


PROTAGONISM OF BRAZILIAN POULTRY FARMING: EVOLUTION FROM PREHISTORY TO THE CURRENT GLOBALIZED WORLD

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ABSTRACT

The expansion of birds occurred with the disappearance of dinosaurs, but decreased significantly with the growth of mammals, although they aroused interest mainly for their beauty and habits. Currently, it is present on the food menu practically all over the planet and Brazil leads world exports. The objective of this article was to survey the history of poultry farming, as well as the contemporaneity of the Brazilian competitive environment. The theoretical framework was anchored in the evolution of poultry farming, agriculture, food, animals, technology, genetics, culture, society, economy and history. For this construct, it adopted a qualitative approach, exploratory type with bibliographic profile and the use of the timeline tool that allowed the unraveling of research from prehistory to the current global environment. The research allowed us to raise that the history of poultry farming begins with the expansion of birds after the end of the ice age with the end of the dinosaurs, but they became easy prey for mammals and resulted in a significant decrease in the number of species. In prehistory, there was the process of human sedentarization, improvements in agrarian dynamics, domestication of animals, especially chickens in 5500 BC. In mercantilism, poultry was widespread around the world, it arrived in Brazil in 1503, the implementation of agricultural policies in the 70s combined with the globalization process after the 90s contributed to Brazil reaching the ranking as the largest exporter of chicken meat in 2004. Currently, the country is the protagonist of exports to Asia, the Middle East, Africa and the European Union, the United States leads in North America and the European Union competes significantly only in Africa.

Keywords: Historical Evolution of Poultry Farming. Protagonism of Brazilian Poultry. Competitive Environment. Domestication of Animals. Evolution in Agriculture.

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INTRODUCTION

The branch dedicated to the breeding of birds that can be chickens, ducks, turkeys, pheasants, pigeons, swans, geese, peacocks, among others) is called poultry farming and can be considered a complex activity. Birds have aroused interest since prehistoric times, whether for their beauty, their habits or even for being a source of food. The development of birds took place with the disappearance of dinosaurs and their expansion took them to places where no other animal can, but the increase derived from the growth of predatory mammals that competed for food, which resulted in the extinction of numerous birds, especially those that could not fly (LOPES, 2010).

Mundo-estranho (2011) describes that in prehistory domestication, expansion in transport combined with grain productivity increased the amount of animals raised by man, dogs, pigs, sheep, goats, horses were domesticated between 12000 and 4000 BC and birds, in our focus chickens, date from about 5500 a.C. com their use as food. Lopes (2010) describes that one of the first domesticated birds dates back to 3000 BC, its use as a means of communication permeates 1800 BC, it is known as the homing pigeon for its ability to locate and great flight capacity, so it is considered the healthiest domestic bird in the world.

Brazil began its steps in poultry farming from the beginning of its colonization, around 1,503 the navigator Gonçalo Coelho introduced the first creole birds in the city of Rio de Janeiro. The birds lived free, it took six months to reach the weight of two and a half kilos and be slaughtered (QUEVEDO, 2016). Lopes (2011) describes that the dynamics of poultry production began in 1532, they were raised free in backyards with food based on grains, insects and leftover food. In the 70s, the countryside suffered intense mechanization and land concentration, the rural exodus was 30.02% and in the following decade 26.42%, the economic situation with its credit policies, tax exemptions and infrastructure allowed the evolution in grain production and consequently in poultry farming (PENA, 2020; MIZUSAKI, 2009).

The agricultural policies initiated at the end of the twentieth century had the participation of technicians who, combined with the outbreak of Avian Influence in the Northern Hemisphere, benefited Brazilian exports, in 2004 the country became the leader in exports and currently occupies 35% of the world market. In this context, the research problem of this article is: *what is the historical evolution of poultry farming from prehistory to the Brazilian competitive leadership?* Thus, the general objective is: *to survey the history*

of poultry farming and the contemporaneity of the Brazilian competitive environment. For this construct, the study is divided into three objectives: 1. To study the evolution of poultry farming in prehistory, 2. To study the history of poultry farming in Brazil, 3. To survey the contemporaneity of the Brazilian competitive environment. The methodology applied to the present study by Cervo, Bervian and Silva (2007) deals with a qualitative approach of the exploratory type that assumes the profile of bibliographic research.

