



HOW TO MAKE THE EGG POWERFUL Colombian case

BY: GONZALO MORENO



53.2 million inhabitants

Production and Consumption

- **Historic record of placement:** 58.1 million birds (annualized as of July).
- **Sustained growth:** The number of laying hens increased (+6.1%). **71,5 Million birds**
- **Annual production estimate:** For 2025, production is expected to reach around 19.35 billion eggs, representing an annual growth of over 7.4%.
- **Growth Trends**
 - **First half of 2025:** Egg production grew by 8.6% compared to the same period of the previous year (Sectorial).
 - **First quarter of 2025:** The poultry sector grew by 8.8%, with an 8.3% increase in eggs
 - **Outlook for 2025:** A 7,4% growth in egg production is projected for the full year.

1983



Fenavi: a guild, an image, a voice

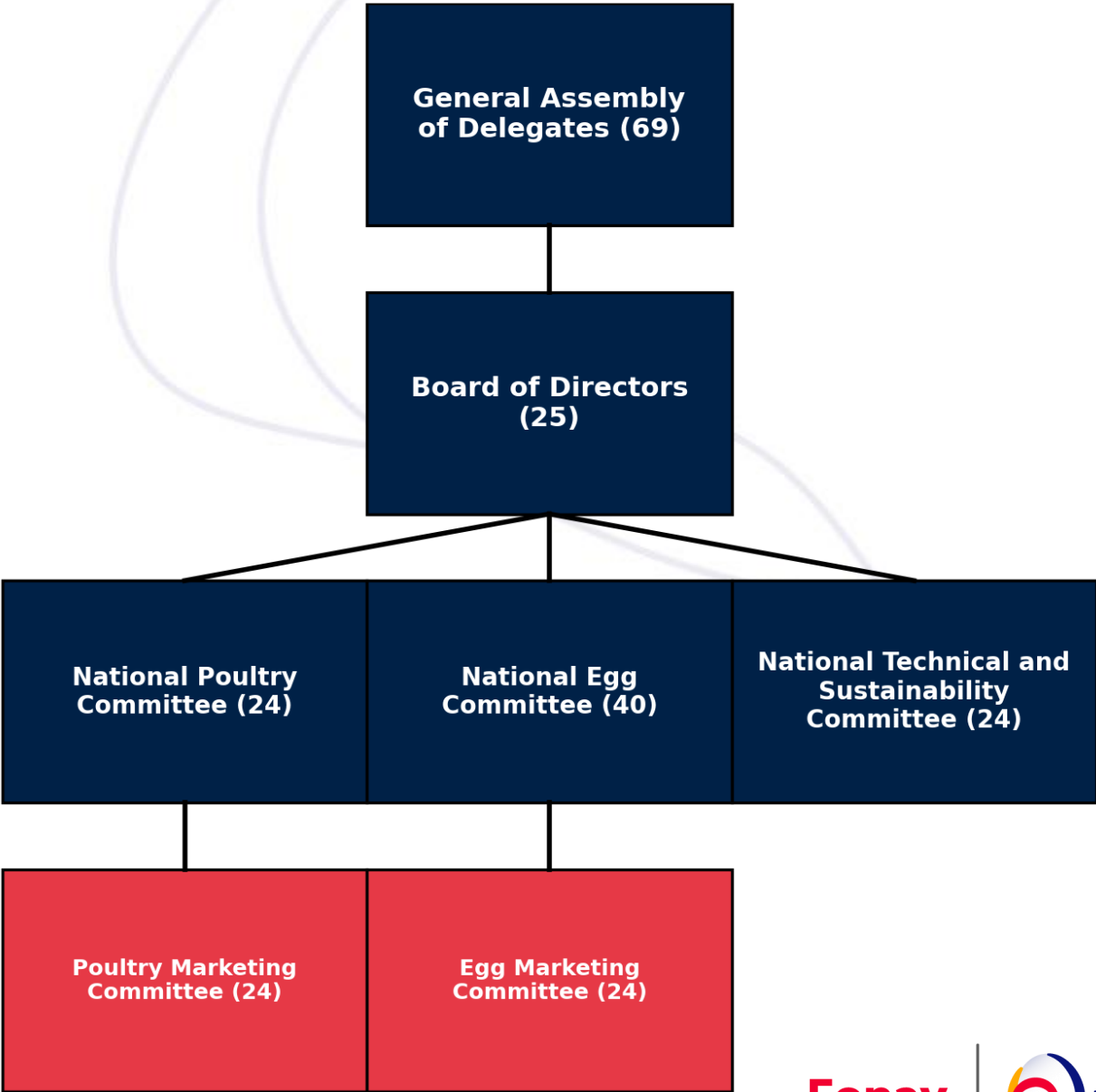
42 years committed to the development of the poultry sector, to the protection and defense of the interests of poultry farmers, to the country's economic, social, and environmental development, and to the nutrition of Colombians.

It manages the National Poultry Fund.

