CHAPTER II

POULTRY FARMING IN INDIA, TAMIL NADU AND NAMAKKAL DISTRICT
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INTRODUCTION

The term 'poultry' applies to a rather wide variety of birds of several species and it refers to them whether they are alive or dressed. The term applies to chickens, turkeys, ducks, geese, swans, guinea fowl, pigeons, pea fowl, ostriches, pheasants, quail and other game birds. The study of birds which are not classed as poultry is known as ornithology.

The livestock sector has an enormous potential to improve the socio-economic status of the rural population, particularly the landless. Because poultry farming requires minimum capital and ensures quick returns, it helps improved quality of life for the rural poor. The rearing of poultry also provides an excellent opportunity for idle or underemployed members of rural families. It is known that women and children handle birds with ease. By making cash available on day-to-day basis, poultry directly helps in increasing crop production through purchase of essential inputs such as seeds.

The introduction of hybrid birds has made poultry farming viable and a rapidly growing segment of dynamic agri-business. The annual production of eggs has risen rapidly in the past two decades, making it the fastest growing segment of agriculture. India, with an annual production of 24,800 million eggs in 1993, is the world's sixth largest egg producer. The performance of
commercial chickens in India is comparable to that obtained anywhere in the world. The genetically-breed hen lays on an average 270 eggs per year.

A notable aspect about poultry is that it is an efficient converter of low-fibre feedstuffs, unfit for human consumption, into highly nutritive animal protein food. A dozen eggs can be produced on about 2 kg of feed. Egg is the single most complete food known to man. It is versatile and nutritious, a marvel of nature. It rates with milk as one of the best balanced protein foods, also rich in iron and vitamins. Its use in diet can effectively correct nutritional imbalances among the vulnerable groups, particularly nursing mothers and children.

WHY POULTRY FARMING?

1. Requires minimum investment to start with farming

In comparison to other livestock, it requires less investment to start the farming. Persons from low income group may also start the business on a small scale.

2. Rapid return of profit

Chickens starts laying when they are about 6 months of age, broilers gets ready be marketed for poultry meat at the age between 8 to 10 weeks. To bring about the phenomenal increase in poultry production, short interval is relatively easy, because, of the short generation interval.
3. Poultry convert feed to food protein efficiency

Among all domesticated animals, broilers take only 1.9 kg of feed protein to produce 1.0 kg of broiler protein.

4. Poultry provides a continuous source of income

Since they start laying at their age of six months, the farmer also starts getting return so early. Broilers pay them within 2 to 2 1/2 months.

5. Farming requires small space

Poultry requires small space with modern confinement rearing. Poultry may be produced in the backyards of cities and small towns.

6. Stabilise farm income

Farmers occasionally experience crop failures due to unfavourable weather conditions when poultry raising as mixed farming will tend to stabilise farm income.

7. Poultry fees not commonly used for human

India possesses large quantities of agro-industrial by-products which are used as feed ingredients for transformation into eggs and meat.

8. Availability of superior stocks

Some of the best breeding stock available anywhere in the world is now being multiplied in this country. Number one egg produces breed i.e., White Leghorns, strain crosses of other breeds, have been imported and are well adopted to India climate.
9. Employment opportunities

Poultry farming offers opportunities for fulltime or part-time employment particularly for women, children or elderly people on the farm operation.

10. Poultry manure used as fertilizer

Poultry manure is an extremely rich source of nitrogen and organic material. Hence it is highly regarded as a fertilizer. The manure either may be pure droppings of the birds or used old built-up litters which are cleaned either every year or once in every two years.

POULTRY DEVELOPMENT IN INDIA

Scientific poultry keeping in India was first advocated by Christian missionaries towards the beginning of the 20th century A.D. Their flocks of exotic breeds excelled in performance and were far superior to those of the dashy fowls. The first Mission Poultry Farm was established in Etah, U.P. in 1912 and the first poultry exhibition was held at Lucknow in December of the same year.