Qualitative research is mainly based on the view that reality is constructed by individuals who interact in reality with their social worlds and who can contemplate multiple interpretations (MERRIAM, 1998). In this vein, Collis and Hussey (2005) describe that "there seems to be a consensus that: research is a process of investigation; it is systematic and methodical; research increases knowledge" and for Vieira (2008), "it is an orderly work". Thus, the work was divided into three main focuses: poultry farming in prehistory; the history of Brazilian colonial poultry farming and finally, the contemporaneity and Brazilian competitive leadership.

The use of the method by the *timeline* tool known as timeline by DeFelippe (2020) allowed the organization of the study from prehistory to the present day, first the prehistory portrayed by the Lower, Middle, Upper and Neolithic Paleolithic periods was unraveled, advanced through the ancient, middle and modern ages that contemplated and related beyond human evolution, customs, technological advances, social organizations and the history of food, especially poultry farming in human societies. Next, the evolution of Brazilian poultry farming was portrayed, which arrived with mercantilism, was affected by the depression of 29 and the consecutive world wars (FRANCO JUNIOR, 2023; HIGA, 2023; EDITORS, 2022; SANTOS, 2018; BROWN; TEIXEIRA, 2017; LOPES, 2010; FLANDRIN; MONTANARI, 1998; MAZOYER; ROUDART, 1933).

The studies followed the contemporaneity of poultry farming with the reflection on the implementation of rural verticalization, genetic and technological advances in the 50s, agricultural policies in the 70s, horizontalization, globalization and organization of economic blocks in the 90s that led to the protagonism of Brazilian poultry farming in 2004. In the end, the bibliographic research allowed us to conclude that since then, Brazil has maintained the competitive leadership in four of the five largest territories in the world poultry industry (PICCOLO; ET AL., 2024; ROSEMARY; PEREIRA NETO; VIRGÍNIO, 2020; PENA, 2020; QUEVEDO, 2016; SAKOMURA, 2014; LEE; 2011; MIZUSAKI, 2009).

The study is justified because it is an important, original and feasible research (CERVO; BERVIAN; SILVA, 2007). The importance of the theme is portrayed according to Terjon (2018) the protein has become popular with advantages of handling, price, quality, environmental, accessibility, currently the country is the second largest producer in the world and the first in exports. In addition, the theme has originality that lies in the historical unraveling of poultry farming and its relationships in the food chain, as well as the feasibility of the availability of information in the food history of humanity. The challenge of the work is exactly in the union of information that results in a chronological line to evidence the participation of poultry farming, especially as a source of protein.

RESULTS AND DISCUSSIONS

POULTRY FARMING AND DEVELOPMENTS IN PREHISTORY

The first human beings were nomads and lived in constant displacement to escape the elements of nature or even wild animals, but mainly to seek food and protection. In the first period of prehistory, the lower Paleolithic (2.5 million to 250 thousand B.C.), the first groups of people adapted to the environment and sought food for their survival by hunting animals, fishing and gathering fruits. The oldest period of prehistory was also known as chipped stone, with the discovery of fire as a great advance, human beings needed to adapt to live, so they used stones to make objects, hunted to satisfy hunger, used the skin to keep warm, bones as amulets and cutting instruments (HIGA, 2023).

Lopes (2010) describes that the great development of birds occurred with the disappearance of dinosaurs, they adapted, spread on the planet and survive in places where other animals cannot. It is observed that man has transformed the face of the earth like no other animal and affected the ecological balance and the existence of species. Thus, the number of bird species reached approximately 11,600, its decline also coincided with the expansion of man on earth and currently there are 8,650 species.

Higa (2023) describes that in the middle Paleolithic (250 to 50 thousand years BC) significant changes occurred in the lives of human beings, who began to have greater control of fire and use it to light caves and scare away dangerous animals, in addition to social relationships were strengthened through the coexistence of groups around the fires. In the upper Paleolithic period (50 to 12 thousand years B.C.), men became better acquainted with the environment in which they lived, became more efficient, and built traps that allowed them to capture large animals.