2025



Administrative and Control Structure - FENAVI



Fenavi structure

Programa Técnico

Programa de
Sostenibilidad

Programa Económico

Programa Pollo

Programa Huevo

Seccionales





Poultry check off account

- **Pullet (for egg production):** 7.75% of the commercial value of each bird, one day old from the hatchery, intended for egg production.
- **Chick (for meat production):** 1.75% of the commercial value of each bird, one day old from the hatchery, intended for meat production.
- The commercial value is determined quarterly by the Board of Directors of FENAVI, based on the average selling prices from the hatcheries


POULTRY FACTS 2024



344
eggs
Consumption
per cápita



37 Kg
of chicken
Consumption
per cápita

Poultry produces 
+2'902.962
million of **tons** of the
most economic proteins



18.020
million of eggs



1'821.768
Tons of chicken meat

Present in
more than
60%
of the municipalities
in the country



5.581
Poultry farms



657
poultry
municipalities



Generates more than
350.000
jobs

2.6%
Production growth
rate of the sector



Value of
production
\$29 trillions

912
Millions of birds
put on farms

56
Millions are chicks

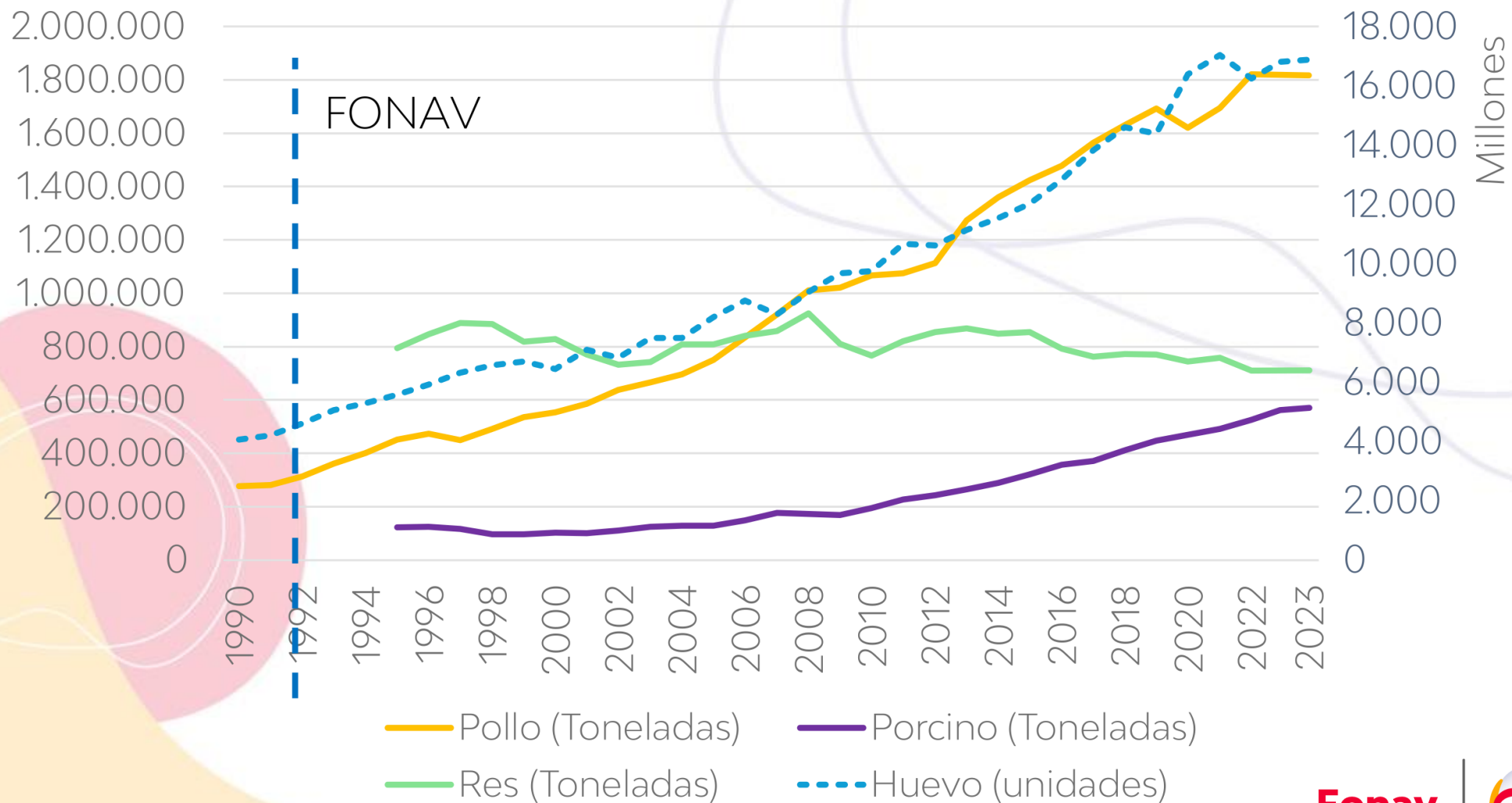


2024

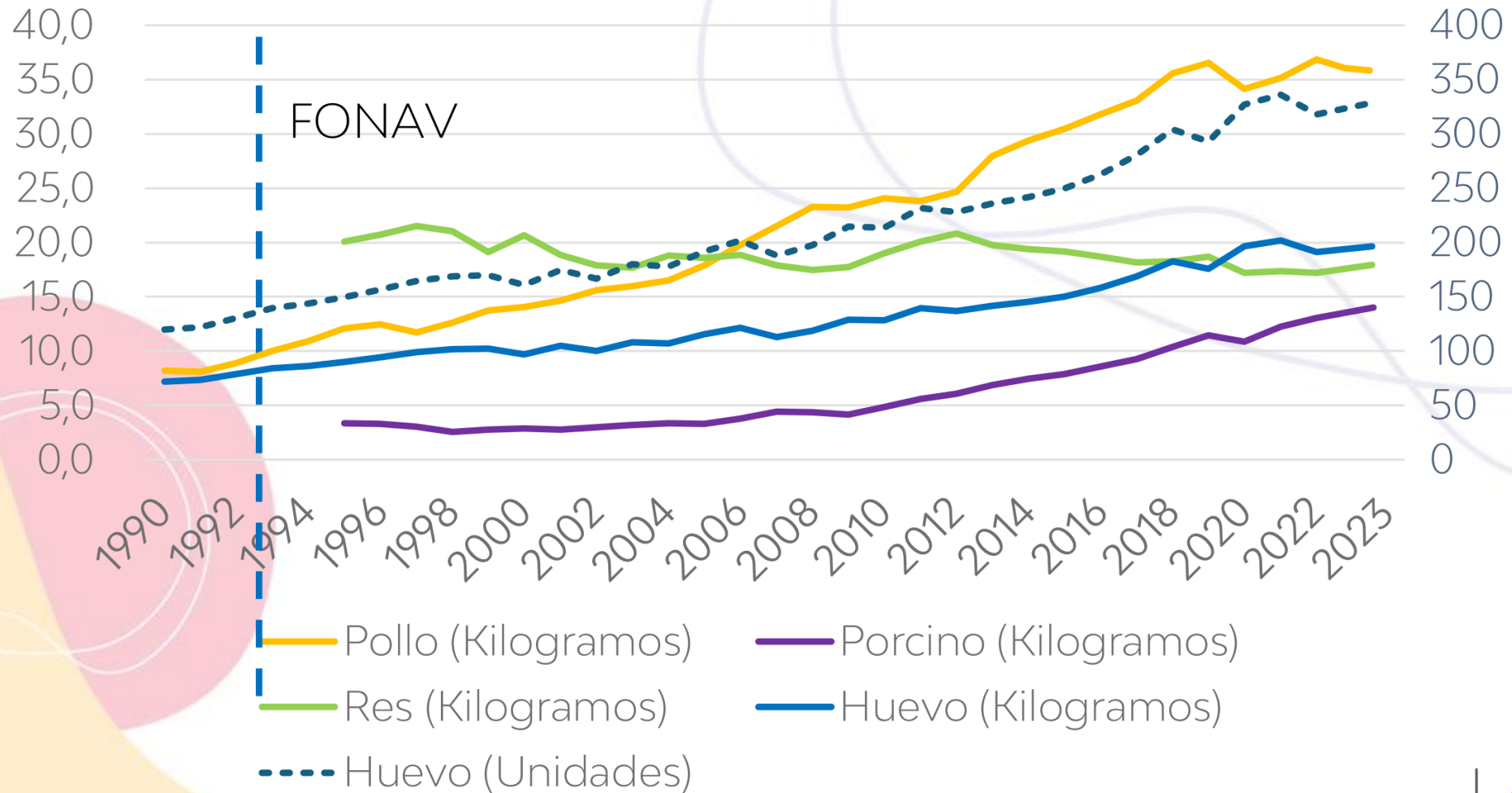
Fonav
Fondo Nacional Avícola

 **fenavi.**

Production by Protein



Per Cápita Consumption



POULTRY FARMING COMPARED

	1995	2000	2005	2010	2015	2020	2022	2024*
CHICKEN Tons 	451.305	552.792	749.381	1.424.388	1.424.388	1.619.784	1.820.126	1.821.768
EGG Million units 	5.582	6.440	8.200	12.029	12.029	16.382	16.250	18.019
TOTAL PRODUCTION Tons 	786.202	939.192	1.241.379	1.651.903	2.146.135	2.602.693	2.795.000	2.902.962

	1995	2000	2005	2010	2015	2020	2022	2024*
PER CAPITA CONSUMPTION EGG Units/Person  CHICKEN Kg/Person	149	160	191	213	249	325	315	343
PURCHASING POWER (Minimum Wage) EGG Units/SM  CHICKEN Kg/SM	1.659	1.934	2.220	2.268	2.326	2.675	1.926	2.578
	59,3	76,8	85,0	100,1	99,6	122,3	95	114,0

*2024 (py)

