

POULTRY FOR MASSES

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MASS PRODUCTION

- POULTRY HAS BEEN A SOURCE OF NUTRITIOUS FOOD AND ADDITIONAL FAMILY INCOME.
- POULTRY HAS THE FASTEST FOOD PRODUCTION CYCLE AMONG ANIMALS, CHEAP & AFFORDABLE.
- CHICKEN EGGS HAVE NEAR 100% BIOLOGICAL VALUE AND IS FOOD FOR ALL AGES.

COMMERCIAL BROILER

- RESEARCH ON IMPROVING THE EFFICIENCY OF PRODUCTION HAS BEEN VERY SUCCESSFUL IN POULTRY.
- A REDUCTION OF ONE DAY IN SLAUGHTER AGE OF BROILER BIRD IS PERCEIVABLE.
- BROILER IS SLAUGHTERED A WEEK IN ADVANCE COMPARED TO 7YEARS AGO.
- FEED REQUIRED TO PRODUCE 1KG CHICKEN IS REDUCING. (1.7 FROM 2.5)
- MEAT YEILD FROM 1KG LIVE BIRD IS IMPROVING

COMMERCIAL LAYER

- THE BROODINESS IN THE LAYER BIRD IS UNKNOWN TODAY.
- A MODERN LAYER BIRD TAKES HARDLY 30DAYS OFF IN 365 LAYING CYCLE & LAYS 330 EGGS.
- FEED REQUIRED PER EGG IS COMING DOWN.
- EGG BESIDES BEING A FOOD ITEM IS BECOMING A DELIVERY SYSTEM FOR SPECIFIC NUTRIENTS AND NUTRICEUTICALS.

COMMERCIAL POULTRY

- CAPITAL INTENSIVE & COMPETITIVE .
- EMPLOYS HIGH TECHNOLOGY & TECHNICAL MAN POWER
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- A COMBINATION OF TECHNOLOGY AND INDUSTRIALIZATION HAS TAKEN CHICKEN FROM BACK YARD TO FACTORY.
- LOCATED AROUND URBAN AREAS.
- PEOPLE ARE CONSIDERED DISEASE CARRIERS. EMPLOY MECHANIZATION IN PRODUCTION.

MASS PRODUCTION BY MASSES

- CONTRACT FARMING
WAS AN ATTEMPT TO INVOLVE MORE PEOPLE.

FAILED

- COMPANIES WANTED TO EXPLOIT THE RURAL INVESTORS.
- COMPENSATION WAS NOT REASONABLE .
- LACK OF MUTUAL TRUST.
- ENVIRONMENT CONTROL, HIGH COST FEED BECAME A MUST FOR FAST GROWING BIRDS.
- DRESSED CHICKEN MARKET DID NOT CATCH UP.
- COMPANIES DECIDED TO INVEST ON THEIR OWN.

CHANGES IN COMMERCIAL POULTRY

- THE CONSUMPTION PATTERN OF URBANITES IS CHANGING.
- THE CONSUMER IN ADVANCED COUNTRIES IS ASKING NOT FOR CHICKEN AND EGGS BUT IS ALSO ASKING FOR “WHAT THE CHICKEN WAS FED WITH”
- FOOD SAFETY NORMS ARE QUESTIONING THE INDUSTRY.
- TASTE AND RESIDUES ARE IMPORTANT

POULTRY PRODUCTION BY MASSES

- 20-30% OF THE CHICKEN & EGGS ARE STILL PRODUCED IN RURAL AREAS – EXACT STATISTICS NOT AVAILABLE.
- RURAL POPULATION IS SUBSTANTIALLY NON VEGETARIAN AND CONSIDER CHICKEN & EGGS AS NUTRITIOUS AND DELICIOUS.
- CHICKEN & EGGS ARE STILL MORE EXPENSIVE AT VILLEGE LEVEL COMPARED TO URBAN AREAS. LESS LOCAL PRODUCTION AND LACK OF REACH BY INDUSTRIAL POULTRY.
- AMONG ANIMAL HUSBANDRY ACTIVITY, POULTRY HAS THE LEAST INVESTMENT & GIVES FAST RETURNS.
- POULTRY DOES NOT REQUIRE HIGH TECHNOLOGY.
- WOMEN CAN BE ENGAGED AND THE JOB IS PART TIME