The Neolithic period (12,000 to 2,500 B.C.), is the last period of prehistory, man develops new dynamics for the creation of tools through the polishing of stones and thus manages to make axes and hoes, which allow them to cultivate and raise animals. The period is also marked by the construction of durable houses, fired clay pottery, and in this period the beginning of the sowing of plants and the maintenance of animals in captivity. The chosen plants and animals began to be domesticated and exploited by human beings, and thus the society that had been predatory until then became a cultivating society (MAZOYER; ROUDART, 1933).

The Neolithic period was also known as the period of polished stone and is an important moment for humanity that underwent significant transformations, sedentarization becomes a striking feature. In this period, man began to settle in a single place, the population increase caused the groups to grow and become complex and politically organized societies. In this context, the indication is that Wolves, ancestors of the dogs we know today, around 12,000 years ago, in Southwest Asia, China and North America were the first domesticated animals (MUNDO-ESTRANHO, 2011; HIGA, 2023).

The revolution in agriculture marks the Neolithic period and with sedentarization societies became larger, domestication and expansion of grain productivity allowed the increase in the amount of animals raised by men. In addition to dogs, there is the domestication of pigs, in southwest Asia and China, sheep and goats, in southwest Asia, which occurred around 8,000 years B.C. The horse was domesticated about 4,000 years B.C., in eastern Europe, region of Ukraine, its use was especially in agriculture, also as a means of transport and as a strategic factor in war cavalries. The first domesticated birds, especially chickens, date back to about 5,500 years BC, in Central Asia, a region known as Indochina, and began to be used as a source of food (MUNDO-ESTRANHO, 2011).

Santos (2018), describes the Neolithic revolution as an important chapter in the evolution of humanity, marked by the end of the ice age, the birth of writing, the development of agriculture, and animal husbandry. The grazing of cattle, pigs, horses and the cultivation of wheat, potatoes, rice, corn, among others, resulted in the advancement of the quality of life and increase in population, thus the first cities near the rivers emerged, with organization and storage that allowed the exchange of surpluses and the creation of small businesses and food circulation. Thus, allowing a political arrangement, the emergence of the aristocracy and the first civilizations: Egyptian and Mesopotamian.

Egyptian civilization developed through the planting and circulation of leftovers near the Nile River, which favored agricultural production and the development of political nuclei divided into Lower and Upper Egypt, north and south of the Nile, respectively. The Egyptians had architectural complexes with large blocks of clay and stone, the calendar predicted the periods of flooding of the Nile through lunar cycles and their large-scale production made it possible to trade and graze them (SANTOS, 2018).

Mesopotamia is located between the Tigris and Euphrates rivers, its inhabitants were the Sumerians who created flood drainage dynamics with irrigation pipes and thus managed to plant in other places. The fertility of the soil due to the flood cycle of the two rivers with organic materials allowed the development of agriculture and livestock. The great contribution was the invention of writing through symbols for commercial records that were minted on clay blocks called 'cuneiform'. The emergence of artisans and their social relations allowed the use of metals: especially iron, copper and bronze, for example: instead of weapons with bones, they now used metals (SANTOS, 2018; SILVA, 2023).

The ancient age (4,000 BC – 476 AD) was marked mainly by the development of writing and advances in its civilizations, especially Egypt, China, Mesopotamia, Rome, Greece, and the Persians. Agriculture was linked to the advances of the tribes, among the cereals the wheat that expanded in the Nile, China and Mesopotamia with the application of the plow, rice for example, stood out: which was cultivated in dry soil, moved to semi-aquatic dynamics and obtained greater productivity. The period provided advances in agriculture through improvements in irrigation, planting techniques, seed selection, animal manure for fertilization and fallow to recover soil fertility (CASTANHO; TEIXEIRA, 2017).

Food in the Ancient Age changed, in Greece, for example, the diet was based on cereals in the form of pasta or bread, usually accompanied by cooked products such as fruits and vegetables. However, the Greeks also bred birds in captivity and these, together with fish, hares, pigs, goats, cattle, among others, made up their eating patterns with birds fattened with feed (SOARES, 2016).

