

ПЕРСПЕКТИВНЫЕ НАПРАВЛЕНИЯ РОССИЙСКОГО ЭКСПОРТА МЯСА ПТИЦЫ

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Аннотация. Сегодня Россия занимает четвертую позицию в мире по производству мяса и активно наращивает его экспорт, достигнув полного самообеспечения. Особенностью экспорта в Китай является существенная доля куриных ног, которые крайне мало востребованы у потребителей в России. Теоретически только по этой позиции объемы экспорта могут достигнуть 150 тысяч тонн ежегодно.

Ключевые слова: мясо птицы, экспорт, потребление, производство, рынок, страны БРИКС.

PROMISING AREAS OF RUSSIAN POULTRY

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Annotation. Nowadays Russia occupies the fourth position in the world in meat production and is actively increasing its exports, having achieved full self-sufficiency. A feature of exports to China is a significant proportion of chicken legs, which are extremely low in demand among consumers in Russia. Theoretically, only for this position, export volumes could be increased to 140-150 thousand tons.

Key words: *poultry, export, consumption, production, market, BRICS countries.*

Poultry is a significant source of protein for the world due to its abundance, nutritional value, and relatively low impact on the environment. As demand for protein grows and consumer preferences shift towards healthier foods, the role of poultry in the global food chain continues to expand.

Russia has seen a significant increase in poultry production in recent years. This has allowed the country to not only meet domestic demand but also start exporting. As a result, Russia has become a major player in the international poultry market. The volume of poultry produced meets the needs of both domestic consumers and foreign partners.

At the Golden Autumn exhibition in 2024, it was reported that Russia exported 264,200 tons of poultry and by-products in the first 9 months of 2024, an increase of 11% compared to the same period in 2023.

The saturation of the domestic market and the growth of production have created a significant export potential for the industry. Increasing competitiveness in foreign markets has become a priority for the development of the poultry sector.

One of the main drivers of export growth is the demand for products that are not popular in Russia in importing countries. For example, chicken feet, which are mainly exported to China, account for more than half of all exports. Saudi Arabia also plays an important role, accounting for slightly more than 20% [1].

The interaction of the BRICS countries is based on the principles of cooperation and partnership, with a desire to find common ground to promote the development of their national economies and improve living standards for their populations [2]. Each of the BRICS members has its own unique market preferences and regulatory requirements when it comes to poultry products, and in this article, we will focus on China, the largest market for these products, which accounts for approximately a quarter of global consumption.

Despite significant volumes of domestic production, China occupies a leading position in the global import structure of meat and meat by-products. Each year, China purchases between 6 and 10 million tons of these products from foreign markets. The average per capita consumption of poultry in China is about 18 kilograms, and in the last few years, it has increased by 25.3% compared to 2018. For example, in 2022, the consumption of duck meat increased to 4.1 million tons, goose and guinea fowl meat increased to 3.7 million tons, and turkey increased to 18.2 thousand tons [3]. This suggests that poultry consumption in China will continue to grow, raising the question of how many imports of poultry will be demanded in China and what advantages the Russian market offers, given that food safety is a top priority for Chinese consumers.

It is important to note that Russia has several advantages that make it well-suited to meeting the demand for affordable, safe, and nutritious poultry products in the BRICS countries. These advantages include high production volumes, competitive prices, and positive perception among Chinese consumers, who have great confidence in the quality of Russian products.

Russia's proximity to China, a member of the BRICS, and the development of trade agreements between the two countries create a solid foundation for analyzing Russia's export potential. The country's well-developed railway network and short sea routes facilitate efficient transportation, allowing exports to be transported by air, sea, or road. In addition, both countries maintain friendly political relations, which contributes to long-term market access and growth.

The BRICS countries present promising opportunities in the global food market for poultry exports from Russia. Russia has significant export potential for poultry products that meet the needs of these countries, making it a reliable and viable long-term supplier. Given its production capacity and market compatibility, Russia is well-positioned to meet the increasing demand in the BRICS nations, especially China.

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