
Poultry challenges in India.

Lessons and experiences from other sectors, and options for the poultry sector.

Adriaan Vernooij, Wageningen UR Livestock Research.

DPC, 24th March, 2016

adriaan.vernooij@wur.nl



Poultry Challenges in India



Poultry Challenges in India

- (1) Experiences Wageningen UR Livestock Research in India
- (2) Poultry developments in India
- (3) Challenges for the future.
- (4) "Who is who".



Poultry Challenges in India

- Wageningen UR Livestock Research:
- Main experiences in India in dairy sector, some involvement in pig sector.
- Partner in National Dairy Plan, with NDDB: doubling milk production in 15 years
- Support activities Netherlands Embassy (Joint Agricultural Action Plan).
- Support to PIB dairy cluster NAFTC.
- Research with ICAR
- Preparation education support: knowledge and trade more interlinked.

Poultry Challenges in India

- Concluding for WLR:
 - Support function
 - Develop own programme in the dairy sector.

Poultry Challenges in India

Building up contacts in India:

- stepwise, acquisition difficult, longer term collaboration, no quick solutions
- take time to find real question
- self reliance main driver for decades, slow change towards more open economy
- your qualities will be tested (sometimes for a long time.....) before your investments will pay off.

Poultry Challenges in India

Opportunity (from presentation Prekash):

- *Improved animal housing*
- *Farm mechanization due to labor shortage*
- *Improved feeding and feed formulations*
- *Poultry feed market to grow at a CAGR of around 8% during 2012-13 to 2016-17*
- *Improved farm management and disease management*
- *Fast paced shift to meat and egg processing*
- *Improved marketing infrastructure*
- *Education and training needs to address skill gap*
- *100% FDI in food processing*

Poultry Challenges in India

■ Opportunities

- *(1) Improved animal housing and farm mechanisation.*
 - Response to animal welfare discussion: from cage to free range/ floor systems ———> options for welfare friendly systems
 - From several parts of India: migrant labor to Gulf States ———> leading to growth in farm size and mechanisation.

Poultry Challenges in India



Poultry Challenges in India



Poultry Challenges in India



Poultry Challenges in India

■ Opportunities:

• *Improved feeding and feed formulations*

- From fragmented business into organised industry
- Approx. 50 % of poultry feed still home-mixed (20 % of broiler feed, 80 % of layer feed).
- Main ingredients: Corn, Soybean
- Fragmented market →
high logistics costs.



Poultry Challenges in India



Poultry Challenges in India

- Opportunities.
- *Improved farm management and disease management*
- *Education and training needs to address skill gap*
- First ever Dutch Knowledge Mission was organized to India
- Technical innovations need training and education
- Centers of Excellence
- Joint plans with World Bank on educational activities in agriculture.

Poultry Challenges in India



Poultry Challenges in India

- *Changing demand patterns:*

- From wet markets to convenience
- More demand for slaughter facilities, convenience in urban market
- Food safety issues increasingly becoming important
- Government rules enforcement stricter: Food Safety and Standards Authority of India
- <http://www.fssai.gov.in/>

Poultry Challenges in India

The screenshot shows a web browser window displaying a news article from Times of India. The browser's address bar shows the URL: <http://timesofindia.indiatimes.com/city/indore/FSSAI-to-tighten-noor>. The page header includes the Times of India logo and navigation links for 'City', 'Indore', 'Crime', 'Civic Issues', 'Politics', 'Schools & Colleges', and 'Events'. The main headline is 'FSSAI to tighten noose on meat and poultry industry', dated 'TNN | Jul 4, 2015, 11:23 AM IST'. The article text states: 'INDORE: Alarmed with unethical practices being reported in meat and poultry food industry, the Food Safety and Standards Authority of India (FSSAI) is gearing up to tighten its noose soon. Authority has formulated draft regulations that will come into effect after comments and objections from stakeholders. Draft regulations have come in wake that maximum residues limits/tolerance levels fixed for various veterinary drugs including antibiotics in meat and poultry products in respect of animal-based organic food products are yet to be approved and notified. Food safety officer posted in Indore, Manish Swami said, "Various consumer organisations/NGOs have recently raised issues that meat-producing...'. To the right of the article is a 'Most Popular' section with four items: 'Islamic State claims Jakarta attacks, its first strike at Indonesia', 'US government triples work visa fees', 'Did Obama's sting prompt Pakistan to detain Jaish chief Masood Azhar?', and 'Badals ruined Punjab, oust them from power: Arvind Kejriwal'. The bottom of the browser window shows a Windows taskbar with various application icons and a system tray with the time '13:00' and date '23-3-2016'.

