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International Reviews – IRAN

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TELAVANG

IRAN



- ***Population : 66 million***
- ***Population growth rate: 0.86 % per year***
- ***Area: 1.648 million square Km***
- ***Main Natural resources: petroleum, natural gas – 2nd in the world after Saudi Arabia & Russia***
- ***Industries: Oil & gas, petrochemical, agriculture, textiles, cement, food processing (sugar refinery, vegetable oil production)***
- ***GDP – real growth rate: 6.3 % (2004)***

Egg Production & Consumption

- *Total annual shell egg production: 600,000 tonnes*
- *18th Producer in the world*
- *Per capita consumption: 135*
- *Rate of production up by 100% over last 12 years*
- *Production estimated to reach 1.1 million tonnes by 2025*
- *Per capita consumption estimated to reach 170 by 2025*

Egg Industry

- *Traditional structure industry*
- *Major industrial units started 30 years ago*
- *Currently over 1200 layer farms, average capacity 50,000 birds*
- *Almost 100% white shell eggs produced in cage system*
- *Eggs mainly offered on open pulp trays of 30, no brands, no labeling*
- *Profitable industry – government support*
- *Increased gross income, more economic stability*
- *Increasing per capita consumption*

Egg Quality

- *Excellent quality and taste due to raw materials for feed:*
 - *maize, corn, soybean, wheat*
- *No animal protein or other processed raw materials*

Recent Developments

3 areas

1. Product Quality

- *Semi-automatic grading & packing in high quality see-through packs started for the first time in 2001*
- *Variety of packs and sizes offered consumer choice*
- *Concepts of egg branding, labeling and traceability introduced to both producers and consumer market*
- *Good demand → rapid growth of niche market*
- *Egg packing? or fashion?*
- *Now over 30 brands on the market – high competition for quality improvement*

Product Quality - continued

- *More than 25 egg grading/packing plants operate all over the country*
- *Collaboration of pioneers of egg packaging with Iran's Food Standards Organization to define and enforce regulations for egg quality and packaging*

2. Egg Marketing

- *As various brands and packages emerge, increasing use of TV, radio and print advertising for egg marketing*
- *Over 10 brands advertise on TV*
- *IEC introduced to both governmental and non-governmental bodies and professionals*
- *World Egg Day introduced to public and celebrated via:*
 - *Exhibitions*
 - *Cooking competitions*
 - *Quiz and prize draws*
 - *Internet*
- *Role of IT technology in advertising as internet users are increasing dramatically*

3. Public Education

- ***Eggs & Health campaign for children and adults***
- ***Scientific conferences & technical seminars for academia, governmental officials and industry professionals***
- ***Educational leaflets, bulletins, electronic newsletters and help lines***
- ***Focus on egg and health related scientific and technical issues***
- ***Exhibitions and other promotional activities***
- ***Use of internet and IT in delivering the message about eggs***
- ***World Egg Day celebrations and publicity***

Major New Advances in Industry

- *Telavang's large scale mechanisation of egg grading/ packing for the first time using state-of-the-art machinery from MOBA - 1.5 million eggs per day*
- *Another breakthrough: Telavang's liquid Pasteurized egg facility for the first time in the history of Iran's egg industry by means of Sanovo Engineering machinery*
- *Five other facilities in pipeline*
- *Modernisation of the egg/poultry industry under way - grading, packing, cages, poultry meat processing etc.*

Conclusions

- *Egg industry re-vitalised*
- *Consumer has a range of brands/sizes/qualities to choose from*
- *Outstanding quality improvements as a result of advances in grading/packing industry*
- *Acquisition of international standards (HACCP, ISO, etc.)*
- *Promising future for egg industry- potentials for increased production*

- *Excellent opportunity for foreign investment in egg and egg products sector*
- *Cheaper energy & labour provides competitive edge in cost of production*
- *Joining WTO is prominent - opening up to the world markets*
- *Export of high quality eggs increasing significantly - unofficial figures: 40,000 tonnes last year*

THE MESSAGE:

- *Iran is ready to export quality eggs to all over the world*

THANK YOU

FOR YOUR ATTENTION