Organised effort to develop poultry in the country was first started in 1957, when the Second Five-Year Plan was launched. An All India Poultry Development Project was initiated under it, regional poultry farms were set up at Bangalore, Bombay, Bhubaneswar, Delhi and Simla to acclimatize imported good quality stock under their respective agro-climatic conditions to propagate them extensively in the regions and to provide training facilities to
the officers of the neighbouring states. Day-old chicks of White Leghorn and Rhode Island Red breeds from reputed breeding farms in the U.S.A. were imported in 1956 under the TCM aid to be used as foundations stock for propagating high quality, acclimatized stock by the farmers. Almost the whole range of poultry farming equipment, including the ones required for grading and candling of eggs and the dressing of poultry, was also imported and supplied to the regional poultry farms. Besides, 269 poultry extension-cum-development centers, each with a unit of 100 layers of improved breeds, were set up in different parts of the country.

The period between the Second and Fourth Five-Year Plans was actually the turning point in the history of the poultry industry in the country.

Since then poultry development in India has recorded a tremendous progress during the last two decades, Poultry production has risen to 6,500 million, production of eggs to 13,000 million and that of broilers to 30 million. The percentage increase in the value of poultry production, egg production and broiler production through the decade of seventies has been 40%, 50% and 65% respectively. This growth is the result of the efforts put in by a large number of poultry scientists as well as poultry producers.

Andhra Pradesh is Number one, both in poultry and egg production in the country followed by West Bengal, Tamil Nadu, Bihar, Kerala and Maharastra.
The Central Poultry Breeding Farms at Bombay, Bhubaneswar and Hesserghata have developed high egg producing hybrid strains and the Chandigarh farm has evolved fast grow in broiler strains and these farms are not supplying parent stock of hatcheries and hybrid chicks to farmers.

The Central Duck Breeding Farm, Hesserghata is now supplying day old ducklings of high egg producing Khaki Campbell breed of ducks to various states and union territories. The Random Sample Test Units at Hesserghata, Bombay and at Bhubaneswar conduct egg laying and broiler quality tests thereby provide useful information to poultry breeders, hatcheries and concerned farmers on the performance of various participating stocks available in the country.

The Central Training Institute for Poultry Production and Management, Hesserghata and also Central Avian Research Institute at Izatmagar are imparting training to the officers of the state, union territories, teachers of the Agricultural Universities and persons engaged in various specialized poultry fields. The Regional Feed Analytical Laboratory, Chandigarh provides feed analytical facilities to farmers and feel manufacturers. The Indian Council of Agricultural Research (ICAR) in Delhi has sponsored All India Co-ordinated Research Projects on Poultry Breeding and Poultry Nutrition in a number of Research Institutes including Agricultural Universities of the country.

The National Agricultural Co-operative Marketing Federation of India Ltd. (NAFED) handles marketing of eggs at national and regional levels.
Presently, the deshi bird yields on an average 60 eggs per year, while the modern hybrid is capable of laying 260 eggs. This gap represents the scope of further improvement.

**PRESENT STATUS OF INDIAN POULTRY**

Poultry farming in India has registered a phenomenal growth during the past two and a half decades. From a gross annual value production of less than Rs. 40 crores in 1960, when commercial poultry farming first started it crossed Rs. 1,000 crores in 1985 and Rs. 1,400 crores in 1989.

To-day 150 million broilers are produced every year. Yet the availability of broiler meat per head per year is only 265 grammes as against 20 to 30 kg. of broiler meat per capita consumption in developed countries. About eight million more broilers would be needed to increase the availability of broiler meat by just 10 g. per capita. Fortunately, raising broilers for meat, very recent to Indian subcontinent, is gaining momentum. Their population which was limited to four million in 1971 has touched to 150 million during 1990. The poultry sector contributes around Rs. 1,500 crores to the Gross National Product (GNP) and employs over half a million people.

