



CLFMA - INDIAN POULTRY INDUSTRY

By
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Chairman

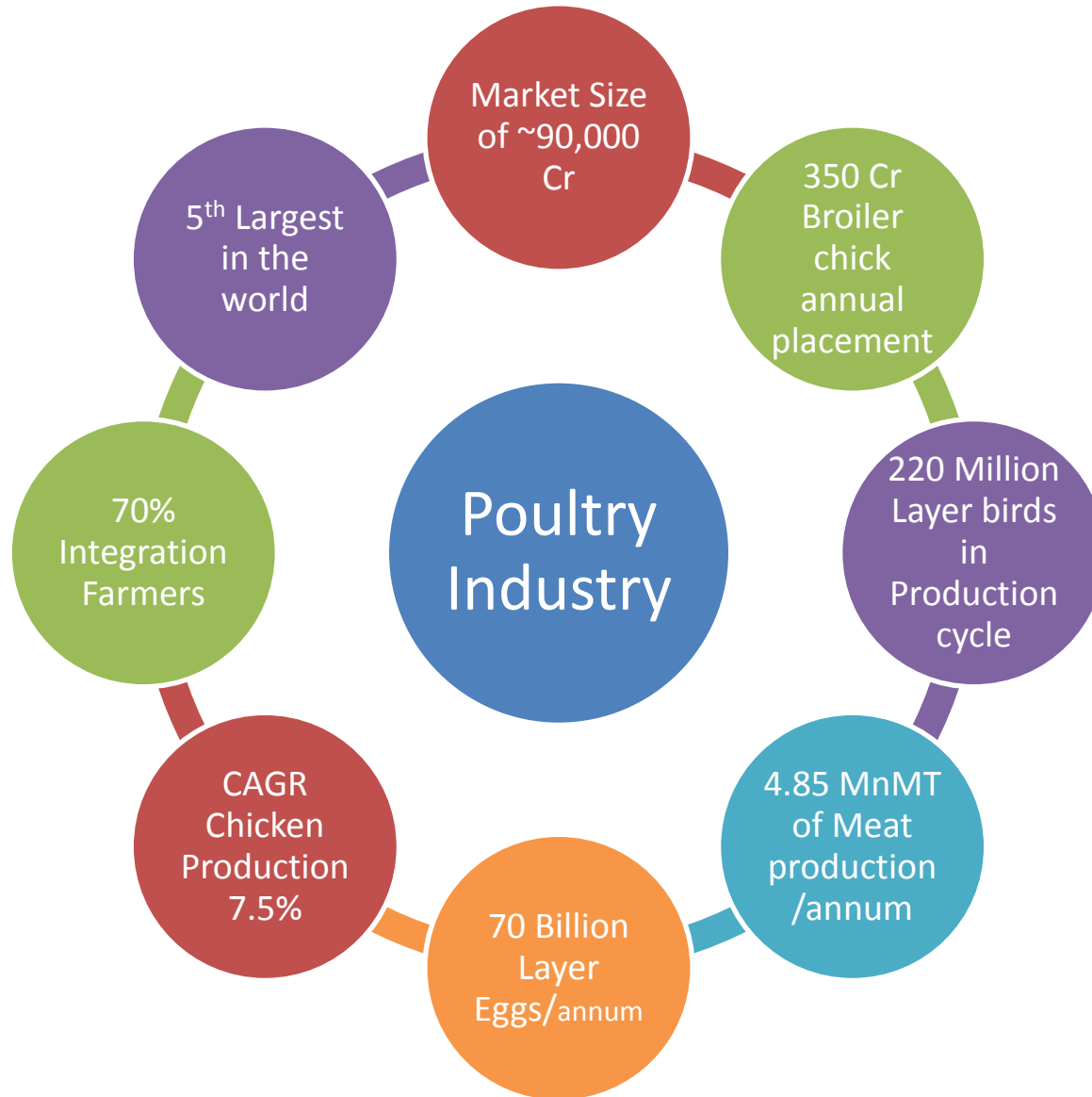


AGENDA

- Overview on Indian Poultry Industry
- Overview on Commodity Market & Production
- Challenges & Suggestions
- Industry Threats
- Growth Drivers



INDIAN POULTRY INDUSTRY





INDIAN POULTRY INDUSTRY



Broiler (Meat)

- Average 65-70 Million/week - Current
- 1/3rd of the production is done by Individual Farmers and remaining 2/3rd by Contract Farmers
- Average Farm Size is about 7000-8000 Birds
- Approx. 90000 Farmer Associated in chicken farming practices

INR 62,000
Crore

4.8 MMT
Current

7 – 8%
Growth Rate

Layer (Egg)

- An estimate of 220 Million birds in Production cycle- Current
- Egg Production ~70Billion – 100% Individual Farmers
- Per Capita Egg Consumption – 55/annum

