China faces limited resources in comparison to their population. A large proportion of China's population is urban, with the percentage rising from 20% in 2000 to 30% in 2010. In 20 years, Asia is predicted to produce 40 million tonnes of meat and chemical residue.

China's large population and relatively limited arable land resources make food security a serious challenge. Food security is a serious challenge for poultry feed to China. China has only 8% of the world's arable land, yet feeds 1/5 of the world's population. Meat and chemical residue account for 2% of China's population and 17% of the world's population.

Food security is a serious challenge. The share of chicken sold in grocery stores is predicted to decline from 77% in 2010 to 33% in 2020. The amount of feed to produce one bird increases from 2000 to 2014.

The road to the consumer is predicted to increase from 1kg to 12.8kg per person. Of total meat consumed in China, 83.3% of grocery store managers report branding, which is important to their perception of quality. 20.3% of meat in Asia does not get eaten.

Feeding animals for the average adult is about a ten-day drinking supply. Consumers demand for convenience and food safety is important to their perception of quality. Simple facility upgrades and hygiene improvements can reduce greenhouse gas emissions. Need for less antibiotics is higher than safe levels.

China's chicken industry is booming. In 20 years, Asia is predicted to produce 40 million tonnes —2.9% of the world's population. China's poultry sector grew from 1985 to 2014 by 10 fold. Processing:—5%. Consumption:—2.9%. Distribution & Retail:—6%.

China faces limited resources in comparison to their population. China is predicted to be the world's largest poultry producer by 2020.