



10 ways increasing global demand impacts meat and poultry operations

The population of the Earth is growing—and people are hungry. To meet this demand, meat and poultry producers must be able to maintain efficient, year-round operations. Yet, as it becomes more challenging to remain compliant with increasing regulatory pressures and meet familiar challenges—such as recall preparedness and seasonal variability—many are companies scrambling to keep up.

What is the impact of growing demand?

- 1** The output of US manufactured meat products accounts for more than 25 billion pounds of beef products yearly, while annual poultry production is more than 40 billion pounds, [according to a report from First Research](#).
- 2** Globally, the demand for meat is growing, especially in China and India, where there's expected to be an 80% increase by 2022, [reports the 2014 Meat Atlas](#).
- 3** The annual expenses for a regional meat and poultry processor exceed \$4 million, [according to the USDA](#). This figure accounts for raw materials, ingredients, packaging, labor, office overhead, and other business costs.
- 4** In addition, the average cost of a recall exceeds \$30 million, [writes the Motley Fool, citing Ernst & Young research](#).
- 5** To keep up, the supply of raw materials, [such as grain](#), must meet an increasing demand for meat and poultry products, creating higher costs and greater environmental impacts, [notes the Stanford Woods Institute for the Environment](#).

How can you meet this growing demand without sacrificing quality?

- 6** Maximize your inventory with advanced planning tools. Your livestock needs to be treated with care. Knowing which cuts to use fresh and which to process makes the most of your supply—safely, efficiently, and humanely.
- 7** Anticipate seasonal and year-round demand with forecasting tools. Steady production means consistent workflows and fewer seasonal challenges. Read more on meat-processing bottlenecks at the [Boston Globe](#).
- 8** Plan for indirect costs with demand planning tools. Knowing your indirect costs—like feed and fertilizers—can help you meet your orders. Read more about the rise in food costs at [Forbes](#).
- 9** Avoid recalls with track and trace tools. In the event of a recall, these tools can isolate contaminated batches—so you don't lose revenue or risk fines and illness.
- 10** Manage feed efficiency with material project tools. If [a cow must consume up to 300 kg of feed to produce 1 kg of protein](#)—you can't afford waste. With material project tools, you can improve the efficiency of how much you feed your livestock to produce better proteins, reduce waste, and lower your environmental impact. Read more on feed efficiency at [Time](#).

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