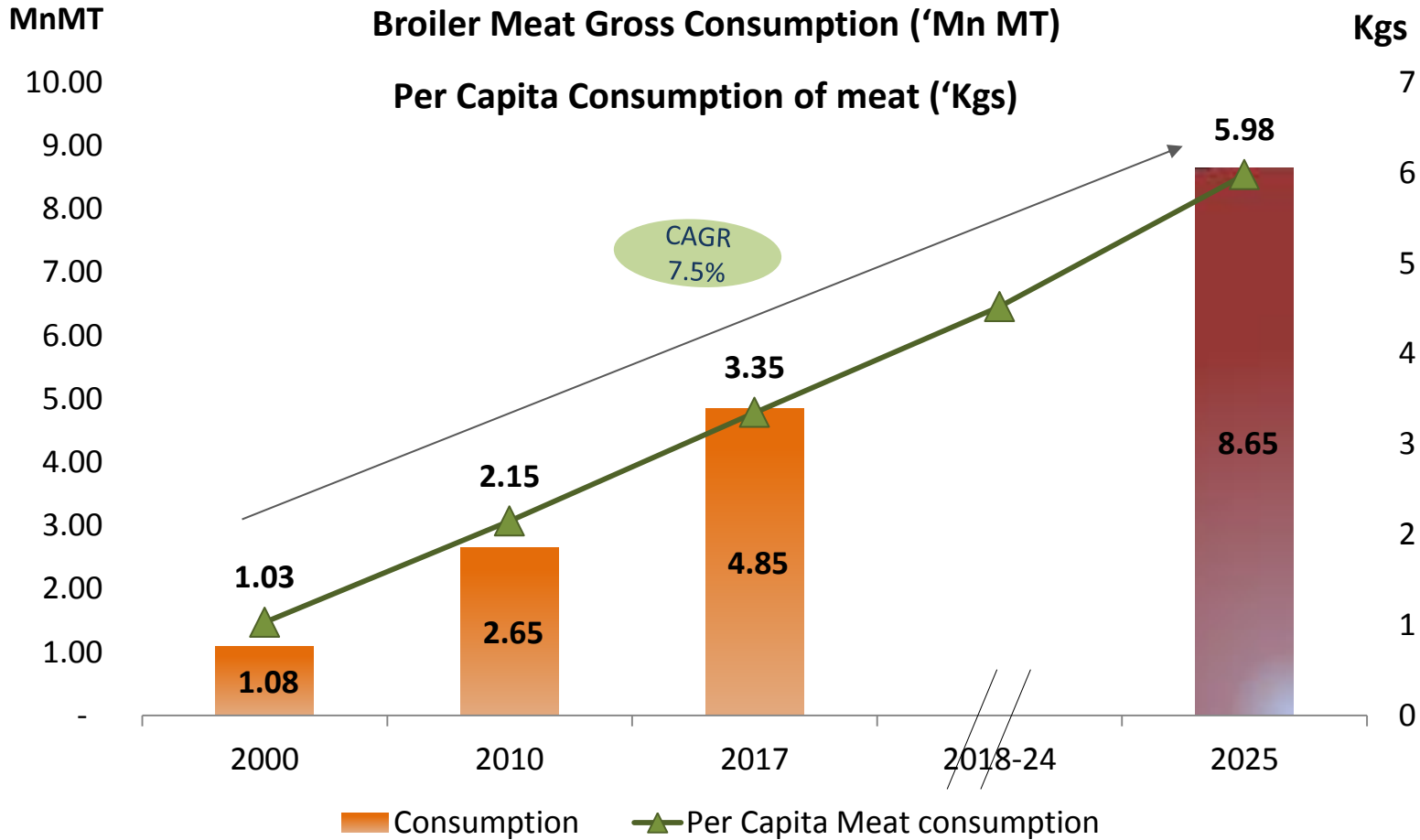
INR 28,000
Crore

4 – 6%
Growth Rate

Others - (Duck, Turkey etc.)



