

GOOSE BREEDING IS A PROMISING BRANCH OF THE ECONOMY

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In 2019 the share of poultry meat consumption in Ukraine exceeded 47% for the first time in the history. With the growth of the world's population, the demand for meat and meat products will grow, despite the spread of the principles of vegetarian nutrition and substitutes for animal products. Also the African swine fever in China has led to a decline in pork consumption and an increase in demand for alternative poultry meat. Under such conditions, Ukraine has all the opportunities to increase its own export of poultry meat.

Goose farming is an important source of increasing poultry meat production and expanding the range of poultry products. The goose breeding business is promising, profitable and underdeveloped, with low competition in Ukraine. The goose breeding profitability is about 75%. Goose farming is also one of the possible ways to solve the problem of animal protein deficiency in the world.

Goose meat consumption averages 0.343 kg/person/year in the world. The leader in consumption is China, 1.73 kg/person/year. The second place is occupied by France, whose population prefers foie gras. The largest producers of goose meat in Europe are Poland and Hungary. The relatively small level of goose meat consumption is explained by the fact that the produced products are mainly exported.

The industrial production of goose meat in Ukraine should focus on export to European countries, where this product is in greater demand than at home. In addition, the ban on fattening geese for fatty liver in EU countries opens up even more opportunities for us to export, because there is no such law in Ukraine.

Geese breeding can be implemented in three directions: growing young for meat, breeding (eggs incubation) and fattening geese for fatty liver. The eat of young geese has high taste qualities and contains: water — 73 - 75 %, protein — 18 - 18.8 %, fat — 5.3 - 7.3 %, minerals — 1 - 1.16 %. In addition, geese provide a very valuable industrial product – goose down, which is used to insulate clothing.

Goose down raw material is characterized by high thermal insulation properties and a long period of effective use. The feather-down raw material of intravital plucking is especially valued. Such raw materials are always in high demand on the world market. World prices for goose down raw material of intravital plucking are 100-130 USD per 1 kg, for down raw materials with a down content of 30% - 50-58 USD per kg.

The production of goose eggs is not a profitable and attractive business due to the low egg-laying capacity of geese and the poor taste of the eggs.

The question of a people's fatty diet is highly actual nowadays in the world due to high level of atherosclerosis disease. One of the possible ways to solve this problem is to use goose fat. It is close to olive oil in terms of fatty acid composition and has a low cholesterol level. Goose fat is a valuable human food product. The purchase price for goose fat is higher than for butter in EU countries. It is also widely used in the pharmaceutical and perfume industries.

Foie gras (goose liver) is a delicate and very expensive product that is in high demand. Special breeds and certain fattening technologies are used to obtain goose liver. The weight of the liver is on average 400-1000 g. Its value on the world market ranges from 30-40 USD per 1 kg.

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