More impressive than these numbers is that this growth has been achieved largely through the industry’s own efforts. This has been possible mainly through the activity in the following five areas.
i) developing new, more productive layer and broiler breeds

ii) development of vaccines.

iii) giving the poultry farmer the freedom to determine prices.

iv) increased awareness of the nutritive value of poultry products as well as enhanced purchasing power.

v) financing of Poultry Schemes.

The NABARD provides refinance assistance for poultry development for the following purposes:

1. Schemes for poultry breeding including financing of pure line poultry projects to produce grand parent stocks.

2. Financial assistance to hatcheries to produce commercial one day old broiler or layer chicks from poultry breeding stocks.

3. Financing for the setting up of commercial egg production farms of different sizes by small, medium and large farmers.

4. Financing for the setting up of commercial egg production farms of different sizes by small medium and large commercial broiler farmers.

5. Financial assistance for the manufacture of poultry medicines and vaccines.

6. Financial assistance for egg marketing, broiler processing, preservation and marketing of poultry meat.
The production of eggs, which was around 180 to 200 per bird per year has now reached an average of 280 eggs. The broiler growth, which was considered as 1kg. live weight in 8 weeks period. The growth of this industry during Seventh Five Year Plan has been envisaged at a very high rate. It is expected that the average growth in layers may be around 7 to 8 per cent, while in the case of broilers, it may be between 20-25 per cent per annum in the next decade.
<table>
<thead>
<tr>
<th>Item</th>
<th>Base production 1998</th>
<th>Poultry production in year 2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Egg production (in million nos.)</td>
<td>15,660</td>
<td>30,300</td>
</tr>
<tr>
<td>Broiler production (in million kg)</td>
<td>202</td>
<td>400</td>
</tr>
<tr>
<td>Per capita egg availability per year (nos. per year)</td>
<td>20.6</td>
<td>30</td>
</tr>
<tr>
<td>Per capita egg. availability per year (gms. per year)</td>
<td>265</td>
<td>540</td>
</tr>
<tr>
<td>Improved laying stock (in million)</td>
<td>52</td>
<td>135</td>
</tr>
<tr>
<td>Requirements of day old layer chicks (in million)</td>
<td>73</td>
<td>150</td>
</tr>
<tr>
<td>Requirements of day old broiler chicks (in million)</td>
<td>95</td>
<td>450</td>
</tr>
<tr>
<td>Feed requirement (million tones)</td>
<td>3</td>
<td>7.5</td>
</tr>
<tr>
<td>Value of poultry products (Rs.million)</td>
<td>10,000</td>
<td>35,000</td>
</tr>
<tr>
<td>Human population (in million)</td>
<td>630</td>
<td>1,000</td>
</tr>
</tbody>
</table>

Source: Poultry year book, 2004
MEASURES TAKEN FOR POULTRY DEVELOPMENT

Prior to the formation of the Tamil Nadu Poultry Development Corporation in July 1973, the poultry development activities was entrusted to the Department of Animal Husbandry. The Department took several steps to improve the laying capacity of the birds both in quality and quantity.

The Department of Animal Husbandry is now having under its contro 29 Poultry Extension Centres and two hatcheries. The objects of the extension centers are primarily to concentrate on poultry extension work around the extension centers as pilot project and to extend its influence over wider area. The centers maintain quality birds for distribution to the different schemes and to interested poultry breeders of small and larger units. The quality birds required for small, marginal farmers and agricultural labourers for establishing poultry units for augmenting their income are also supplied. These centers also serve as model units to the breeders to disseminate the latest technical know-how to villagers to supply necessary inputs. They also serve as demonstration units for extension work and serve as collecting agents for eggs on behalf of Tamil Nadu Poultry Development Corporation. They encourage establishment of backyard poultry units by supplying initial stock as also replacement of birds and providing health coverage. In view of the useful services rendered by these centers, proposals have been made in the sixth plan for the construction of poultry sheds in modern lines for demonstration purposes.
Under the backyard poultry unit’s scheme each beneficiary will be supplied with 10 hens and a cock of the white Leghorn variety at a 50 per cent subsidy. The scheme will be in operation within a compact and contiguous areas of the institutions.

