

Broiler Production Newsletter



In this edition

- Global & Local Broiler Market Insights
- RainMaker Cooling System
- Black Friday Deals
- Big Dutchman Zimbabwe
- New Website Now Live
- Maintenance Agreements
- Product Spotlight

Global & Local Broiler Market Insights

The global broiler industry continues to expand steadily, driven by strong demand for affordable animal protein. Global chicken meat production reached an estimated 104 million tons in 2024, making it the most consumed meat worldwide. Growth has been especially strong in emerging markets, where poultry is valued for its competitive pricing and versatility.

Producers, however, face challenges in the form of high feed costs (with maize and soybean prices accounting for up to 70% of production expenses), avian influenza outbreaks, and trade disruptions. Despite this, innovation in genetics, feed efficiency, and welfare-friendly housing systems is helping maintain competitiveness. Export demand remains robust, with Brazil and the USA continuing as leading suppliers to global markets.



Broiler consumption keeps climbing, driven by affordability and innovation in production

South Africa's broiler industry is the largest segment of the national agricultural sector, contributing nearly 17% of agricultural GDP. The country slaughters around 21.5 million broilers per week (up from about 19.5 million in recent years), highlighting both scale and resilience. Local production supplies approximately 70% of chicken consumed domestically, while the balance comes from imports, primarily from Brazil, the US, and the EU.

The sector faced major headwinds in 2023, when highly pathogenic avian influenza (HPAI) led to the culling of millions of birds. Despite these setbacks, producers have since invested heavily in biosecurity, restocking, and improved housing technologies, allowing weekly slaughter numbers to stabilise and even expand.

Feed costs remain a challenge, as the industry is highly dependent on maize and soybean meal – crops vulnerable to both drought and global price fluctuations. Yet, consumer demand for chicken meat remains strong: per-capita consumption is estimated at over 40 kg per year, making it the leading protein source in South African households.

Looking forward, South African broiler producers are focusing on efficiency gains, value-added products, and export opportunities to unlock further growth. With rising regional demand across Africa, the local industry is well-positioned to strengthen its role as both a domestic staple and a regional supplier.

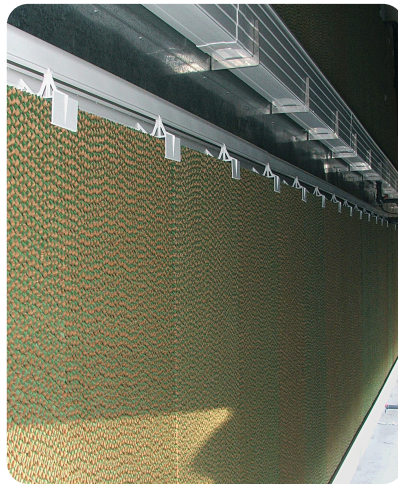
BROILER PRODUCTION

RainMaker Cooling System

As summer approaches, heat management becomes one of the biggest challenges in broiler production. High temperatures can cause stress, reduce feed intake, and impact growth performance – all of which affect profitability. That's why the Big Dutchman Rainmaker Cooling System is the ideal solution to ensure your birds stay comfortable, healthy, and productive throughout the hot months.

The Rainmaker uses high-quality cooling pads combined with an efficient water distribution system to create a consistent, refreshing airflow throughout the poultry house. This system effectively lowers the temperature inside, even during peak summer heat, helping to prevent heat stress and supporting steady bird performance.

By investing in the Rainmaker Cooling System, you're investing in better bird comfort, higher productivity, and improved returns. Don't let the summer heat slow down your production – stay ahead with Big Dutchman's trusted cooling technology.



RainMaker Advantages

- very efficient barn cooling;
- open design so the water flow is easy to see;
- no additional water tank required;
- compact structure and fixed pump position;
- plastic pads have a much longer life span;
- accurate temperature control in combination with ViperTouch;
- incredibly easy assembly and simple cleaning with a high-pressure cleaner.



Black Friday Deals

Black Friday Sale now on! Get fast, reliable service from Vanessa and the Big Dutchman Spare Parts team – reach out today to secure your parts.

✉ sales@bigdutchman.co.za ☎ +27 11 452 1154

Contact Us On WhatsApp 



BROILER PRODUCTION

Big Dutchman Zimbabwe

Big Dutchman Southern Africa is proud to announce the successful completion of a new turnkey broiler project in Zimbabwe. This milestone reflects our ongoing commitment to delivering efficient, reliable, and sustainable poultry solutions tailored to the specific needs of farmers in the region.



The project involved the construction and full equipping of a single broiler house with a capacity of 30,000 birds. From start to finish, Big Dutchman provided a complete solution:

- Construction of the building, ensuring a robust and climate-suitable structure.
- Feeding systems designed for precision and consistency, promoting healthy growth and optimal feed conversion.
- Drinking systems that deliver clean, fresh water to every bird with ease.
- Ventilation systems that maintain ideal environmental conditions, boosting bird welfare and farm productivity.

This project marks another step in strengthening our footprint in Zimbabwe and demonstrates Big Dutchman's ability to deliver world-class poultry housing systems that contribute to food security and farming success across Southern Africa.

With every project, we reaffirm our mission: to provide farmers with innovative solutions that ensure reliable performance today while supporting growth for the future.



Contact us Now!

Want to learn more about this exciting project or explore how Big Dutchman can support your poultry vision in Zimbabwe?

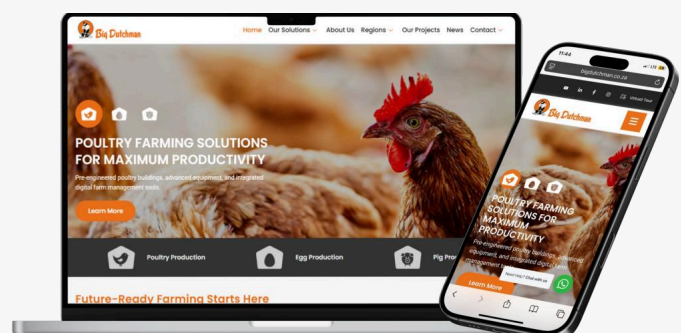
Contact Willie Prinsloo, Exports Manager at Big Dutchman Southern Africa, for more information:

[Contact Us On WhatsApp](#)



New Website Now Live

[Smarter Farming Starts Here >](#)



BROILER PRODUCTION

Big Dutchman Maintenance Agreement



Designed to keep your critical equipment running smoothly, these packages offer regular maintenance at recommended intervals, reducing the risk of malfunctions.

Key benefits include:

- Regular Service & Multi-Point Checks – ensure smooth, continuous operations
- Priority Assistance & Quick Repairs – prolong equipment lifespan
- Software Updates & Optimisation – maintain peak performance
- On-Site Guidance – expert support during visits

Maintenance begins immediately after commissioning, giving you peace of mind and maximum efficiency.



Find Out More

Contact Benita de Beer today to learn more about Big Dutchman South Africa's Maintenance Agreements!

✉ bdebeer@bigdutchman.co.za ☎ +27 83 990 0140

[Contact Us On WhatsApp](#)



Product Spotlight



AirMaster Blue 130

High performance, low costs



RainMaker Plastic Pad

The ideal cooling system



Flux 330

Effortless Feeding