



Summary of the egg industry situation in Denmark

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Danish Egg Production and Consumption

3,5 mill. Layers of which 57 % cage (14 % organic)

Home production: 56 mill. Kg + 16 mill. kg stable door sales (estimate)

Net imports incl. products: 20 % of consumption

Consumption in total: 280 eggs per person/year (increasing)

About 35 - 40 per cent consumed in egg products and other foodstuffs



Sales promotion

“Omelette campaign”

- Content: recipes
- Key words: convenient and light (NOT fast food)
- Idea: nice food (no discussion about animal welfare and salmonella)
- Method: partnership with travel company, their logo on egg trays in return for premiums (travels to holiday destinations), competition on www.omelet.dk, hit rate: 1 % of population per month
- Sales increase: 3 % per year



Disposal of spent hens

1. Delivery for slaughter. Great public interest in transport and welfare of live animals for slaughter
2. Solution for the future?:
Processing as fodder for mink by means of a killing and processing machine



Delivery of spent hens for slaughter

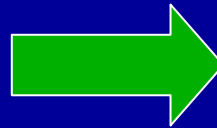
- 2 years with ban on transport of caged hens (regarded as not fit for transport)
- Delivery now possible provided compliance with a set of rules on how to handle the hens and low figures for injured animals
- Responsibility with the Poultry Council (in case of non compliance: report to local veterinary authority)



Solution for the future?

Delivery for slaughter:

- Continuous tightening of conditions and risk of loss of public support
- Little value



New idea –
solution for
the future?



Killing and processing machine (Chickpulp)