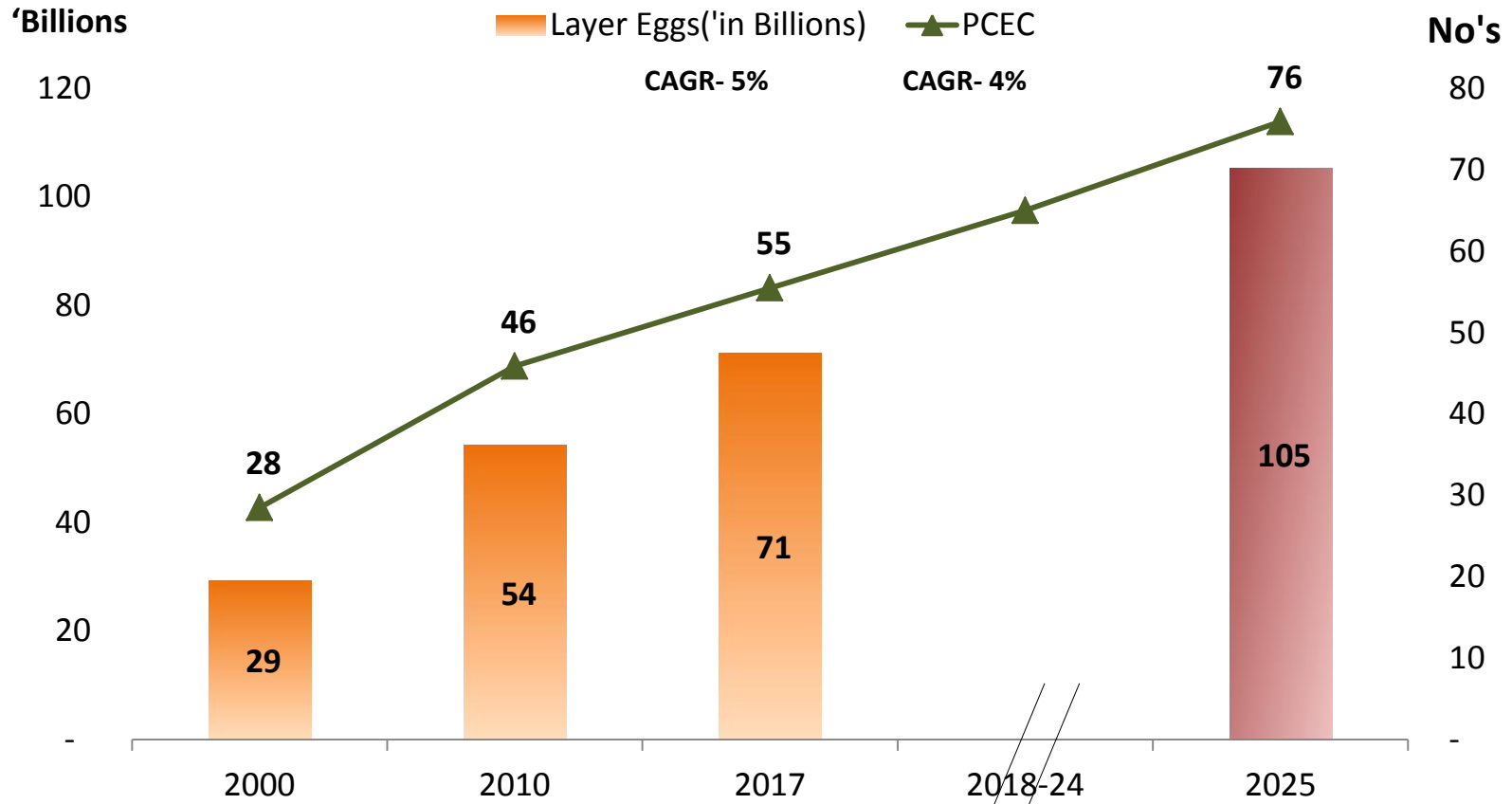
POULTRY MEAT CONSUMPTION TO GROW AT A CONSTANT CAGR 7.5%



Source: Suguna analysis, Censusindia



LAYER EGG TO SEE A STEADY GROWTH AT CAGR 5%



Source: Suguna analysis, Censusindia

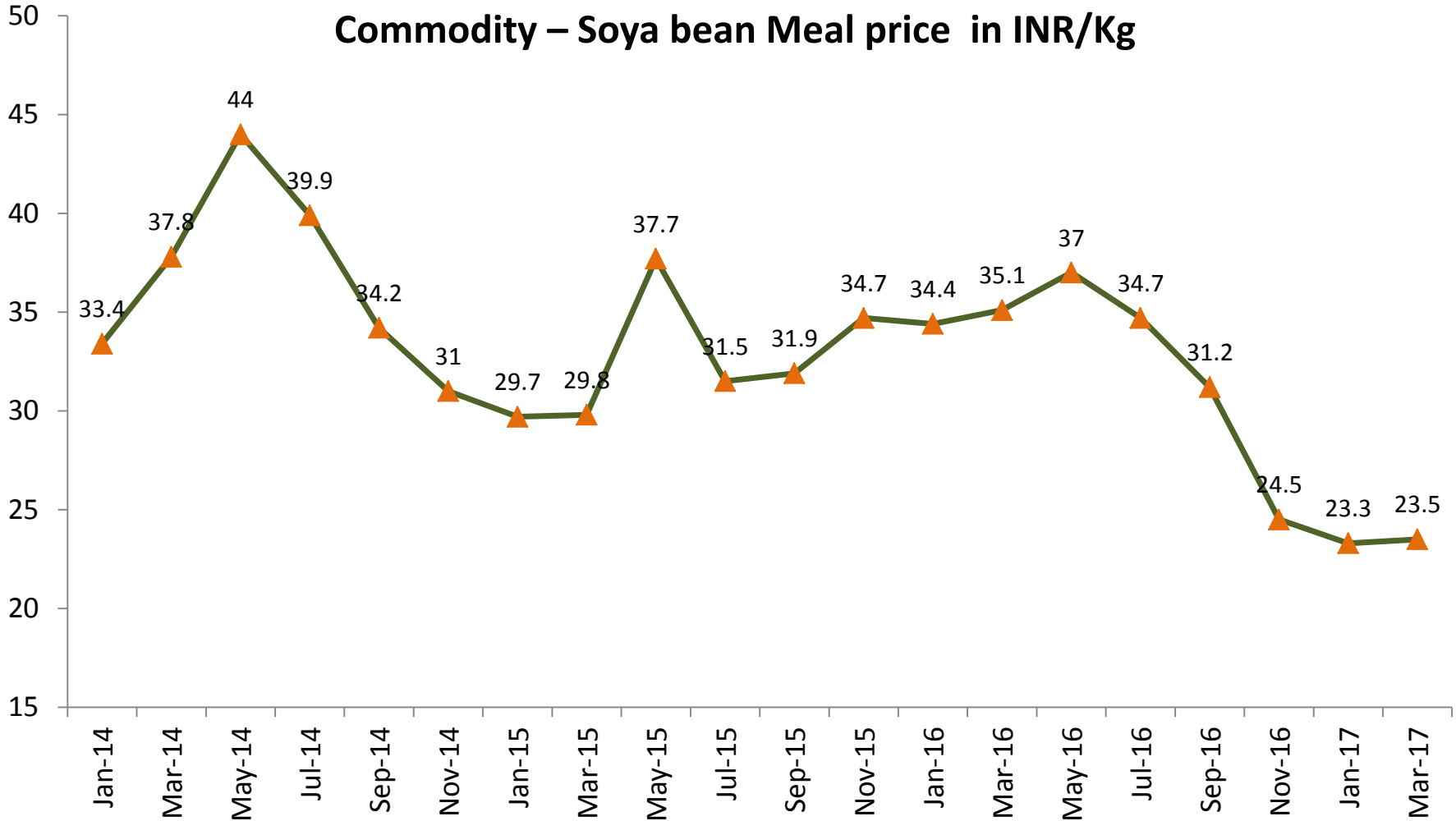
