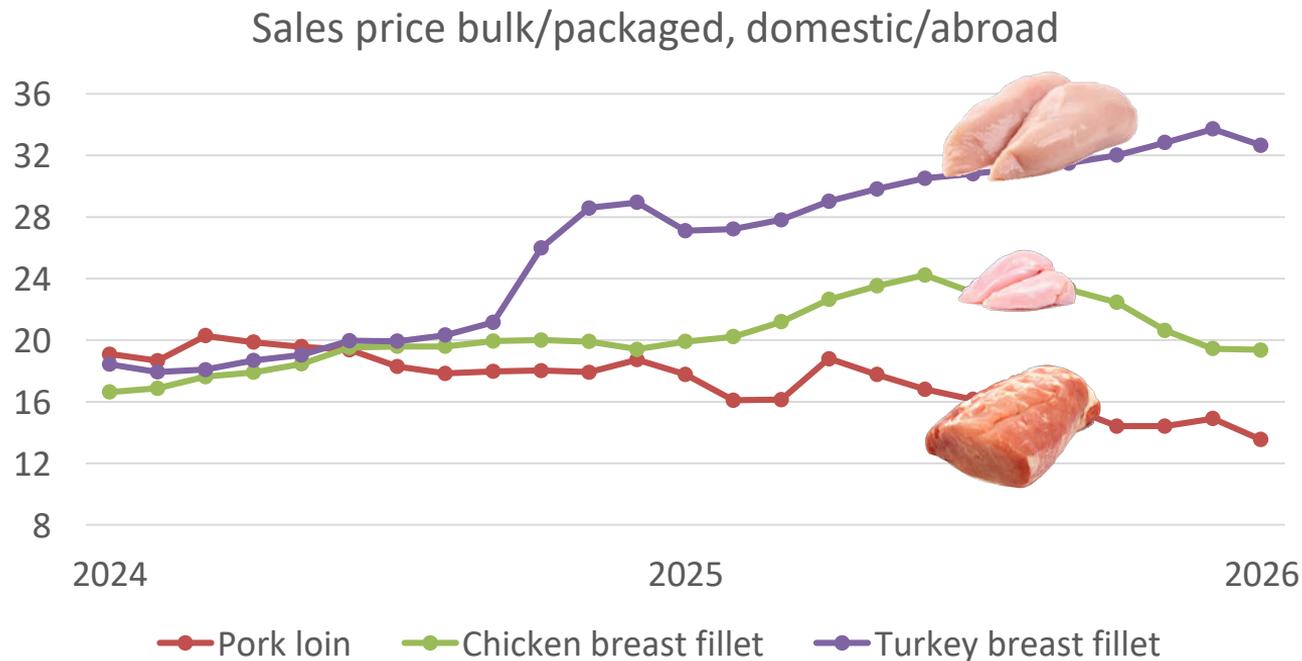


Germany Ave Stocking

Sales price - Poultry breast vs Pork loin

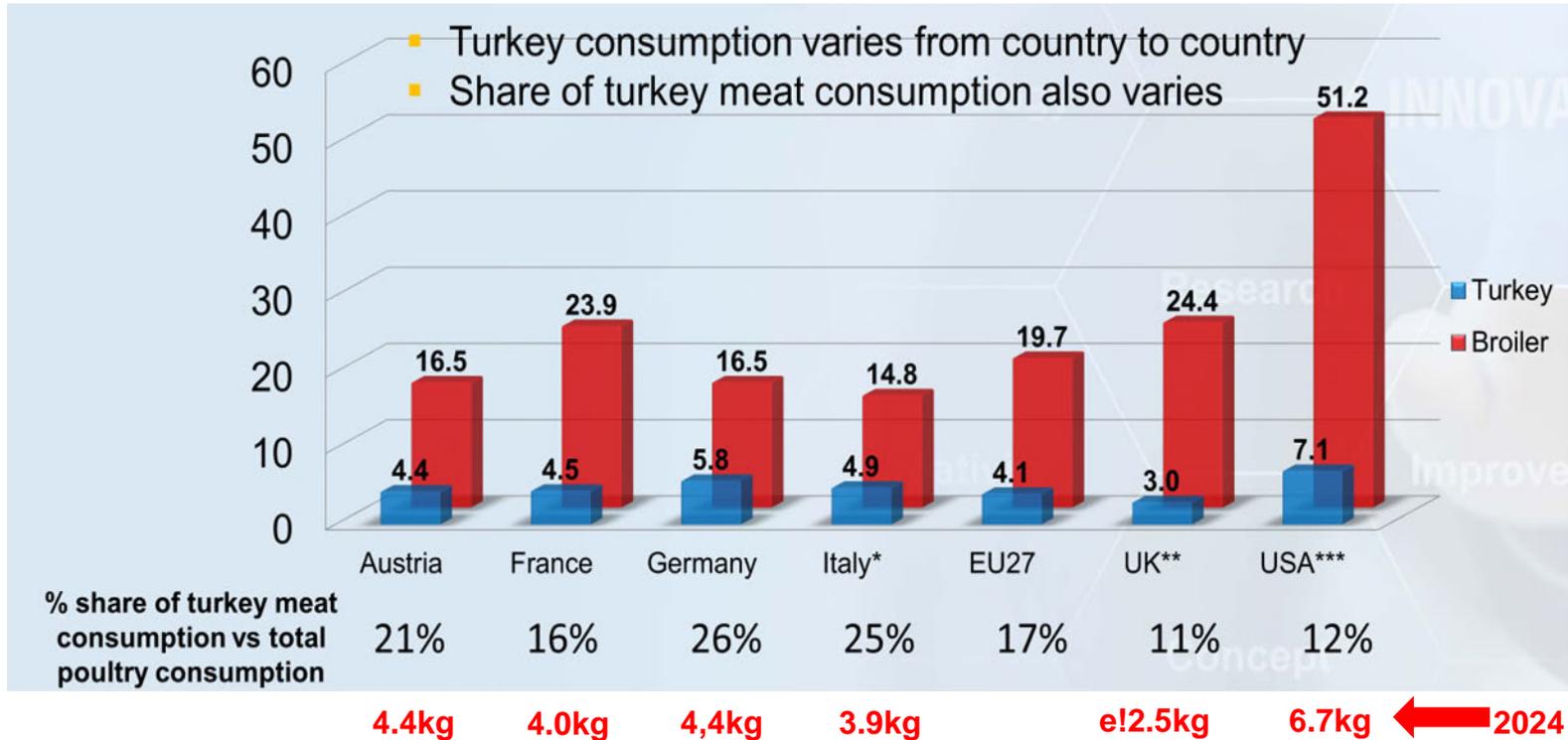
– Minrol data (PLN)

- Turkey meat prices remain significantly higher than comparable chicken and pork prices. Beyond the typical seasonal trend, this may be one of the reasons for reduced demand for turkey meat.



Source: Minrol 2026 W6

2020 vs 2024 per Capita kg of Chicken & Turkey in Selected EU & Third Countries



Summary of Current Market

- There is a continuing shortage of turkey and other poultry, with freezers either empty or holding very low stock levels.
- Widespread outbreaks of Avian Influenza have significantly disrupted supply, leading to compulsory culled flocks across multiple regions.
- A lack of modern farming facilities and downstocking has further constrained production, highlighting a long-term structural issue that requires substantial investment in new or replacement farms.



Summary of Current Market

- Processing volumes have also declined, as fewer birds are available and disease-control measures limit operations.
- Consumption is gradually decreasing, possibly as consumers shift toward alternative meats? However, this decline is gradual.
- In contrast, markets in Russia, North Africa, and potentially Spain are increasing with rising consumption and placements. These regions are also seeing strong innovation and marketing in further-processed turkey products, helping to support renewed growth.



THANK YOU

Have a great day!

Clay Burrows

Managing Director

cburrows@aviagen.com

Sources of information:

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