POULTRY BREEDS FOR RURAL AREAS

- DESI BREEDS WERE BRED IN EVERY HOUSE HOLD BUT NOT IMPROVED SCIENTIFICALLY.
- NO SYSTEMATIC PRODUCTION.
- NO DISEASE PREVENTION PROGRAMS. THE YEARLY BUILT UP FLOCKS ARE LOST IN ONE OUT BREAK.
- NO HOUSING TO PROTECT FROM PREDATORS AND ASSAULTS.
- DESI BIRDS HAVE BEEN THERE UNDERGOING NATURAL SELECTION. BUT THE NUMBERS ARE DWINDLING.

DESI POULTRY BREEDS

- MANY BREEDS AND STRAINS. ASSEEL BEING POPULAR IN A.P. ALL GOT MIXED UP. SOME WITH WLH IN UPGRADATION SCHEMES.
- STILL BROODY.
- NOT MORE THAN 60 EGGS/YEAR
- VERY INEFFICIENT MEAT PRODUCERS.
- MORE THAN 80DAYS TO GET 1KG WEIGHT.
- ADULT BODY WEIGHT NOT MORE THAN 1.7KG. FEMALES AND 2.5KG MALES.

ADVANTAGES OF DESI BREEDS

- ABILITY TO FLY & RUN.
- COULOURED TO CAMOFLAGE.CAN PROTECT THEMSELVES FROM PREDATORS.
- RELATIVELY RESISTENT TO ADVERSE CLIMATE AND MAY BE DISEASES DUE TO NATURAL SELECTION.
- NO TECHNOLOGY. NO INVESTMENT. NO EFFORT IN PRODUCTION. WHAT EVER LEFT IS CONSIDERED IS A RETURN.

CHANGES IN RURAL POULTRY

- AREA AVAILABILITY FOR FREE RANGE REARING IS SHRINKING.
- COST OF GRAINS & FEED HAVE GONE UP.
- THE PROFITS AND LOSSES ARE BEING CALCULATED.
- AWARENESS ABOUT DISEASES & VACCINES.
- GOVERNMENTS HELP & ENCOURAGEMENT AVAILABLE
- BIRD FLU & AWARENESS ABOUT THE ZOOONOTIC DISEASES

BIRD FLU AND RURAL POULTRY

- NO VACCINATION & STAMPING OUT POLICY
- FREE MOVING BIRDS WITHOUT VACCINATION CAN CONTACT THE DISEASE.
- CAN BE A SOURCE AND SPREAD THE PROBLEMS TO HUMAN BEINGS.
- MEDIA COVERAGE ON RURAL POULTRY IN CASE OF OUTBREAKS.
- BIOSECURITY MEASURES IN FREE RANGE REARING - DIFFICULT.
- COMMERCIAL POULTRY PRODUCERS WITH HUGE INVESTMENTS IS GENUINELY WORRIED.

POULTRY FOR MASSES

- CAN WE COMBINE EFFICIENCY AND RURAL POULTRY PRODUCTION?

WITH

- SOME EFFORT,
 - LOW INVESTMENT,
 - LOW TECHNOLOGY INPUT
 - BETTER DISEASE SECURITY
 - BUT DEFINITE & PREDICTABLE RETURNS.
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- THE BIRDS SHOULD THRIVE ON.
 - LOW COST HOUSING
 - LEAST COST RATIONS OR LOCALLY AVAILABLE FEED MATERIALS
 - COLOURFUL TO CAMOFLAGE.
 - AGILITY TO RUN FAST & ESCAPE FROM PREDATORS

LOW TECHNOLOGY INPUT BIRDS

- ENCOURAGES HIGHER CAPACITIES IN VILLEGES.
- ENCOURAGE ENTERPRENUER ABILITY.
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- CAN GRADUATE IN TO ORGANIC CHICKEN FARMING.
- BRANDING AND MARKETING BY SELF HELP GROUPS POSSIBLE.
- REVERSE FLOW OF CHICKEN FROM RURAL TO URBAN.