B Soundararajan

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COMMODITY PRICE FLUCTUATION

SOYA BEAN MEAL

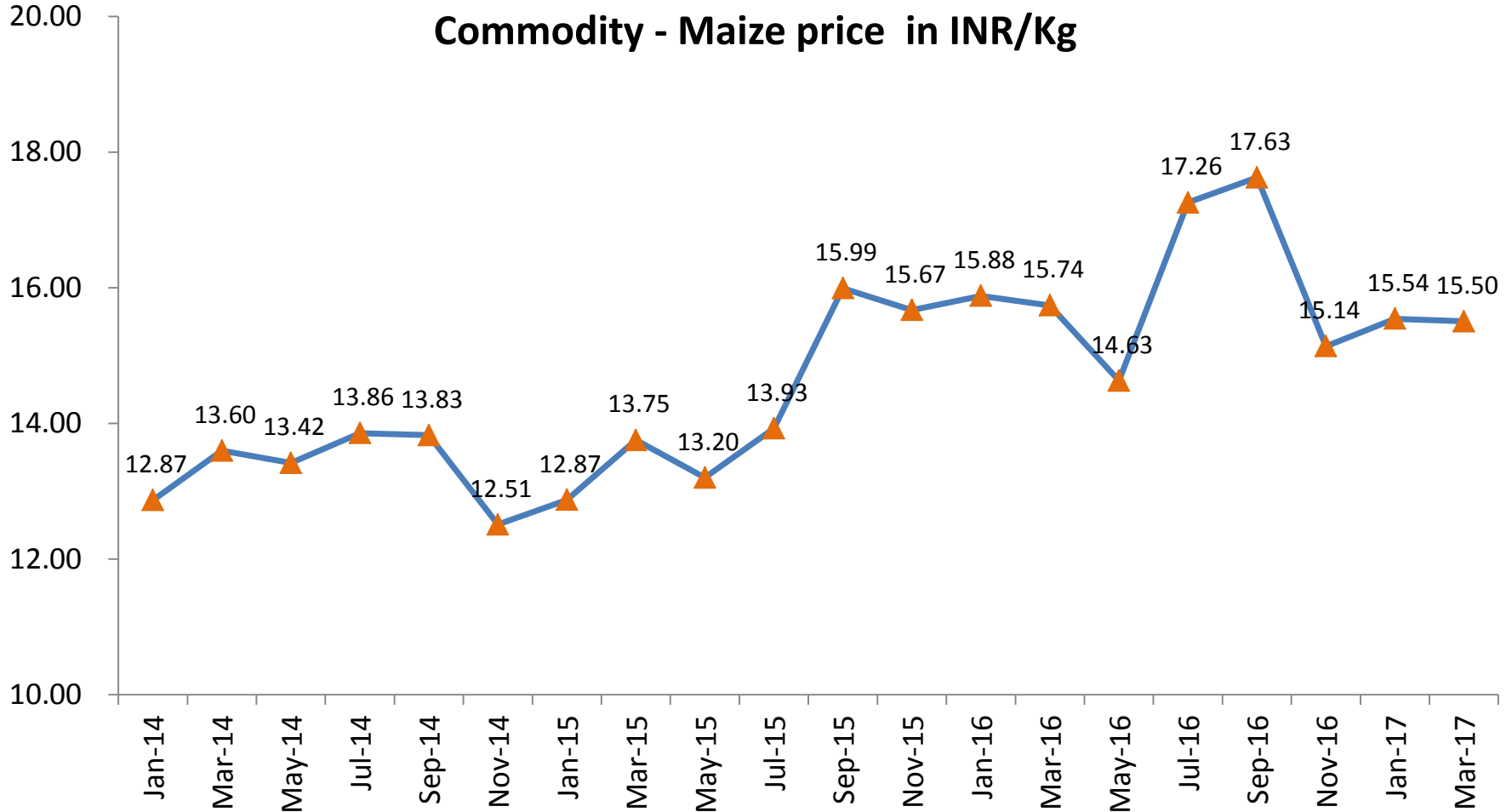


Source: Suguna analysis



COMMODITY PRICE FLUCTUATION

MAIZE