TAMIL NADU POULTRY DEVELOPMENT CORPORATION

The TAPCO Ltd., was formed in July 1973 with a view to expand the poultry development activities in the State. On its inception, it took over 38 poultry extension centers, three chick hatcheries, two feed-mixing units, two poultry production centers and nine intensive Poultry Development Blocks. Such of those poultry development centers which were found not economically viable were handed over to the Department of Animal Husbandry. The Corporation is now engaged in commercial ventures such as feed production, chick production, rearing of eggs and broilers chicks, marketing of eggs and culled birds, supply of medicines and poultry equipments and after sales assistance to the farmers.

The balanced poultry feeds produced at the units are Nandanam (Madras), Kottapattu (Tiruchy), Kalluppatti (Madurai), Arasur (Coimbatore) and Tiruppur (Coimbatore) are supplied to all poultry units in the public as well as in private sector. During 1987-88 the quantity of feed produced came to 5013 tonnes in these units. The marketing units of the corporation are engaged in the procurement and sale of eggs and dressed poultry meet. The units at Madras, Trichy, Madurai, Tirunelveli, Coimbatore and Salem sold in
all 339,37 lakhs eggs and 4,72,900 kgs. of poultry meat during the year 1989-90. The chick hatcheries functioning at Kattupakkam (Chinglepattu District), Kappalur (Madurai District) and Hosur (Dharmapuri District) hatched 689,342 chicks during 1985-86. The ten extension centers maintained by the corporation are engaged in rearing the chicks received from the hatcheries and selling the grown up pullets to the public, Panchayat Unions, SFDA and MFAL Schemes.

The growth of the industry is not uniform throughout the State and is concentrated in certain areas. Depending upon the growth of the industry in the State, the areas may be categorized as (1) Developed, (2) Developing and (3) Under Developed. Namakkal District, Erode District and Tiruppur District in Coimbatore District come under the first category — (Developed), since there are a large number of poultry units in these areas and there is a well organized marketing network in existence. Chengleput, North Arcot and Madurai Districts are considered as developing areas. The accent in these areas would be on input services and provision of health cover and marketing facilities. The Districts of Pudukkottai, Dharmapuri, part of Ramanathauram, Tirunelveli and South Arcot are considered as under developed areas and the accent during the initial period would be publicity in extensive manner through all media for the purpose of motivating the villages to take up poultry farming.
POULTRY INDUSTRY IN INDIA: 1994

Commercial poultry production in India is 30 years old, although poultry raising dates back to pre-historic times. It made its beginning in the early 'sixties after the Government poultry farms, particularly in Orissa, demonstrated the efficacy of modern poultry rearing. It gained wide popularity with extension activities of then newly set-up agricultural universities and the American Peace Corps Volunteers who also helped to popularize modern poultry production in villages.

During the last three decades, annual output of eggs has gone up by over eight times to 23,660 million, making poultry the fastest growing sector of Indian agriculture. The 'seventies saw a spurt in egg production; the 'eighties in broiler production (from 30 to 190 million); and, the 'nineties promises to be that of poultry processing.

Although India's poultry population is estimated at 258.3 million, the bulk of the birds is non-descript and does not contribute significantly to poultry production, accounting for barely 10-15 per cent.

i) Production: Poultry production in 1993 was estimated to be 24,800 million eggs, 235 million broilers and 454,000 tonnes of poultry meat. This production has come from 84 million hybrid and 66 million desi/layers and 250 million broiler chicks. Over 50 per cent of the egg and broiler production comes from just four out of 26 states. They are Andhra Pradesh, Maharashtra, Punjab and Tamil Nadu. One major challenge before the industry is to spread
poultry production in villages, numbering about 500,000. About half of them are thinly populated and so they cannot sustain sizable production. A rural poultry production system would have to be developed that is workable with a flock of 20-25 birds.

