



POULTRY SECTOR

Top risk concerns & strategies in 2019

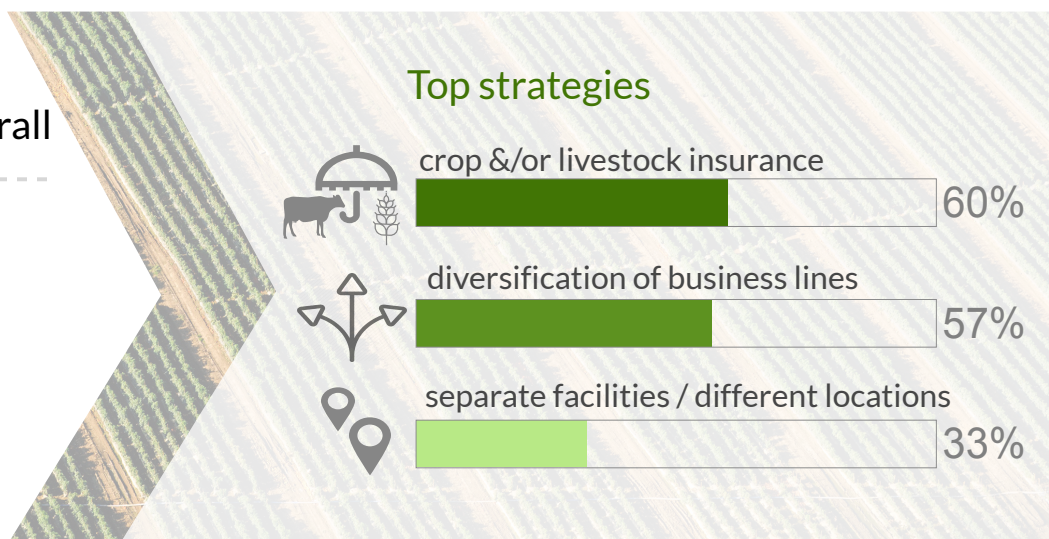
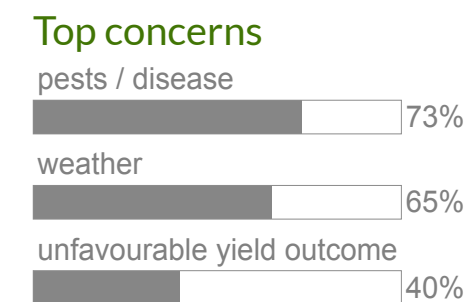
MARKETING RISK

53% concerned* with marketing risk overall



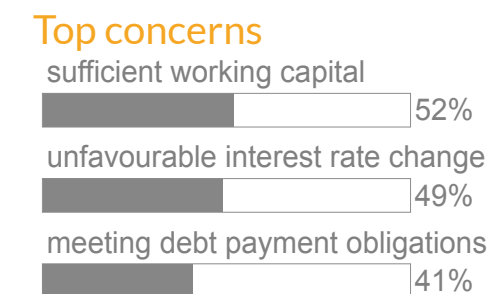
PRODUCTION RISK

53% concerned* with production risk overall



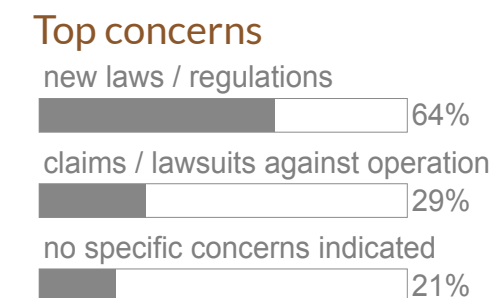
FINANCIAL RISK

36% concerned* with financial risk overall



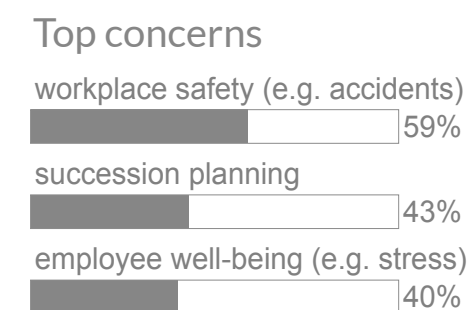
LEGAL RISK

27% concerned* with legal risk overall



HUMAN RISK

32% concerned* with human risk overall



2019 (July) Vision study - Risk Management: Ag production concerns & strategies
Sample size (n): 75 Poultry producers (primary sector)
*Overall risk concern percentages reflective of top two box ratings (4&5) on a five point scale where '5' equals 'highly concerned' in response to the question : "Overall, how concerned are you with the following type of risk as it relates to your operation today?"