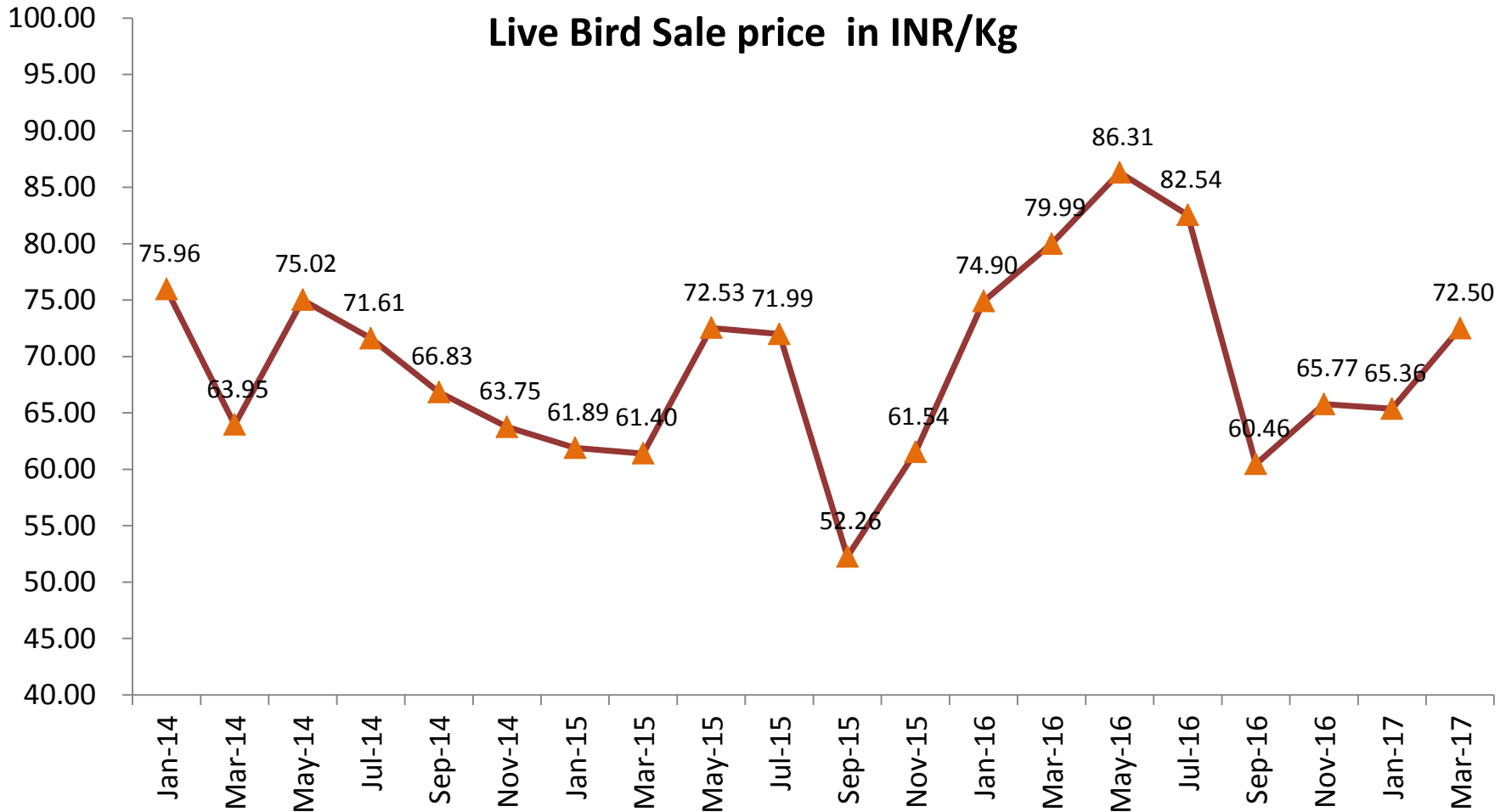
Source: Suguna analysis



PRICE FLUCTUATION ON LIVE BIRD SALE



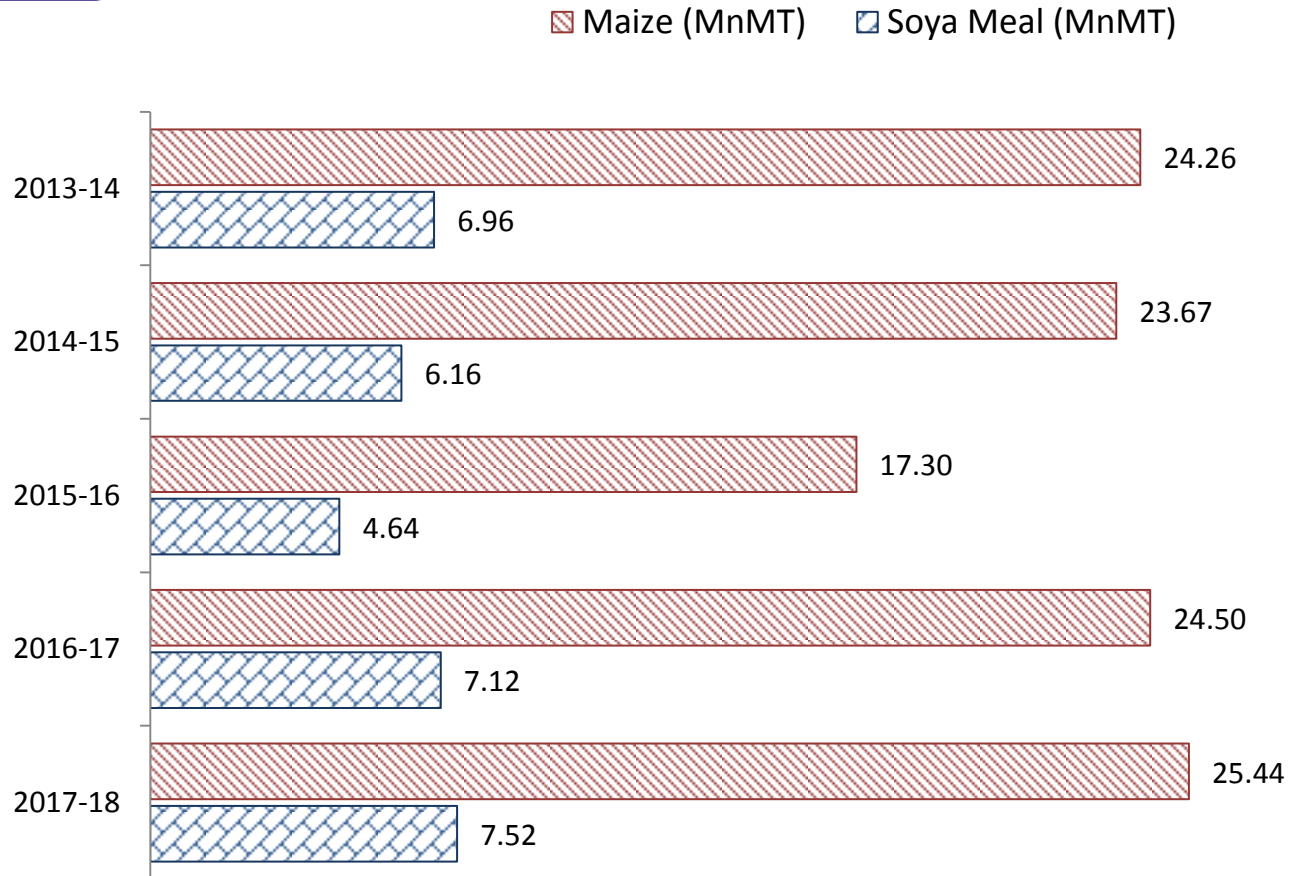
Live Bird Sale price in INR/Kg



Source: Suguna analysis

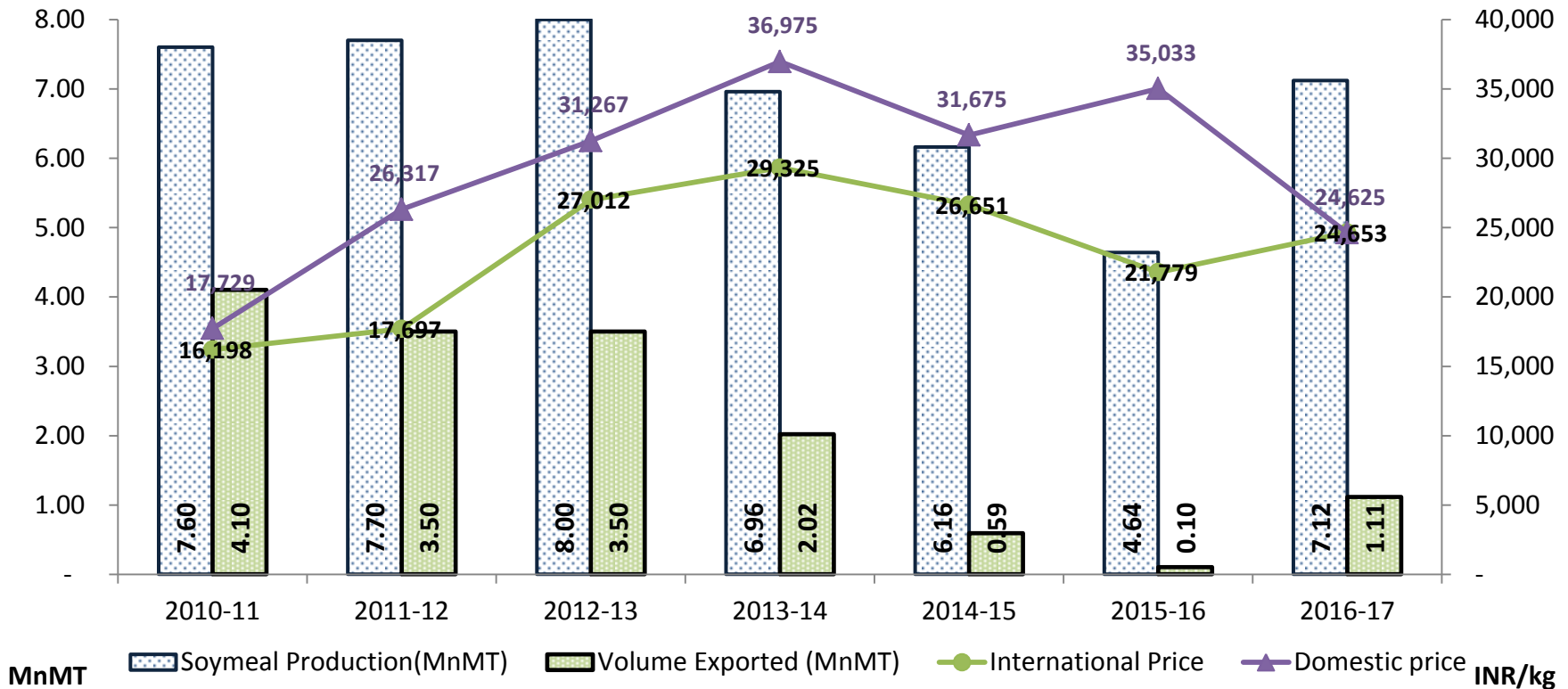


DOMESTIC MAIZE & SOYMEAL PRODUCTION VOLUMES



HIGHER DOMESTIC REALIZATIONS CAUSES SHIFT FROM EXPORTS

Soymeal Price: International & Domestic



• Domestic and International Price have a Positive co-relation of 0.73, both the prices move in tandem