The Roman Empire had a fascination with wild and exotic animals, in fact the organized slaughter of animals was very common in its arenas, the number and species of ferocious animals domesticated at the time are astonishing even today, to this day: wolves, bears, wild boar, elephants, leopards, lions, ostriches, parrots, hippos, rhinoceroses, camels and giraffes were bred in captivity. Unlike the Greeks, the Romans did not see the existence of spirituality or soul in animals (EDITORS, 2022). However, the CFMV (2019)

describes that the Roman Empire already had the veterinarian with knowledge for animal breeding and hygiene. Pinheiro (2005) observes that the Roman and Greek diets were similar, based on cereals, vegetables, wine, olives, olive oil, and their cultural bases founded the eating habits of the contemporary industrial world.

The Middle Ages (476 to 1453) according to Silva (2023) were marked by feudalism, the church, the crusades, and the inquisition. In this period, the feudal organization was based on agricultural production through the surroundings of large rural properties, which attracted and resulted in the dependence of the peasants. Food in the Middle Ages served as a social parameter, there was influence of Christian culture with a predilection for bread and wine, which were considered sacred and widely consumed with meat fasts on Wednesdays, Fridays and Lent. It is observed that in addition to meat, during the fasting period there were also restrictions on products of animal origin such as milk, cheese, eggs or butter, except for fish (FRANCO JUNIOR, 2001).

Franco Junior (2001) describes that in the Middle Ages the nobles had the prerogative of being able to consume meat, as it was very expensive, poultry and pigs were slaughtered only in the scarcity of game, the ox was very rare due to the amount of pastures and its usefulness in rural work. The period provided the preservation of forests to ensure the presence of animals such as wild boars, pheasants, partridges and wild geese, in addition, deer could only be hunted by nobles. European ruralization and feudalism developed from the fifth to the tenth century through a process of structuring and political relations, the feudal heyday remained from the eleventh to the thirteenth century. The economy was agrarian and was dedicated to local consumption with goods exchanged through barter, from the fourteenth century the system went into decay, Europe has undergone a process of urbanization and commerce has gained greater importance (SILVA, 2023).

In the modern age (1543 to 1789) many events marked history, mercantilist practices, the appearance of industry that resulted in the emergence of capitalism, colonizations, religious reforms, the absolute power of the kingdoms, their absolute monarchies and the Enlightenment. In this context, food products spread around the world rapidly, the sailors' food consisted of products such as biscuits, water, lentils, onions, raisins, cheeses, olives, pigs, goats, sheep and poultry (BRACHT; CONCEPTION; SANTOS, 2011; HIGA, 2023).

Silva (2023) describes that Constantinople was conquered by the Ottomans in 1453 and resulted in difficult access for goods from the East. The Portuguese led large maritime expeditions, in the 1480s they rounded South Africa and opened roads to India. Christopher Columbus believed that the land was smaller than it is and that it was easier to reach India through the Atlantic Ocean, so on October 12, 1492 his expedition financed by the Spanish arrived on the American continent. In this context of colonization, the Portuguese expedition of Pedro Álvares Cabral, with the same intention of arriving in India, on April 22, 1500, arrived in Brazil.

THE HISTORY OF BRAZILIAN COLONIAL POULTRY FARMING

Brazilian poultry farming began in the period of discovery, it is believed around 1,503, when the navigator Gonçalo Coelho introduced the first creole or free-range birds in the city of Rio de Janeiro. The birds were from the countryside, lived free, took six months to be slaughtered with a weight of two and a half kilos or more. (QUEVEDO, 2016). Lopes (2011) describes that the first birds were brought by the Portuguese colonizers, the production of birds took place in 1532, they were raised free in the backyards of houses and fed on grains, insects and leftover food.

Birds have been used as a food source since the origin of humanity, throughout the history of food Flandrin and Montanari (1998) describe the word 'birds' 72 times in all historical stages. Poultry occupies its place in the diet, its consumption is revealed in a more complex way, domestic birds are consumed massively, not only for their protein intake, but also for their price. In addition, cereals in general are not only intended for human consumption, but also for feeding cattle, pigs and poultry.

