Upland Game Bird Industry: $5 Billion Impact and Growing

Bill MacFarlane
MacFarlane Pheasants Inc.
North American Gamebird Association

- Strong Voice in Government
- Over 675 member businesses in the USA
- Annual Convention and Short Courses
- Research and Educational Projects
What is the Game Bird Industry?

The Industry IS

Pheasant
Chukar Partridge

Hungarian Partridge
What is the Game Bird Industry?

The Industry IS

- Maturing & integrating industry with small and large players
- NPIP monitored in many instances
What is the Game Bird Industry?

The Industry *IS NOT*

- Cock fighting
- Chickens
- Live markets – no live auctions
- Show birds
Segments

- Hatcheries and Breeders – most NPIP monitored
Segments

- Terminal Producers who grow birds to market age from day old to maturity
- **Hunting Preserve**
- Owners who buy mature birds for harvest
Segments

- Meat Producers and Processors
Some producers not only hatch & breed, but also raise birds to maturity

Some farms that raise birds to maturity also have hunting preserves

Some do all three
We are concerned about bio-security

We are concerned about disease being introduced to our birds

We are a definable industry
Market Value

• $11.00 per Pheasant
Market Value

- $4.25 per Quail
Market Value

• $7.75 per Chukar
Annually Production Numbers

- 5 million mature pheasants sold.
- 15 million quail sold.
- 3 million chukar sold.
Top Producing Gamebird States

- OH, PA, WI, SD, KS, MN are top pheasant producing states
Top Producing Gamebird States

- NC, AL, GA, TX are top quail producing states
Modern Quail Production
Thank you
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