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Europe poultry market sees record price increases in 2025

Chicken prices in Europe have increased year over year and month over month, reaching a record high in March 2025 at 2.8 euros (US\$2.28) per kilogram according to Rutika Ghodekar, poultry market reporter, Expana.

We saw record high prices in 2024 that are expected to continue in 2025 as well," said Ghodekar. "The main reason for the increase in prices is supply constraints within the various EU member states where the production has been reduced, and that, in quarter one, is mainly because of HPAI (highly pathogenic avian influenza) as well as Newcastle disease."

Higher prices can also be attributed to increased consumer demand caused in part by the food service sector's wholesale buying activity, said Ghodekar. But despite the higher cost, chicken is still one of consumers' top protein choices due to the nutritional benefits and its lower cost compared to other proteins, with consumption expected to rise by 1% year over year in 2025. Prices are also increasing due to high crude oil prices, Ukrainian chicken imports and rising feed costs – primarily corn, soybean and wheat – which makes up 67% of the total cost of poultry production.

European Chicken Commitment

Implementation of the EU's animal welfare initiative – the European Chicken Commitment (ECC) – is also projected to increase prices, according to Ghodekar.

"Production costs are expected to increase by 37.5% per kilogram of live weight, which is mainly driven by increases in water consumption, feed usage, energy labor costs," said Ghodekar, adding that "the production cycle is also expected to be prolonged, so which will be ultimately resulting in the high production cost."

Switching to the ECC's slower growing broiler breeds will also decrease output, contributing to higher prices.

International trade and geopolitical conflict

EU exports are expected to increase by 2% in 2025, mainly to the UK, the Middle East and Asia, and imports are also expected to increase by 1% from countries such as Brazil and Thailand.

Geopolitical concerns that could impact production and trade include "the Russia-Ukraine conflict, which mainly impacts the feed market; tariffs on Chinese lysine, which is used in the production of feed; and the retaliation on US corn, which is imported in the EU on a larger scale, because of the tariffs," said Ghodekar.

Source :

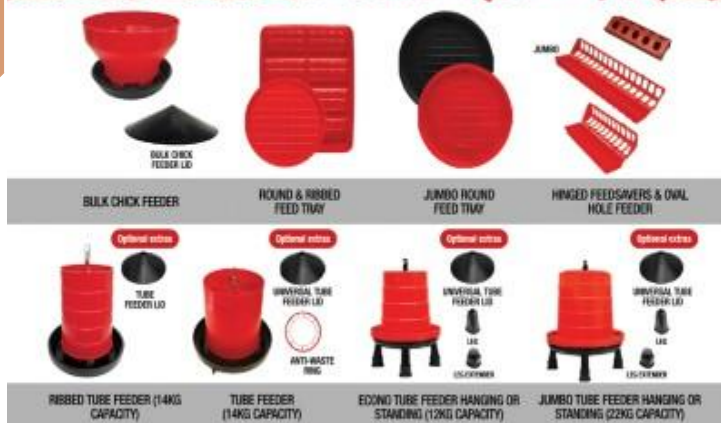
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WOMEN IN POULTRY CALL FOR CHICKEN PROCESSING FACILITIES

The Women in Poultry Value Chain (WP VAC) has made a formal appeal to the government to construct state-of-the-art chicken processing facilities throughout the country to effectively



process and package locally produced poultry. These facilities are essential for enhancing the quality and safety of chicken products for consumers.

During the Poultry Intensification Scheme program held in Accra, Dr. Victoria Afua Norgbey, the President of WP VAC, emphasized the urgent need for government investment in the poultry sector. She stated, "It is time for our nation to prioritize and invest in this crucial sector. We require processing units where we can handle our chickens, as well as proper storage facilities to maintain them at optimal temperatures."

Dr. Norgbey highlighted the importance of modern logistics, saying, "We also need refrigerated delivery vans to transport our products to restaurants and food outlets, as many establishments will not accept poultry that is not kept at the correct temperature during transport. Our vision includes the establishment of a WP VAC farm, a dedicated WP VAC processing unit, and the availability of WP VAC-branded chicken throughout the country and even in international markets."

The program was organized by WP VAC in partnership with the West Africa Food Systems Resilience Programme (FSRP), and it offered attendees complimentary grilled chicken and fried yam, showcasing the organization's commitment to promoting local poultry. This event also celebrated WP VAC's eighth anniversary and was part of its broader mission to encourage the production and consumption of domestically sourced poultry products.

Mentorship and Investment Opportunities

Dr. Norgbey stated that WP VAC is fully committed to mentoring young women who wish to enter the poultry farming industry. Acknowledging that poultry farming can be capital-intensive, she remarked, "Despite the financial challenges, the sector has immense potential. I strongly encourage young people to engage in this business to provide high-quality poultry products for the market and compete effectively against the influx of frozen chicken from abroad."

She urged potential investors to offer competitive start-up capital and resources aimed specifically at young women entrepreneurs. "By providing the necessary financial support, investors can play a crucial role in empowering the next generation of poultry farmers."