After the industrial revolution, the planet went through the horrors of the First World War (1914 – 1918) that involved 32 nations, 70 million soldiers and of these, more than 15 million killed in combat. The global conflict environment resulted in the use of women's labor in agriculture and directed liberals, developmentalists and other interlocutors regarding agrarian issues and the debate on the importance of the rural sector for society. Technological development with agricultural equipment became more improved, such as the hydraulic control patented by Ferguson in 1926. The need for support and encouragement to mitigate the devastating consequences of the war, especially hunger, led companies such as *Eisenbahn Landwirtschaft* – Railway Agriculture to financially

support their employees and farmers in the purchase of animals such as pigs, sheep, goats and also poultry (JACTO, 2018; JUNGES, 2019; LIMA, 2020).

Lopes (2011) portrays that birds were raised on farms and farms as a source of income, only in 1930 did it become a profitable activity, including the use of matings between breeds to improve the species. In this regard, Terjon (2018) explains that food in the future will be education, so the meat business will change and will need management and communication evolution. Chicken is a development model and should be considered as an example for the various animal protein production chains, such as beef, pork, fish, among others. Protein has become the leader of consumer preference, in the 80s Brazilians consumed about 10 kg per capita and currently it has jumped to 42 kg, thus surpassing the tradition of beef that in the past was the most consumed.

The great world crisis of 1929 affected the coffee market and poultry farming became an investment alternative (BIANCHI, 2023). Rosmaninho, Pereira Neto and Virginio (2020) described that the 1929 crisis affected the price of coffee, there was an attempt to implement sugarcane and livestock crops that did not have the desired effects, then they tried to implement the English potato, which was also unsuccessful. There was a strong concern since that time to avoid the rural exodus and through the advent of commercial poultry farming it was possible to prove successful results, so the construction of chicken coops on the allotted farms began.

Poultry farming in Brazil developed in several regions, the lineages considered as 'caipiras' that were focused on subsistence began to contribute and protect the income of rural properties. After the great recession, poultry farming became commercial and the sector began to be strengthened by private initiatives, especially in the southeast region, in the state of São Paulo with the arrival of Japanese immigrants. The first evolution of the Brazilian poultry sector was marked in the 30s by the Brazilian Poultry Society with the genetic improvements of the birds that were carried out in Rio de Janeiro through the importation of genetic materials (BEVILAQUA, 2023; ZEN, *ET AL.*, 2014)

The Second World War (1939 – 1945) involved more than 50 nations and 70 million deaths, the scenario included Hitler's rise to power in 1933, as well as the threat and respective use of the atomic bomb. Technological advances allowed new forms of death, trenches were no longer necessary, as there were now planes, tanks, chemical and biological weapons from wars that allowed them to advance more quickly and efficiently in enemy territories. The soldiers' diet could include various types of canned food and the

birds were also served in daily meals, they could be chicken or even turkey (TOSCANO, 2020).

After the recession of 1929, with the advent of the war, there was the North American discourse of protecting the income of family farmers, but the subsidies were for the products of the most powerful partners, which favored the large ones, and in the 1950s this mobilization of capitalist agriculture expanded and gained the name of agribusiness. The economic concept included all the operations involved: manufacturing, distribution, on-farm operation, storage, agricultural commodities, and items made in these processes. Thus, in essence, there was a vertical rural integration of all agricultural activities that began to be used, constituting the model used in the rural area to the present day and maintaining the hegemony and dominance of agribusiness in family farms (WELCH, 2005).

BRAZIL'S LEADING ROLE IN THE CURRENT GLOBAL SCENARIO

Bevilaqua (2023) describes that the second revolution in Brazilian poultry farming took place from the 50s onwards through new genetic advances, the emergence of vaccines, the technical equipment that began to be used in animal nutrition. The example portrayed was Granja Guanabara in Rio de Janeiro, which started to cross strains and use electric incubators with a capacity of 11,000 eggs. Large agribusinesses such as Perdigão, Sadia and Seara with their slaughterhouses and slaughterhouses were fundamental for the structuring of Brazilian poultry farming. In 1963, the Brazilian Poultry Union was created to represent the sector before the federal government. EMBRAPA (2022) describes that from 1950 to 1970 Brazilian poultry farming underwent a significant transformation with the entry of processing companies with control of the entire production chain.

