

AUSTRALIAN BROILER VS. LAYER PRODUCTION

BROILER

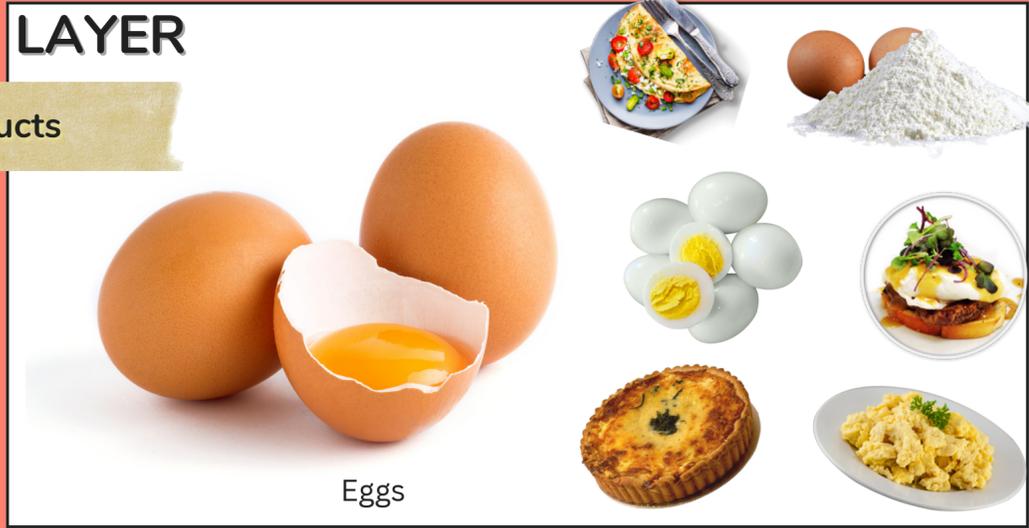
Products



Meat

LAYER

Products

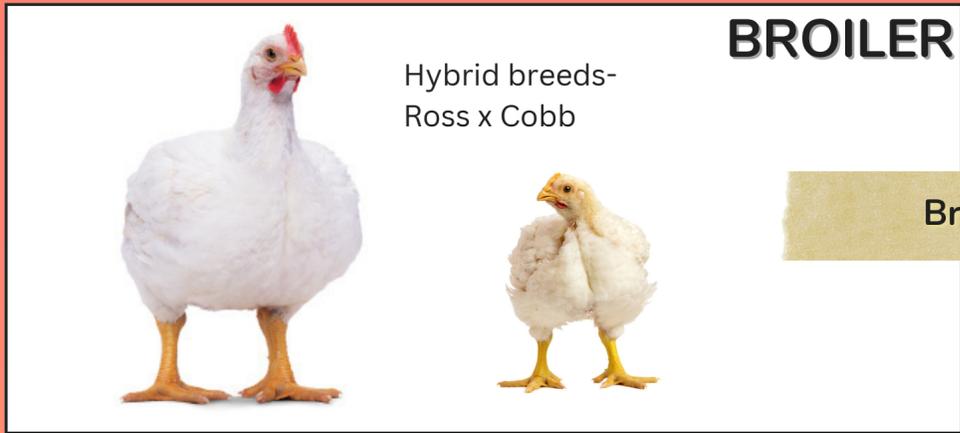


Eggs

BROILER

Breeds

Hybrid breeds- Ross x Cobb



LAYER

Breeds

Hybrid breeds- ISA brown, HISEX and Hy-line brown



BROILER

Production and housing systems

Both industries carry out intensive agricultural production. The type of production system affects the level of intensity. Cage and barn system are more intensive than free range

The broiler industry largely uses barn production with some free range access. Cage production is not used in the Australian broiler industry



Barn system



Free range

LAYER

Production and housing systems

The layer industry uses cage, barn and free range systems.



Cage system



Free range



Barn system

Domestic market specifications

Broiler production has multiple harvests of batches of birds called pick-ups. The pick-ups match live bird weights to domestic market specifications.

Birds process out (yield) at approximately 70% dressed weight. For example a First pick-up bird produces a size 11-12 grade carcass, with a 1.1-1.2kg dressed weight.

Pick-up	Live weight	Market
First pick-up	1.6-1.7kg	Take away market
Second pick-up	2.2kg	Bagged whole birds
Final pick-up	2.9-3.4kg	Deboned products e.g. thigh fillets, whole breasts