FACTORS TO CONSIDER IN A GROWING INDUSTRY

INTERNAL



Biosecurity



sustainability

EXTERNAL



Comm's

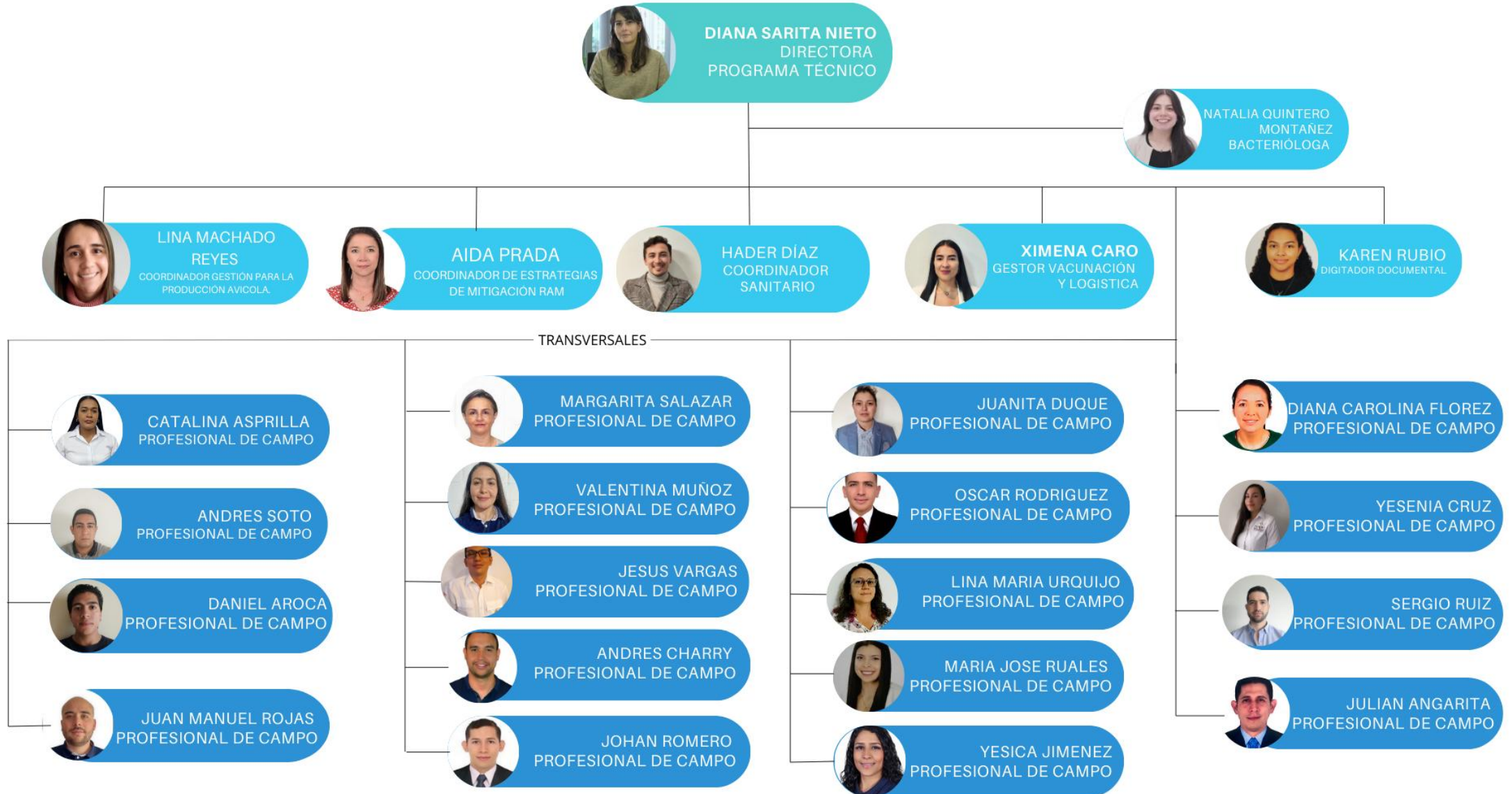


Alliances

SANITARY STATUS

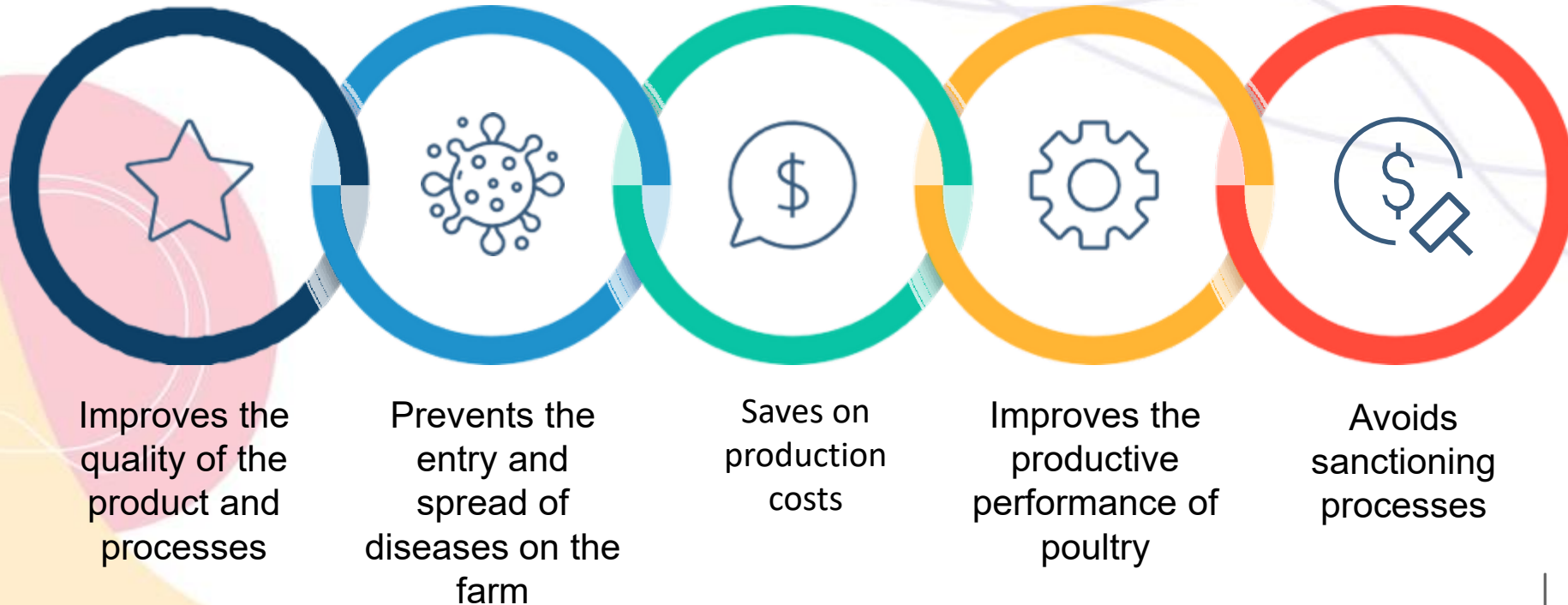


Technical team



Why does biosecurity matter?

Biosecurity is the first strategic line of defense for protecting poultry health.





2008

April res 957 /Sep res. 3283 Initiation of biosecurity measures for the country's commercial poultry farms and self-consumption poultry farms, carried out by public sanitary control entities as is ICA.

Law 1255 of 2008, which established Newcastle disease and Avian Influenza as notifiable diseases under official control, is missing here.

2010

March Resolution 1183: Establishes the bio-security conditions that commercial farms must comply with to get certified.

2011

Colombia free of avian influence

2021

Colombia free of Newcastle disease

- **Law 9 of 1979-** Sanitary measures are established
- **Decree 1500 of 2007-** Chicken Meat Inspection, Surveillance and Control System
- **Res. 241 of 2013-** Special processing plants of PEBA birds, Vol less than 3000 birds per day.
- **Res. 242 of 2013-** Processing plants and parts of poultry PBA with volumes over 3000 birds per day