Zen, *et al.* (2014) describe that vertical integration arrived in Brazilian poultry farming in the 70s, underwent specialization and became an industrial activity with large-scale production (SAKOMURA, 2014). The search for better living conditions caused the rural exodus to reach 30.02% and in the 80s 26.42%, which triggered government actions to seek the permanence of men in the countryside (PENA, 2020). Sakomura (2014) portrays the government's action through financial subsidies, increasing production about demand and, consequently, the beginning of exports in 1975. The farmers in Rio Grande do Sul were attracted by the favorable conditions, economic situation and incentives from the State with credit policies, tax exemption and infrastructure, thus allowing the evolution of soybean and corn production and consequently, poultry farming (MIZUSAKI, 2009).

Bevilaqua (2023) describes that the consolidation of Brazilian poultry farming occurred in the 70s, with production techniques, technological transformations and rural vertical integration systems with partnerships between slaughterhouses and rural producers, as well as commercial targeting abroad. Exports began in 1975 with the leadership of Sadia followed by Perdigão and the main destination of Brazilian chicken meat was initially to the Middle East. An important milestone was in 1976 with the creation of the Brazilian Association of Chicken Exporters – ABEF and its merger was renamed Ubabef, currently known as the Brazilian Association of Animal Protein – ABPA

Perdigão built its first exclusive poultry slaughterhouse in 1975 and became the pioneer in chicken meat exports, seeking market alternatives with new matrices from the United States. The company developed and launched the Chester line in 1983, the new product concentrated meat in the breast and thighs and thus the company had a new low-fat protein option. The IPO was another important milestone in this period, in which the holding company Perdigão S/A Comércio e Indústria sold shares on the stock exchange (SÃO FRANCISCO, 2023).

The internationalization of borders marks the 'New Geopolitics' and globalization, starts to have spheres of market power with global companies without linking interests in national territories but in the freedom of capital and goods. In this new competitive environment, in the 80s and 90s, new economic blocs emerged, such as NAFTA – North American Free Trade Agreement, MERCOSUR – Southern Common Market, ASEAN – Association of Southeast Asian Nations, APEC – Economic Cooperation of Asia and the Pacific, among others. The expansion of the international market occurred impressively and boosted trade integration between countries, the regional blocs began to create free trade zones for the circulation not only of goods and services, but also of integrating actions of the member countries of the economic bloc (ALCOFORADO, 1997; SANTOS, 2012).

Brazil came to occupy the first place in the ranking of world exports of chicken meat in 2004 and remains in this position to this day. In addition, the broiler production chain efficiently and effectively results in cost conditions and provides competitive and timely advantages in the international market. Thus, the evolution of the participation went from around 17% in 2000, achieved growth in the leveraged international market in the order of 25% and currently occupies 37% of all chicken meat exported in the world (AVISITE, 2023; VOILA; TRICHES, 2013).

Sakomura (2014) presents the growth in chicken meat consumption by 211% in the 90s, when it went from 14.2 kg per person in 1990 to 29.9 kg in 2000 and by 146% in the following decade, with a mark of 43.7 kg in 2010. The period is marked by the beginning of horizontalization in several Brazilian sectors, Costa (2016) demonstrates that in 1988 the Brazilian Logistics Association – ABL was created and the first Logistics Operators – OLS began, so the 90s went through a stage of development and technological evolution. Belusso and Hespanhol (2010) explain that until stabilization in 94, the sectors were exposed to international competition and there was a need to increase efficiency and re-specialization.

Perdigão arrived in the state of Paraná in 2000, acquiring 51% of Batávia's meat division and later incorporated the entire company. The dynamics of Bovespa's operations required greater dispersion and shareholder control with corporate governance dynamics with strategies to maintain continuous growth. The organization's history has been equipped with pension fund dynamics with professional management since 1994, but in 2001 it joined level I of corporate governance, at which time it launched shares (*American Depositary Receipt - ADRs*) on the New York Stock Exchange (SAN FRANCISCO, 2023).

