

A typical Sunday dinner of roast beef with Yorkshire pudding is gradually being replaced by poultry dishes in Britain, according to the U.S. Agricultural Counselor in London. He reports that changing consumer attitudes, particularly those based on health and price, are causing demand for all red meats to suffer in the United Kingdom while pushing up consumption of chicken.

Chicken is often considered the all-American dish, but the United States does not lead the world in chicken consumption on a per capita basis, according to the National Broiler Council. That honor goes to Israel, where chicken consumption was about 66 pounds per capita last year. In this country, the figure was 55.5 pounds.

The United States produces about a third of all broiler-fryer chicken consumed worldwide. According to the National Broiler Council, that's about 6.5 million metric tons in 1986. Broiler consumption has increased by about 4 percent annually since 1983 and that same growth is expected next year.

More than half 56 percent of all broiler-fryer chicken is marketed cut-up. The National Broiler Council notes that this figure compares with only 20 percent of chicken sold cut into parts in 1960. The broiler industry has responded quickly to the growing consumer demand for convenient, time saving products.

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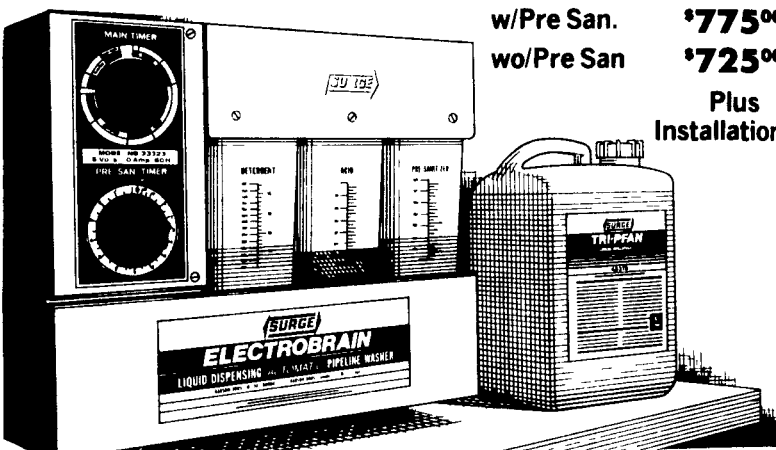
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