Enhancing Market Access

John Dumelo, the Deputy Minister of Food and Agriculture, assured the Daily Graphic that he would personally advocate for WP VAC to gain better access to markets for their poultry products. He noted, "The Ministry of Food and Agriculture (MoFA) has received detailed proposals for ultra-modern processing facilities dedicated to poultry production, which will significantly enhance the industry."

As part of the Nkokonkitinkiti program, Mr. Dumelo emphasized the ministry's commitment to supporting women who aspire to enter the poultry industry. "I will ensure that when we begin distributing day-old chicks and essential feed, special consideration is given to women farmers," he affirmed, highlighting the ministry's priority on gender inclusivity.

He urged poultry farmers to invest in advanced technologies and select high-quality breeds to improve production efficiency and meet the increasing demands of Ghanaians for locally sourced poultry products. Mr. Dumelo concluded, "By embracing innovation and investing in quality, we can significantly uplift the poultry

sector and ensure sustainability source :
<https://poultrynews.africa/index.php/2025/05/12/women-in-poultry-call-for-chicken-processing-facilities/>



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The same status was observed on the price for day old broilers,village chicks. This could as a result of the heavy rains recorded in the month of

DOC BROILER AND FREE RANGE CHICKENS PRICES , STABLE

otioiced from figure 1 that the price for day old pulletd didn't ny movements during the month of March 2025.

february and March 2025 . The price average for broiler chicks was K16 while the average price for day old village chicks was between ZMK12- ZMK16

WHOLE DRESSED CHICKEN PRICES -STABLE

The prices for the frozen chicken adjusted upwards to between ZMK68 the Maximum price of K73 during the month of March 2025.

The price reported in the news are average price ranges obtained from Pick n Pay, Shoprite, Zambeef, Melisa Supermarket, Chopies, and Cheers Stores, Country Choice and Supreme.

It is possible that actual prices could different in other processed chicken suppliers in Lusaka and other prices It should also be noted that these are Lusaka prices only. For the price trend, check figure3 courtesy of PAZ. See figure 5

LIVEBIRD CHICKENS – RECORDS NO MOVEMENTS

The national average prices for the live broiler chickens has was maintained at the average price of K120 . Point of lay were being sold at the average price of K160 . As for X-layers price was K80 avarage price . For free range chickens the prices in March 2025 was about K160 per bird See figure 3 .For beginners who are interested in getting battery cages, cage prices range between ZMK7200 to ZMK7950 depending on the capacity and also the sources of the cages. Further, there are also brooding cages trading at about zmk 6000 for 200 chicks. The second-hand refurbished cage price range between ZMK5,500 to ZMK6,000 depending on the quality, capacity, age and source. Quails' cages, Rabbit Cages traded at zmk 6,500 for 400 quails and about 40 rabits.

POINT OF LAY PRICES -STABLE

Price for point of lay chickens adjusted upwards from about ZMK 160 average in March 2025 to about ZMK K170 in April 2025 . This has been triggered by the demand for the price adjustment of eggs averaging about ZMK70 to ZMK75 Farm gate, wheas retail price is between K78 to ZMK80