The blocs strengthened the economic, financial and commercial relations between the member countries and between other blocs, in this context the MERCOSUR – Southern Common Market, founded in 1991, was constituted by Argentina, Brazil, Paraguay and Uruguay. (FREITAS, 2021). The era of economic globalization marked the period, based on the various transformations that occurred specifically after the 2000s. In this competitive environment, Terjon (2018) describes that food is not just a business, it undergoes evolution, free-range broiler chicken sharpens consumers' palates and makes the culture heat sales (INFORAGRO, 2010). In addition, alternative broiler systems 'cage-free, free-range, organic, among others' are a hope for small and medium-sized producers (ZANUSSO; DIONELLO, 2012).

Table 1 shows exports from Brazil, the United States, and the European Union in 2022 in millions of dollars – Mi.US\$:

<i>Países/Blocos</i>	<i>Ásia</i>		<i>O.M.</i>		<i>A.N.</i>		<i>África</i>		<i>U.E.</i>		<i>TOTAL</i>	
Brasil	3.559	64%	2.908	90%	388	17%	807	39%	355	94%	8.017	59%
Estados Unidos	1.882	34%	122	4%	1.817	81%	650	31%	21	6%	4.492	33%
União Europeia	154	3%	219	7%	51	2%	619	30%	-	0%	1.043	8%
TOTAL 1	5.595	100%	3.249	100%	2.256	100%	2.076	100%	376	100%	13.552	100%
TOTAL 2	5.595	41%	3.249	24%	2.256	17%	2.076	15%	376	3%	13.552	100%

Source: (PICCOLO, ET AL., 2024).

The Brazilian agricultural policy, which began at the end of the century, began to be headed by technicians instead of politicians, and the outbreak of Avian Influenza in the Northern Hemisphere at the beginning of the century benefited exports. Thus, there have been several advances in the international market since 2000 and in 2004 the country occupied the first place in the ranking as a world exporter. Since then, Brazil has remained the leader in chicken meat exports and today occupies 35% of the global market (AVISITE, 2023; GOV.BR, 2022).

Piccolo *Et. Al.* (2024) describe that Brazil has been leading the ranking of exports in four of the five blocks in the last two decades. The contemporary competitive environment of compliant poultry farming Table 1 it is marked by Brazil, the USA and the European Union and the leadership of exports was in Asia, the Middle East, Africa and the European Union, the United States leads only in North America and the European Union competes only in Africa.

Table 1 allows us to identify that Brazil makes up 59% of exports to the Blocs in 2022, followed by the United States with 33% and the European Union with 8%. In addition, Asia and the Middle East accounted for 65% of all exports, which demonstrates the importance of these two markets for poultry farming. Piccolo *et al.* (2024) conclude that this protagonism was mainly due to the modern supply chain, dynamics of rural verticalization, horizontalization, logistics operators and genetic improvements. However, the sector is permeated by criticism from environmentalists for the greedy, destructive capitalist dynamics that exploit resources and have devastating consequences for the environment.

CONCLUSION

Birds have aroused interest since prehistory due to their beauty, ability, but mainly because they are a source of protein, they expanded mainly from the disappearance of dinosaurs and decreased due to the increase of mammals, especially humans who consider it an easy prey. In the Neolithic period (12000 to 2,500 BC) there were several domestications of animals, advances in agriculture and man went through sedentarization. The first domesticated chickens date back to 5,500 BC and the characteristics of their use as food begin to undergo modifications in more organized societies.

Brazil started its poultry farming since its discovery, in 1.503 it received its first native birds and in 1532 it already had production of free birds in the backyards of houses fed by grains, insects and leftover food. In the 70's, with the arrival of vertical integration, accompanied by public policies for the permanence of man in the countryside, favorable conjunctures improved grain productivity and consequently the consolidation of poultry farming. The 'New Geopolitics' or, if you prefer, Globalization, from the 90's onwards, triggered the formation of economic blocs around the world with its dynamics of internationalization of goods, and Brazil, in 2004, became the largest exporter of chicken meat in the world.

Brazil is currently the second largest producer of broiler chicken in the world and has been the world's largest exporter since 2004, the leadership occurs in Asia, the Middle East, Africa and the European Union, the United States leads only in North America and the European Union competes significantly only in Africa. It is important to highlight that such protagonism is permeated by several criticisms from environmentalists for the consequences of cruel, greedy capitalist dynamics that leave devastating results for the environment.

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