BROILER

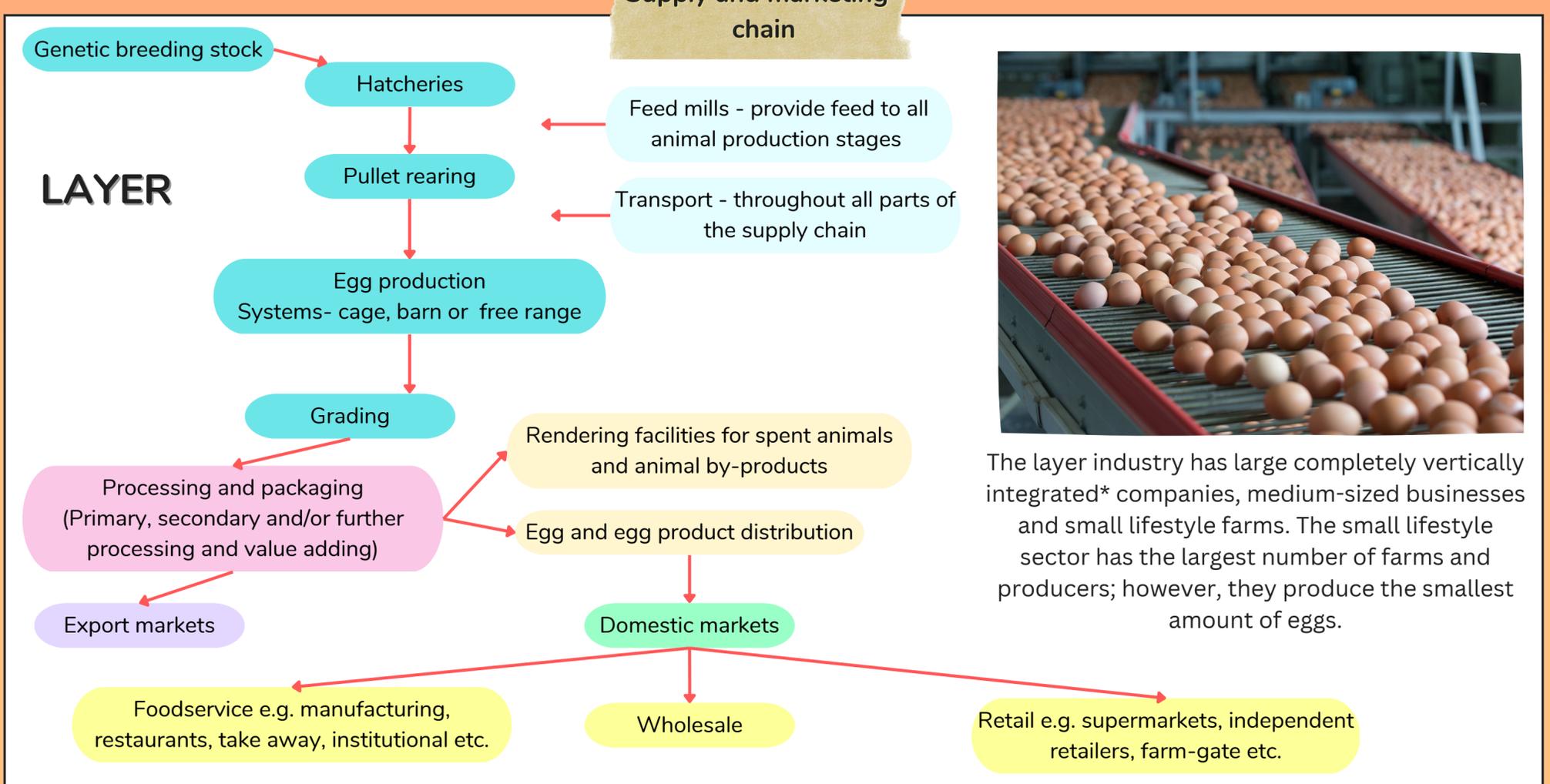
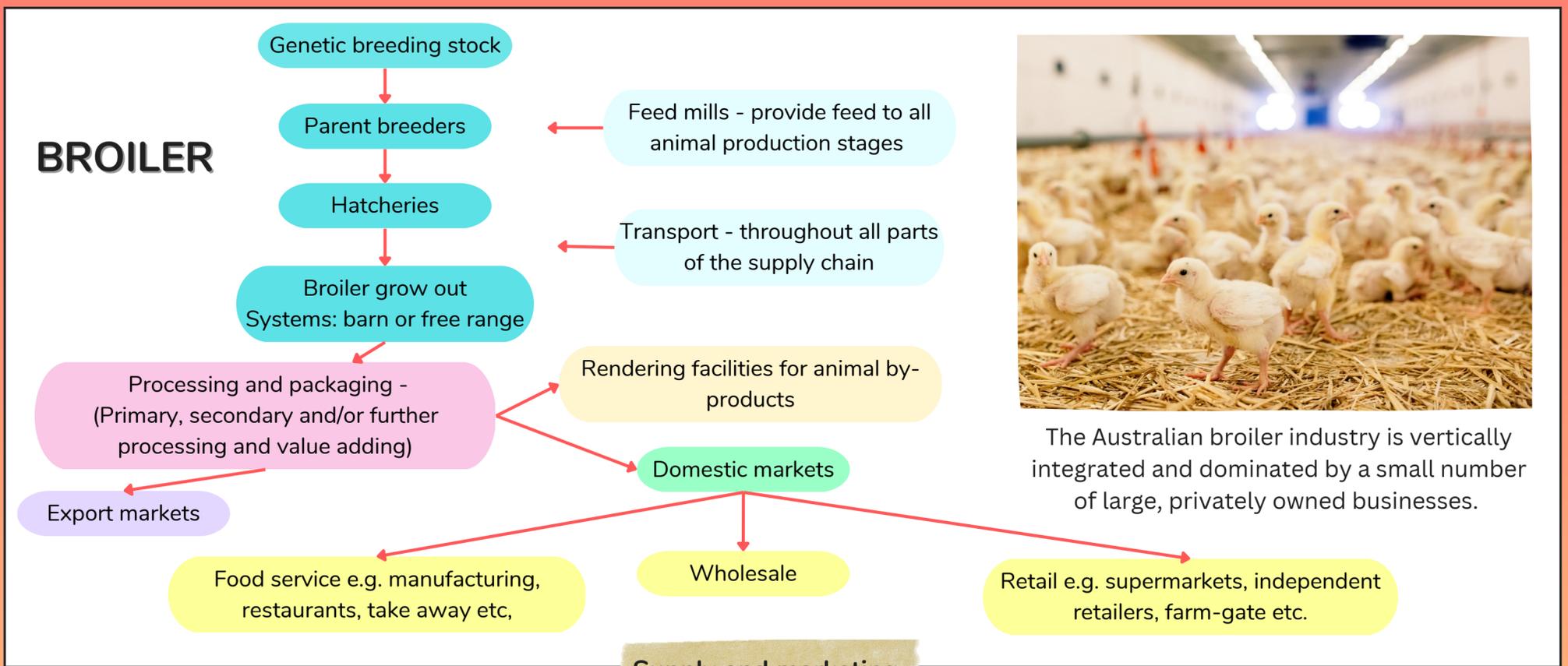
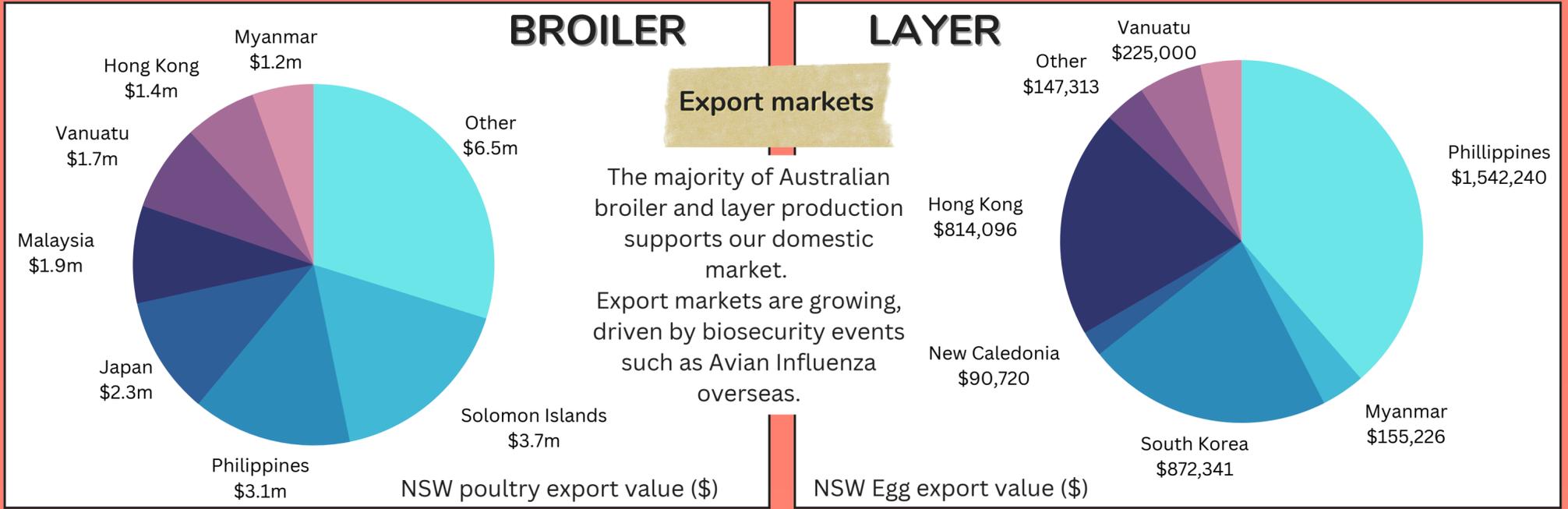
Domestic market specifications

Egg marketing in Australia is based on the type of production (housing) system: cage, free range or barn laid, combined with the egg weight.

Carton weight	Egg size range	Average egg size	Market size
500g	42-49.9g	43g	Medium
600g	50-58.2g	52g	Large
700g	58.3-66.6g	60g	X-Large
800g	66.7-70g	68g	Jumbo
860g	70-78g	73g	King-size

LAYER

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*Vertical integration occurs in both the layer and broiler industries. Vertical integration is a marketing and production strategy where a producer owns and controls multiple aspects in a marketing chain. This gives greater control of production.