Análisis de la Situación de Influenza Aviar en Colombia

BORRAR FILTROS

AÑO

- Seleccionar todos
- 2022
- 2023

DEPARTAMENTO

- Seleccionar todo
- Amazonas
- Antioquia
- Arauca

MES

- Seleccionar todo
- Enero
- Febrero

TIPO DE PRODUCCION

- Seleccionar todo
- Aves de Riña
- Engorde
- Ornamentales

UBICACIÓN GEOREFERENCIADA DE BROTES DE INFLUENZA AVIAR DE ALTA PATOGENICIDAD



Notificaciones

Aves Examinadas

TOTAL DE NOTIFICACIONES COMPATIBLES A INFLUENZA AVIAR POR TIPO DE PRODUCCION SEGUN DEPARTAMENTO

Departamento	Total Notificaciones
Córdoba	198
Cauca	158
Nariño	121
Chocó	84
Atlántico	78
Sucre	74
Bolívar	67
Cundinamarca	64
Antioquia	57
Total	1.404

Total de Notificaciones

1.404

Brotos de Influenza Aviar

74

TOTAL DE BROTES POR DEPARTAMENTO Y MUNICIPIO

Departamento	Total Brotes
Córdoba	23
Magdalena	12
Bolívar	11
Chocó	9
Nariño	9
Sucre	5
Cauca	3
Total	74

Predios y Aves Vigiladas

17.999

Predios Vigilados

593.269

Aves Vigiladas

Predios con Sacrificio y Aves Sacrificadas

631

Predios con Sacrificio

54.115

Aves Sacrificadas

Dinámica de Presentación de Brotes de Influenza Aviar por Año y Mes



*Brote: Designa la aparición de uno o más casos en una unidad epidemiológica.

Fuente: OMSA

Important Notice

No cases reported on commercial farms.