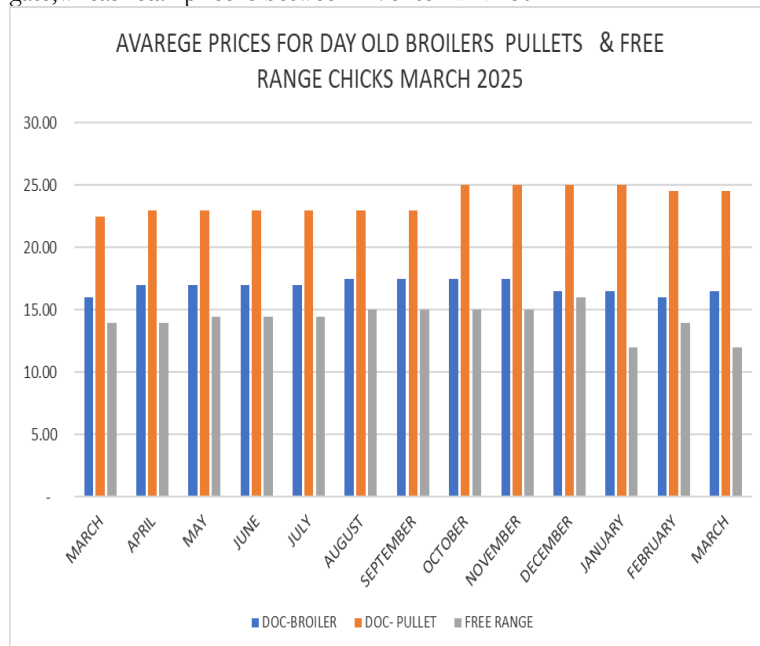


FIGURE 1 DAY OLD CHICKS

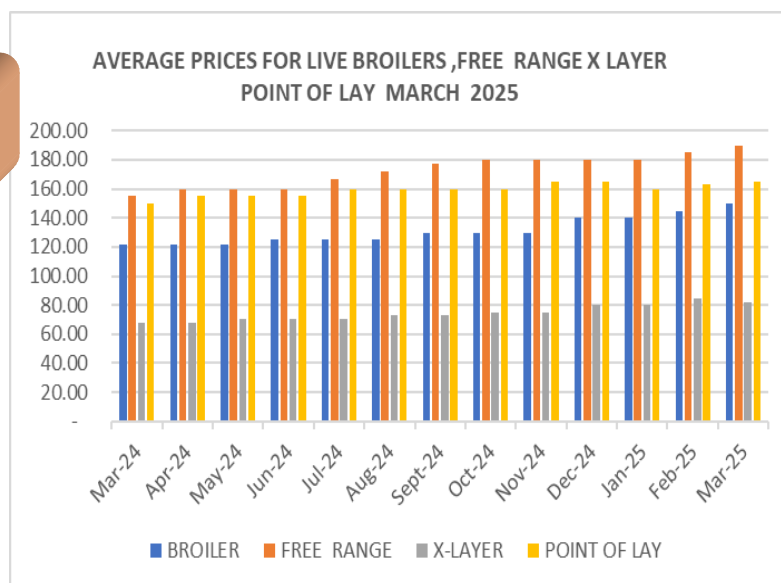
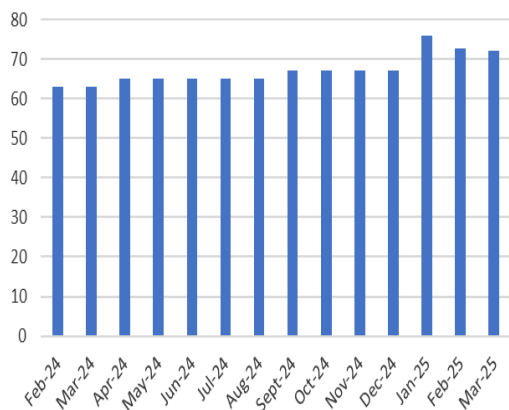


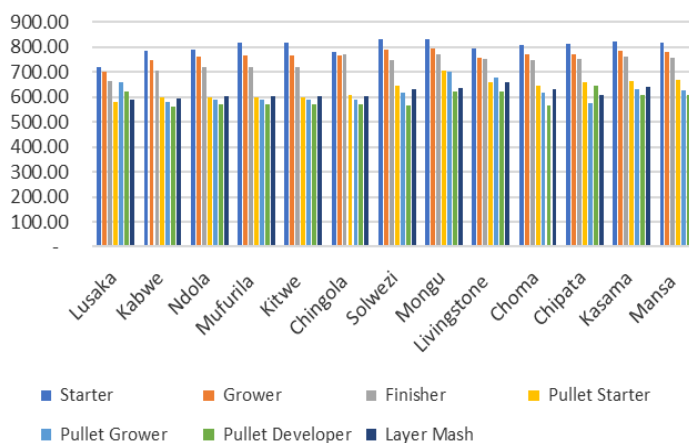
FIGURE 2 LIVE BROILER,LAYERS ,FREE RANGE & X LAYER



Figure 3: AVERAGE PRICES FOR FROZEN CHICKENS-JAN-2024-MARCH 2025



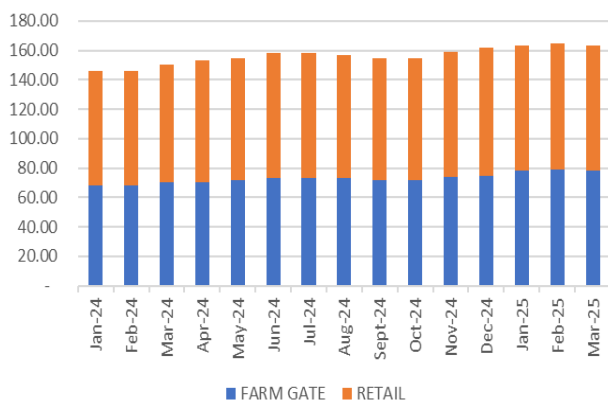
STOCK FEED PRICES FOR MARCH 2025



EGG PRICES REGISTER SAME PRICES DURING MARCH 2025

The average egg price for eggs as of March K78 farm gate price while retail price was K80 to K83 per tray .

AVG PRICES FOR EGGS JANUARY 2024 -APRIL 2025



See figure 5

BROILER FEED PRICES REGISTERED SOME UPWARD MOVEMENTS

Prices for stock feeds have remained the same during the month of March 2025 .

The national Average for Starter was K700 per 50 kg Bag. Grower National Average price for March was K680 per 50kg Bag

Finisher was trading at about K650 per 50 kg bag

Layer mash was selling between ZMK600 to ZMK 650 per 50kg in some places

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