International Prices are Chicago Trade prices(CBOT). The landing prices may vary

Source: CBOT, Indexamundi

CHALLENGES

1

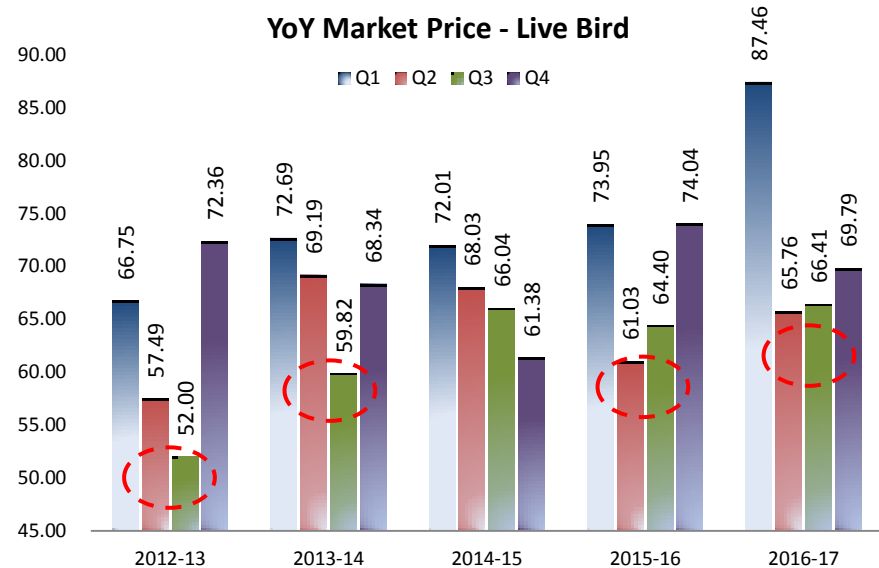
Volatility in Broiler prices

Manage production efficiencies during lean seasons



SUGGESTIONS

- Cut down 20% of production
 - *Per capita consumption during Q2 and Q3 come down due to festivals – Shrawan Period, Ramzan, Navratri & Ganesh Chathurthi*



CHALLENGES

2

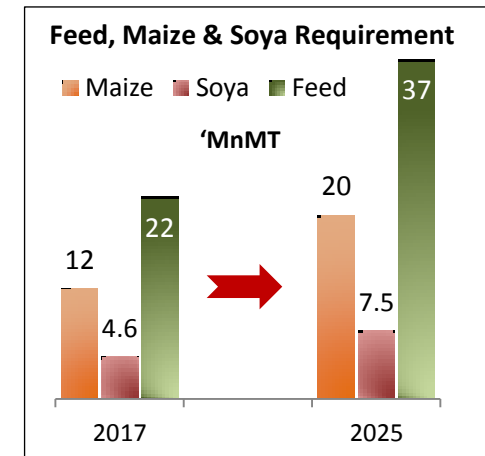
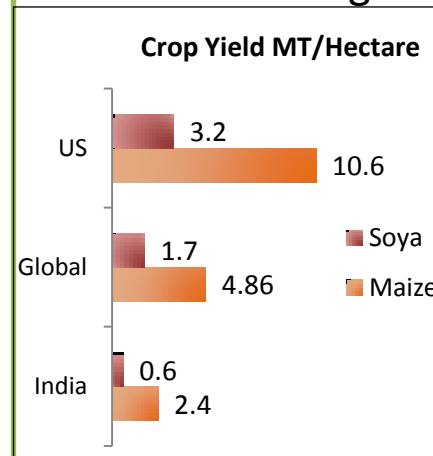
Volatility in Price of Maize and Soya.

Maize and Soya together constitute 90% of total feed ingredient

Source: OECD.Org

SUGGESTIONS

1. Hybrid Maize and Soya production to be popularised
2. Introducing Genetically Modified crops for higher yield and lower cost of production
3. Estimate Crop Yield/Hectare is half the Global average



CHALLENGES

3

Dependency on Live Bird Sale over Processed Meat

SUGGESTIONS

1. Customer Awareness on the consumption of Processed Meat
 - a) All the Developed Nation have already shifted to Processed Meat
 - b) Current World trend is on Ready –to-Eat Meat
2. Government Regulatory Changes

CHALLENGES

4

Availability of Trained Manpower

Very limited No. of professionals available for Poultry industry

*Total Placement: 80-90K
Annual Intake is 10,000*

SUGGESTIONS

1. Suggest all Veterinary colleges to start degree & Diploma courses over Poultry production, Feed Technology, Incubation Technology.
2. Private institutes to be promoted
3. Efficient Recruitment (relevant education needed for the role to play)

CHALLENGES

5

Government Food Safety Norms

Food safety is high on both Consumers & Government agenda

SUGGESTIONS

1. Proactive action plan to defend and build trust among customers against Antibiotics usage and other myths
2. Active Industry - Government collaboration is need of the hour

