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“By 2020,” say organizers of the 2015 International Poultry Forum China, “the middle class in China will increase from the current 200 million up to 600 million.”

A tripling of the country’s middle class in five years means a huge increase in purchasing power, which “will usher in the golden period for consumption... their consumption attitudes will change and they will be willing to buy quality products.” In the case of poultry, that means safer food products.

The Forum on “Food Safety on Chicken Poultry Supply from Farm to Table,” August 21-22 in Shanghai, features Chinese and international experts, including **Mike Goble** (Chairman of the United Nations FAO Feed Consortium and Executive Vice President and COO of Diamond V) and **Doug Smith, Ph.D.** (Senior International Poultry Expert and Food Safety Director of Diamond V).



Other speakers at the Forum include Chinese food safety researchers, international feed and food company executives, and U.S.-based poultry industry editor Terrence O’Keefe.

Research focused on Chinese chicken consumers suggests that preferences are changing. While Chinese consumers across the country still prefer to purchase free range chickens and chickens that are slaughtered on the spot. However, they also care more about the safety and freshness of the raw chicken as well as the safety and flavor of the cooked chicken.

Advisor Access

Food safety in China



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The “China Chicken Consumer Market Survey 2014,” conducted by LyJa Media Research, also found that Chinese consumers had a range of ideas about the safety of chicken meat, as well as about “instant chicken” (birds fed illegal types or amounts of antibiotics), chicken meat containing antibiotic residues, and the welfare of the chickens raised on the farm. “They are ready to know more,” the media researchers concluded.

Forum organizers, including Watt Global Media’s *Poultry International China* magazine, point out that China’s Ministry of Commerce is promoting the development of a food safety traceability system and that Shanghai is considering legislation on “food safety information traceability.”

For details, visit [the event’s Web page](#).

Diamond V worldwide research, technology, and expertise help reduce the risk of human pathogens by forging strong pre-harvest food safety links in the modern food production chain. To get full access to Diamond V’s growing body of pre-harvest food safety research, contact your Diamond V representative.

We welcome your comments and questions. Diamond V Poultry Advisors are ready to respond. Please let us know how we can help.

Thank you!

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