The value of poultry production has climbed steeply - eight time under the impact of modernization – from about Rs. 8,000 million in 1980 to Rs.63,400 million in 1993. A part of this increase was due to inflation. The contribution of chicken meat to the total poultry has been rising more rapidly than that from eggs – from almost equal in 1980, the poultry meat sector had almost doubled in 1993:

**TABLE – 2.2**

**TREND IN ANNUAL PRODUCTION OF EGGS AND BROILERS, 1990-96**

<table>
<thead>
<tr>
<th>Year</th>
<th>Eggs</th>
<th>Broilers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Production (million)</td>
<td>Index number</td>
</tr>
<tr>
<td>1990 (actual)</td>
<td>23,300</td>
<td>100.0</td>
</tr>
<tr>
<td>1991 (actual)</td>
<td>23,660</td>
<td>101.5</td>
</tr>
<tr>
<td>1992 (actual)</td>
<td>22,740</td>
<td>97.7</td>
</tr>
<tr>
<td>1993 (est.)</td>
<td>24,800</td>
<td>106.7</td>
</tr>
<tr>
<td>1994 (proj.)</td>
<td>26,290</td>
<td>112.7</td>
</tr>
<tr>
<td>1995 (proj.)</td>
<td>28,130</td>
<td>119.6</td>
</tr>
<tr>
<td>1996 (proj.)</td>
<td>30,000</td>
<td>126.6</td>
</tr>
</tbody>
</table>

Source: Poultry year book 2004
ii) Consumption: Although India is the world's sixth largest egg producer, its per capita consumption (availability) is poor — less than 30 eggs per year. The situation is worse still for poultry meat — about half a kilogram. Poultry consumption can increase with the help of a sustained promotion of eggs and broilers as low-cost food items in terms of their price and high-value nutritional contents. Another aspect of this picture is that almost 75 per cent of eggs and chicken meat is consumed in urban and semi-urban areas, which account for about 25 per cent of the country's population. This also explains why the bulk of commercial poultry farms are located in these areas. Although the national per capita availability of eggs averages 29, in the urban areas it is as high as 90 (in metro cities, almost 170 eggs) while in rural areas, barely 10. The potential for increasing egg consumption is enormous, particularly in rural areas where about 75 per cent of the population lives. The fact is that poultry products cost more in rural areas as they have to be transported from urban areas. Hence, eggs are not much visible there.

iii) Marketing: It is the major problem of the industry. In the absence of orderly marketing, wholesale prices of eggs and broilers are unpredictable and often non-remunerative, subject to cyclic boom-and-but phenomena. Poultry marketing is largely in the hands of private traders and commission agents. Procurement in remote places receives low priority. The nation of vegetarian for low demand of poultry products is not true, as shown by a recent national level survey of 32 cities. It showed that almost 75% of India's
city households are non-vegetarians. The main factor is the low purchasing power in urban and rural areas.

iv) Broiler: Started as a novelty in early 'seventies, the rearing of broilers has made much headway since then—from a negligible output of 4 million in 1971 to 30 million in 1980, and 190 million in 1990. After stagnancy in the early 'nineties. It is again on upswing and is expected to double itself to 400 million by 1996. As the purchasing power of people increases, broiler production is expected to grow rapidly. The emergence of integrated broiler projects will give a momentum to this trend, as they will bring down the production cost of broilers.

v) Processing: Currently 4 per cent of poultry is processed in modern plants. By 2010, the percentage is likely to go up to 10-15. Five poultry processing companies dressed some 8,000 tonnes of poultry meat in 1992. A number of export-oriented egg processing projects are in the pipeline. Two of these are expected to go into production in 2009 in Andhra Pradesh. One egg powder plant has been functioning in Bombay since the 'seventies.

vi) Input Industry: Poultry industry has come a long way since the first commercial hybrid chick was hatched in 1962 in Delhi. It also started the large-scale production of compounded poultry feed and veterinary medicines. Thereafter commenced the indigenous production of a variety of poultry equipment for commercial farm operations, hatching and feed mixing. Today,
a network of about 600 hatcheries, 130 feed mills, veterinary pharmaceuticals and equipment manufacturers has made poultry a dynamic agri-business.