CHALLENGES

6

Climate Condition & Water Quality

Climate Variation

- a. Day-Night
- b. Geography
- c. Month to Month

Water Quality

Water hardness of 1000-2000 mg/L - not suitable for the birds



SUGGESTIONS





INDUSTRY THREATS



1

Imported Leg Quarters from United States

2

Pressure on Maize and Soya Availability

3

Parity along Domestic and International Prices

4

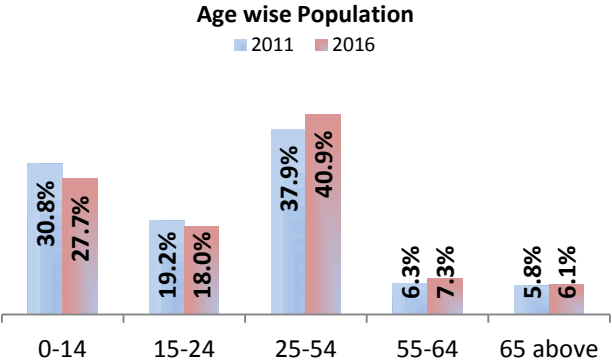
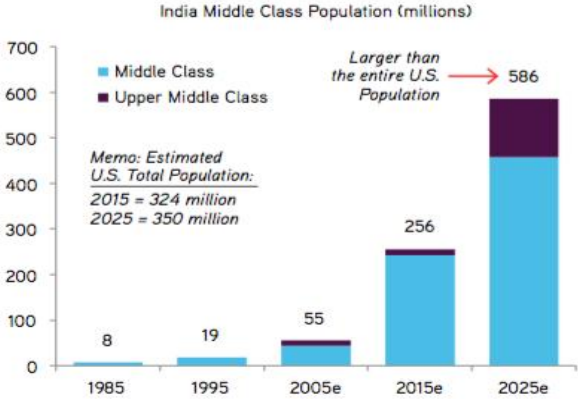
Diseases – LPAI & HPAI

LPAI- Allow Companies to produce vaccines, HPAI- Stamping out Policies

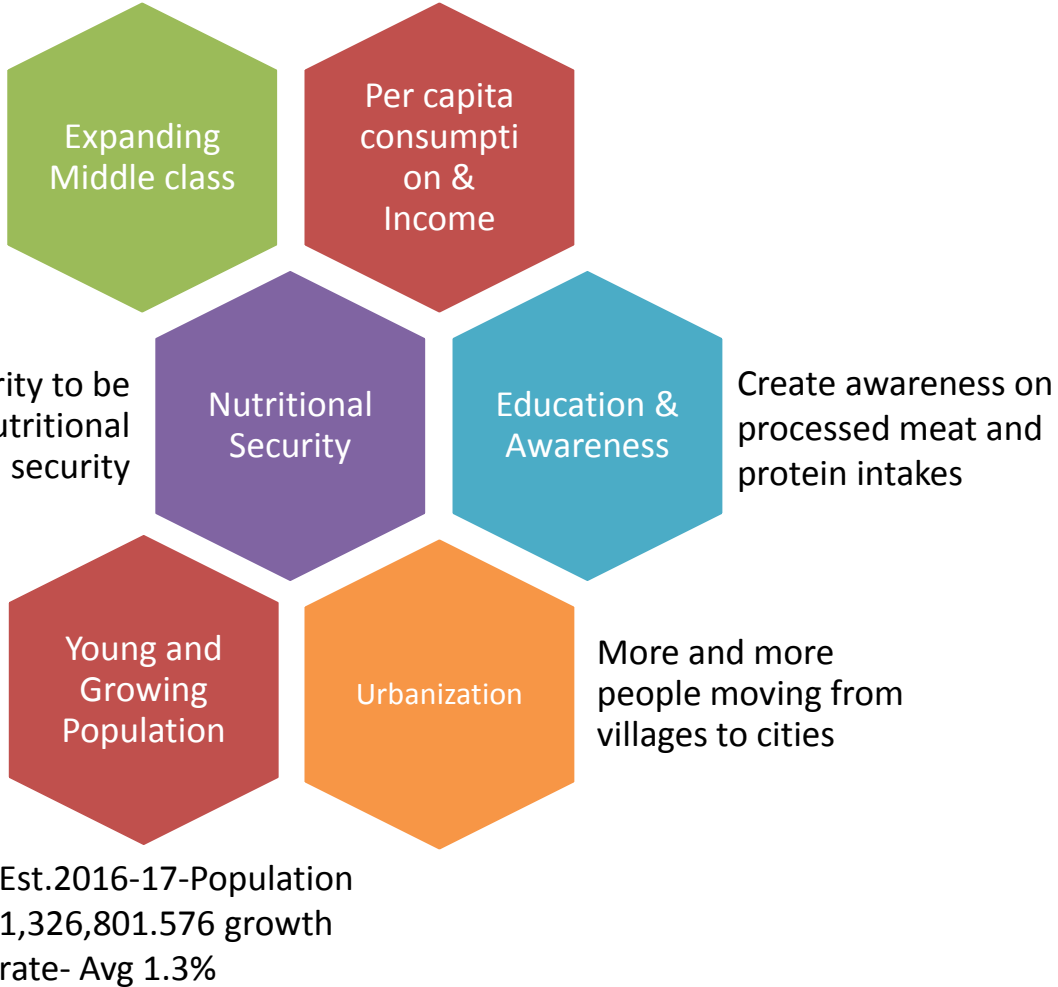
GROWTH DRIVERS



India's Middle Class Population may soon be larger than entire U.S. Population



Source: Censusindia, ASC



THANK YOU

GLAD TO HAVE YOU ALL IN CLFMA !!!