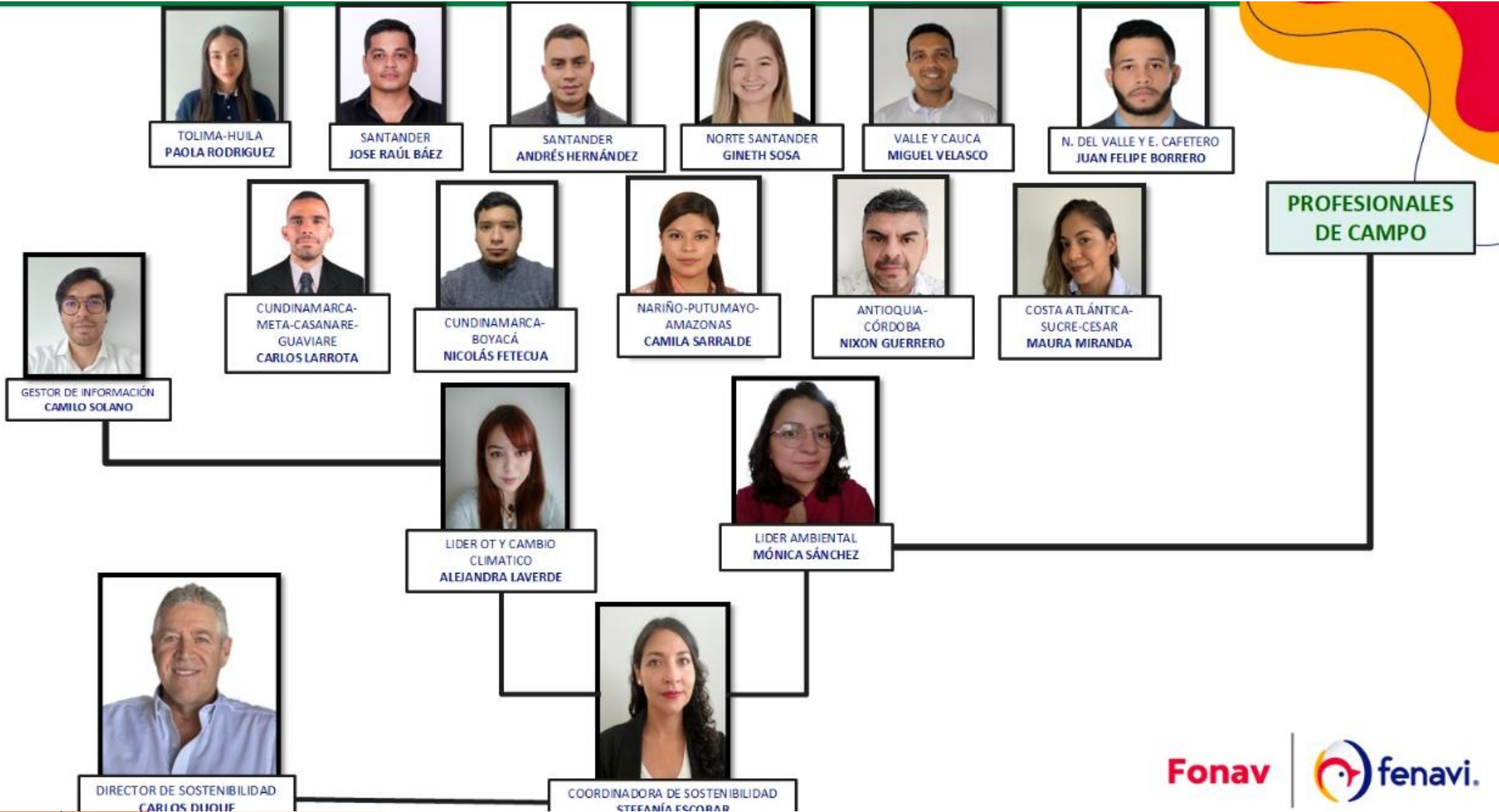
Colombia maintains its sanitary status as a disease-free country.