TWO TIER SET UP- MOTHER UNITS

- CRITICAL PART OF BROODING TO BE DONE IN BIGGER SCALE – MOTHER UNITS.
- CONFINED BROODING AND REARING AT LEAST UP TO 200GMS WT/ FULLY FEATHERED.
- GOOD BROODER HOUSES & EQUIPMENT
- REASONABLE COMPOUNDED FEED FOR 4WEEKS.
- VACCINATION AGAIST PERMISSIBLE & KNOWN DISEASES.
- FULL TIME INVOLVEMENT OF AT LEAST FEW AND INVESTMENT.

SECOND TIER BENEFICIARIES

- RECEIVE GROWN UP VACCINATED BIRDS
- PROVIDE REASONABLE NIGHT SHELTER.
- RESTRICT MOVEMENT TO FENCED AREA.
- PROVIDE LOW COST FEED.
- MARKET THE MALES AT 1.2KG
- FEMALES MAY BE KEPT FOR EGGS FOR HOUSE HOLD CONSUMPTION

LOW INPUT BREEDS

- BREED CROSSES
- BREED CROSSES ARE COLORED.
- FEMALE BREED - LAYER TYPE. THE HATCHING EGG & CHICK PRICE CAN BE REASONABLE.
- LAYING CAPACITY OF THE CROSS BETTER THAN DESI
- CAN TOLERATE LOW INPUTS IN HOUSING & FEED
- MALE LINE BROILER TYPE -. FAST EARLY GROWTH. REACHES 200GMS WEIGHT FASTER.
- LOW CHICK MORTALITY & UNIFORM GROWTH IN BROODING.
- EFFICIENT & COST EFFECTIVE WHEN SOLD FOR MEAT.

	DESI	LOW INPUT	BROILERS
AVAILABILITY	POOR	GOOD	GOOD
GENETIC STATUS	VARIABLE	STANDARD	STANDARD
MASS REARING	NOTDONE	POSSIBLE	ONLY WAY
LIVE BIRD MARKETING	GOOD	GOOD	UNCERTAIN
ORGANIC FOOD PRODUCTION	POSSIBLE	POSSIBLE	NOT POSSIBLE
TASTE	GOOD	GOOD	AVERAGE
MEAT	TOUGH	MEDIUM	V.TENDER
RISK OF LOSSES	LOW	LOW	HIGH
CHICK MORTALITY	HIGH	LOW	LOW
INITIAL GROWTH	POOR	GOOD	V.GOOD

	DESI	LOW INPUT	BROILER
PARENT LAYING (EGGS)	60	220	170
COMERCIAL LAYING (EGGS)	60	140 -160	100
WEIGHT 4WEEKS GMS	<200GMS	500	1000
WEIGHT 6WEEKS (GMS)	450	1125	2000
WEIGHT 7/8WEEKS	550	1450	2500
MARKET WEIGHT (GMS)	1200	1200	1200
NO OF DAYS TO GET 1200	80	44	32
FEED CONVERSION	3	2.23	1.45
FEED QUANTITY (KGS)	3.6	2.68	1.74
COST OF FEED (RS/KG)	16	16	20
EXPENSES ON FEED (RS)	57.6	42.8	34.8
OTHER EXPENES (RS/BIRD)	7	5	5
CHICK COST (RS/CHICK)	11	11	16
PRODUCTION COST/BIRD	75.6	58.8	55.8
NO BATCHES/YEAR	3	6	8
MARKET PRICE (RS/KG)	80	70	55
SALE VALUE /BIRD1.2KG RS	96	84	66

RECOMENDATIONS

- WE MAY NOT WASTE TIME ON DESI.
- LOW INPUT BIRDS ARE SUITED.
- ALTERNATE HOUSING SYTEMS TO BE FOUND.
- COMBNATION OF COST EFFECTIVE FEEDS AND FEEDING REGIMES TO BE EXPERIMENTED.
- MARKETING PROMOTION IS IMPORTANT IN TERMS OF TASTE, ORGANIC NATURE ETC.
- OTHER WISE PRICES CAN FALL ONCE PRODUCTION IS PROMOTED.

THANK YOU