Poultry Challenges in India

- Main organisations in poultry sector in India:



Poultry Challenges in India

Photo Gallery

POULTRY FEDERATION OF INDIA
ANNUAL GENERAL BODY MEETING
Silver Jubilee Celebration
ON SATURDAY, 17th AUGUST 2013

Thanks to all Sponsors

PLATINUM SPONSORS
GOLD SPONSORS
SILVER SPONSORS

Poultry Federation of India

The Poultry Federation of India is the voice of the Indian Poultry Industry, committed to its growth. Serving producers and processors of turkey, chicken, quail, squab and egg products, the PFI provides a united voice for the industry with government, media and the general public.

The mission of the PFI is to preserve, promote and protect the activities that bring value to stake holders of the poultry industry in India.

Federation membership consists of growers, producers, industry employees, allied industry suppliers and "main street" businesses, which recognize the importance of poultry in India's economy.

PFI officers, directors and committee members represent all segments of the poultry industry and serve without compensation, giving freely of their time and talents to keep poultry industry competitive.

Committees, coordinated through the PFI office, carry out most activities. These committees plan and implement the Federation's activities.

In addition to representatives from all phases of the poultry industry and allied industry, personnel from various organizations have come together to serve the poultry industry.

Poultry Challenges in India

CLFMA Of India - Internet Explorer

http://www.dfmaofindia.org/

Citrix Wageningen UR

CLFMA Of India

Convert Select

[Member Login](#)

[About Us](#) | [Statistics](#) | [Services](#) | [Market Watch](#) | [Activities](#) | [Contact Us](#)

Our Sectors

Poultry	Aquaculture	Cattle / Dairy	Animal feed	Livestock Equipment	Machinery

Start | Internet Explorer | PowerPoint | Word | Outlook | Mail | PDF | Citrix | EN | (1:51) | 14:27 23-3-2016

Poultry Challenges in India

Welcome to IPEMA: Indian Poultry Equipment Manufacturer Association ... - Internet Explorer

http://ipema.co.in/Company20/Default.aspx

Citrix Wageningen UR

CLFMA Of India

Welcome to IPEMA: Indian ...

Convert Select

Indian Poultry Equipment Manufacturer Association

adding momentum to the industry growth

Home | Board of Trustees | Exec. Committee
Member List | Login | Search | Contact Us

... Welcome

INDIA
World's 2nd most emerging market
Human population exceeding 1 billion,
middle class population almost at 400
millions Growing at more than 8%, world's
6th largest economy, offers enormous
opportunities

INDIAN POULTRY
Rapid Growth rate at 12-15% Being driven by a combination of rising incomes, a
young and urbanizing population Phenomenal pace at which integrated
operations spread in the entire country. Eminent Transition from live bird market
to a chilled/frozen product best replica watches market Poultry development in
india is a success story par excellence

[Login with ipema.co.in \(for ipema members only\)](#)

Exhibition Advisory Committee
consisting of representatives of
various Poultry Associations in India
&
IPEMA
Announces
POULTRY
INDIA 2009
OUR INDUSTRY SHOW

November 26-27-28, 2008
Hitex Exhibition Complex
Hyderabad,
Andhra Pradesh

[Click Here for Previous Event
Poultry India 2007 >>>](#)

Start

EN

1:42

14:30
23-3-2016

Poultry Challenges in India

Home page - Internet Explorer
http://www.pdonpoultry.org/pdpnew/

ICAR - Directorate of Poultry Research
(An ISO 9001:2008 Certified Institute)
(Indian Council of Agricultural Research)

Home News FAQ Contact Us How to reach

Wednesday 23rd of March 2016

Directorate received Sardar Patel Best Insitute Award fro

About Us

- About Institute
- Our Director
- Organizational Setup
- Cadre Strength
- Scientists/Sr.Officers
- Earlier Directors
- Citizen Charter
- RFD

Services

- Infrastructure
- Library
- Training / Marketing
- Consultancy/patents
- Extension

About Directorate of Poultry Research

The Directorate of Poultry Research (DPR) formerly Project Directorate on Poultry (PDP) is one of the constituent research institutes of the Indian Council of Agricultural Research (ICAR), an autonomous multidisciplinary Research & Development Organization financially supported by Govt. of India. The Directorate was set up as a coordinating unit of All India Coordinated Research Project (AICRP) on Poultry in 1970 at Izatnagar, Uttar Pradesh. Subsequently the unit was elevated as a full-fledged Project Directorate during 1988 and shifted to Hyderabad, the capital city of the southern state of Andhra Pradesh. The objectives of the Directorate are to coordinate research at AICRP centers located across the country and conduct research on the development and improvement of chicken lines for commercial and rural poultry production.

Photo Gallery

Srinidhi

Research

- In-House Projects
- Externally funded Projects

Poultry Challenges in India

Thank you for your attention



Questions?