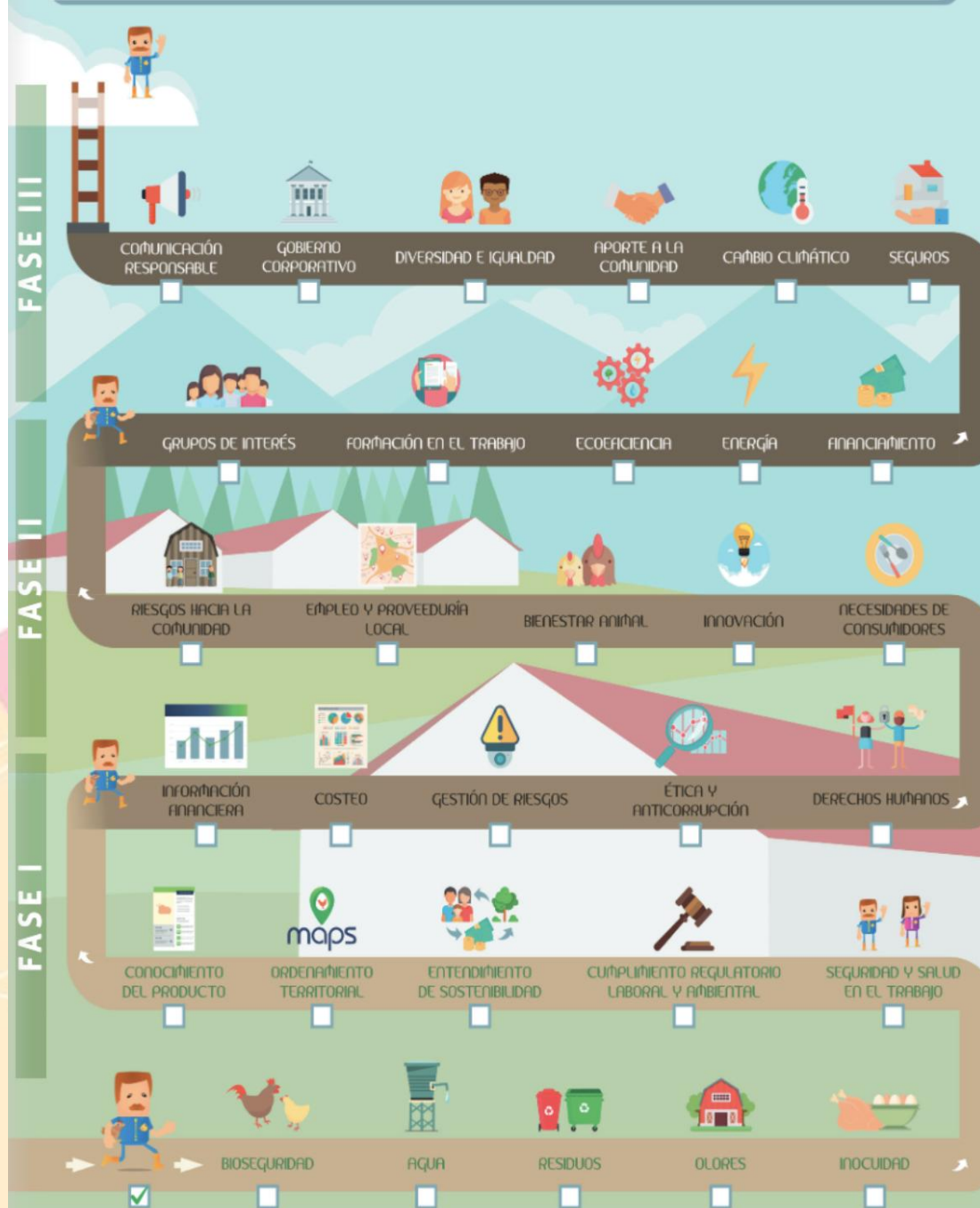
Sustainability

The non-negotiable aspect of poultry farming
A look at how to approach the issue from Colombia



Sustainability Team





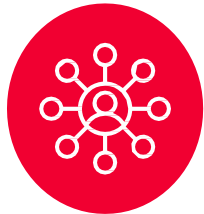
Path to Sustainability

Water Resource



The Colombian poultry industry has been working for more than 25 years on the use of rainwater and water harvesting.

Poultry Sustainability Seal



Social Dimension

- Human Rights and Community
- Health and Safety at Work
- Equity
- Human Rights



Environmental Dimension

- Environmental Commitment and Institutionalization
- Climate Change
- Environmental Performance



Economic Dimension

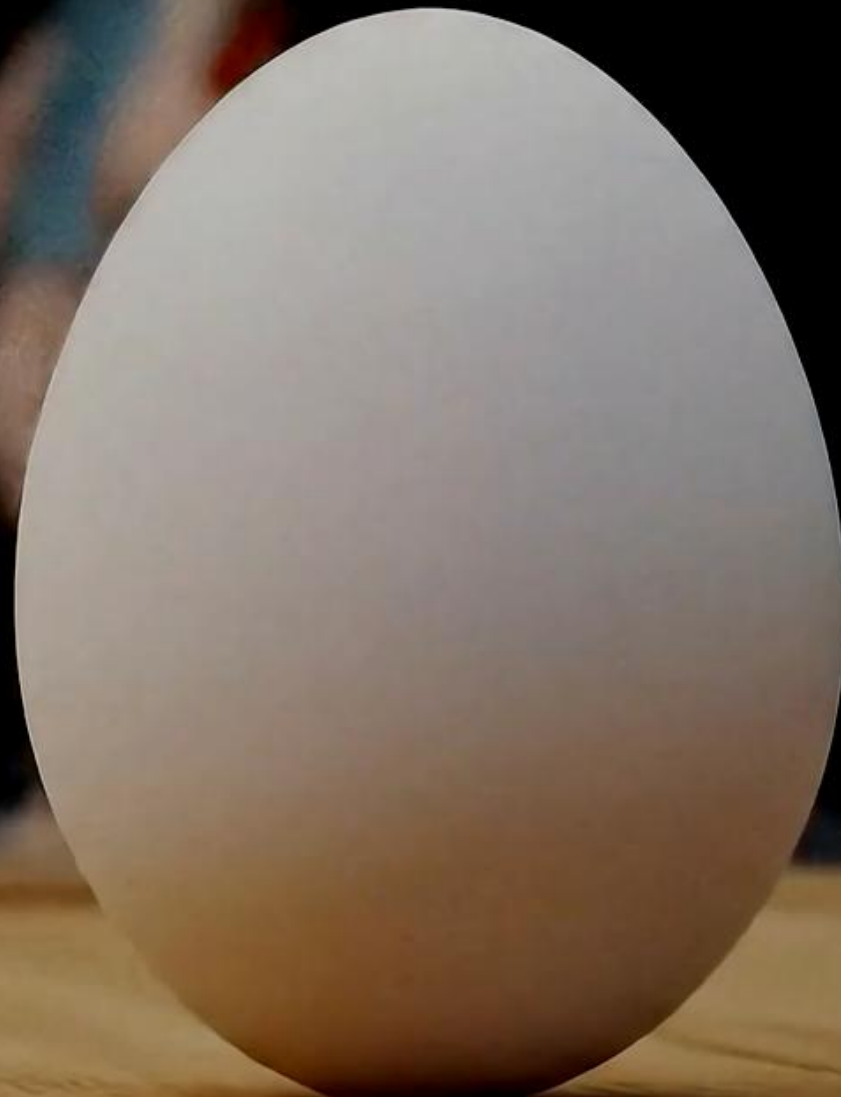
- Corporate Governance
- Anti-Corruption
- Supply Chain Responsibility



Sustainable Production

- Safety, Biosecurity, and Animal Welfare
- Responsible Production
- Innovation
- Responsible Application of Medicines

COMMUNICATION



**FROM HEALTH RISK TO
SUPERFOOD!**

The Egg is Innocent
2009-2011



“Colombia eats eggs to win”
Mariana Pajon
2014



“Eat more eggs”
2016



“Food That Leaves a Mark”



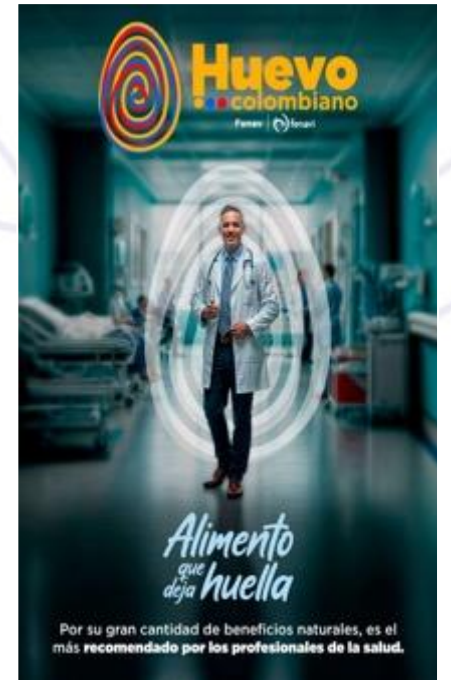
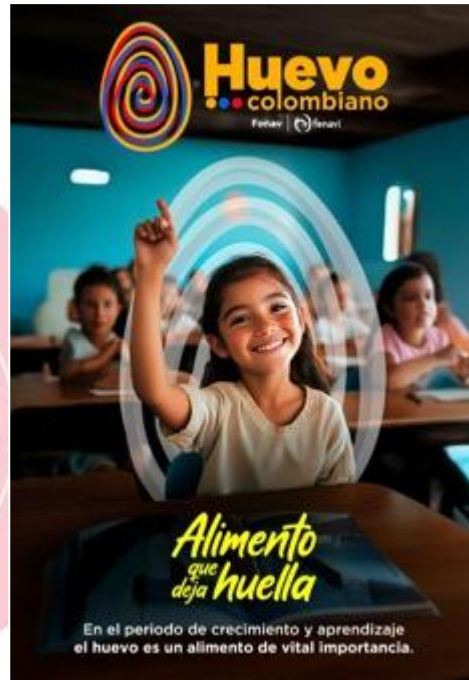
EVOLUTION OF MYTHS

NUTRITION

SUPER FOOD



SEGMENTS



HEALTH SECTOR

We build partnerships to uphold the reputation of eggs through campaigns and alliances that validate eggs as good for health.



Fundación Colombiana del Corazón



Asociación Colombiana de Endocrinología, Diabetes y Metabolismo
Fundada en 1950

GASTRONOMIC SECTOR

We are working to protect out-of-home consumption points, such as at restaurants and bakeries.



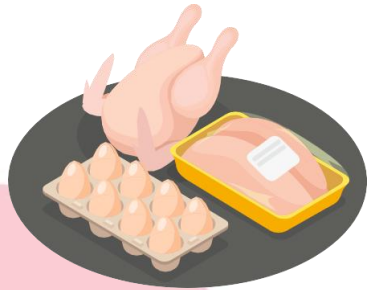
PUBLIC AND PRIVATE ENTITIES

Alliances with government and private trade federations to create projects where eggs play an important role.



CHALLENGES

A Look into the Future



From Animal Welfare to Freedom of Choice

- Animal Welfare is associated with cage-free systems.
 - NGOs have a solid strategy that influences decisions in major supermarket chains, restaurants, and companies.
 - 37% of Latin Americans suffer from food insecurity.
- Latin America needs all production systems.



Develop methodologies and regulations in coordination with the health authority.



Share our story: *“Don’t buy into false claims.”*



Build a community that defends freedom of choice and nutrition.



Influence public policies.



Our goals by 2030 :

- Consumption of a sanitary and sustainable egg
- Colombia will reduce greenhouse gas emissions by 55%.
- Maintain sanitary status, as a Newcastle-free country.
- Achieve at least 400 units of consumption per capita.
- Increase our market share in Ovo products.
- Latin American Leadership in Animal Welfare.

¡The largest Spanish-speaking poultry congress in the world!

2014

Cartagena
Colombia
October 1, 2, 3
Julio Cesar Turbay Ayala
Convention Center



2018

Bucaramanga
Colombia
September 5, 6, 7
CENFER Events and
Exhibition Center



Guest Country
HOLANDA

2022

Medellín
Colombia
October 21, 22, 23
Plaza Mayor
Conventions and Exhibitions



2026 (py)

Cali
Colombia
September 1, 2, 3
Valle del Pacifico
Events Center



XVII
National Poultry
Congress

XVIII
National Poultry
Congress

XIX
National Poultry
Congress

National Poultry
Congress

XX
National Poultry
Congress

XXI
National Poultry
Congress

XXII
National Poultry
Congress

2016

Pereira
Colombia
October 5, 6, 7
Expofuturo
Convention Center



2020

Virtual
Colombia
October 12, 13, 14, 15, 16



2024

Bogotá
Colombia
June 4, 5, 6
Corferias



MANY THANKS.