vii) Breeding: The country has almost all major commercial breeds of chicks from America, England and Europe. A number of pure line projects and grand parent franchiser projects, supported with 115 layer and 280 broiler hatcheries in the private sector and another 200 in the Government sector, produce 1.3 million layer parents and 2.6 million broiler parents. In all, about 95 million hybrid layer and 275 million broiler day-old chicks are being reared. The steep growth in broiler production is also reflected in the increased number of broiler hatcheries from 77 in 1980 to 281 in 1993, while the layer hatcheries number went up limited from 97 to 113. Similarly, during this period, broiler parent stock production went up by almost 700 per cent, while layer parents by mere 33 per cent.

viii) Feed: The annual output of poultry feed exceeds 5 million tons. The bulk of this production, estimated at as high as 85 per cent, is accounted for by on-the-farm and custom-mixing feed units in pockets of poultry production that dot the country. The organized sector, made up of large feed plants, established the Compound Livestock Feed Manufacturers' Association of India (CIFMA) in 1967. Since then, the production of poultry feed by its members, now numbering over a hundred, has gone up by more than 50 times to about 800,000 tonnes in 1992. The feed industry is
increasingly relying on computers for working out low-cost feed formulations. One immediate need of poultry farmers is for a network of laboratories for quick testing facilities to monitor quality of feed and ingredients, including levels of contaminants like aflatoxins.

ix) Pharmaceuticals: Providing a vital support service to ensure sound health of birds, reared under intensive system of poultry production, the veterinary pharmaceutical industry has kept pace with the rapid growth of poultry and livestock sector. Its annual turnover rose from Rs.50 million in some 2,000 units to exceed Rs.3,000 million in 1993 in more than 10,000 units. By 2010, its annual turnover is projected to touch Rs.7,500 million.

x) Equipment: India is self-sufficient in all basic equipment required for rearing and breeding poultry. With the growing size of commercial farms and hatcheries, automation is gaining strength. A beginning has already been made in the field of automated watering and feeding system.

xi) Education and Research: Today 30 veterinary colleges and over 80 agricultural colleges and research institutions are functioning as constituent institutions of State Agricultural Universities. The oldest Poultry Science Department was set up in 1939 in the Indian Veterinary Research Institute (IVRI), and later developed into a full-fledged research institute for poultry – the Central Avian Research Institute (CAR) in 1979. Two other apex agencies in poultry are the Central Poultry Training Institute at Hessarghatta
in Bangalore and the ICAR Project Directorate on Poultry, located in Hyderabad. Many pure line poultry breeding projects are in operation in the public and private sectors. The Research and Development work has also helped to popularize the use of inedible non-conventional feed ingredients like salved cake in poultry ration. One priority area of research is how to make poultry raising viable under village conditions. This will call for inputs of appropriate low-level technology, adopted to existing backyard practices.

xii) Exports: India’s poultry exports are poised for a major breakthrough, with the value of exports targeted at Rs.200 crores in the next five years from the present level Rs.10-15 crores. The basis for this optimism is India’s entry into processing and further-processing of poultry and eggs. India’s first two export-oriented egg processing units are in operation in 2000 and further five units are expected by 2010. These developments coincide with the growing preference for ethnic chicken delicacies in international market.

xiii) Prospects: India has been in the news, attracting foreign investors with good returns, booming markets and expanding economy. Like other sectors, the trusty chick is also chirping ahead. The production and consumption of eggs and broilers are picking up, and so also are their wholesale prices. A number of projects for processed eggs and chickens are in various stages of implementation. Poultry today offers promising prospects for exports.
A peculiar feature of the poultry farming situation in India is that the bulk of the production of eggs and broilers takes place in urban and semi-urban areas, unlike other agricultural commodities such as wheat, rice and milk.

Almost 50 per cent of India’s egg production comes from four high-producing States – Andhra Pradesh, Haryana, Punjab and Tamil Nadu. In term of population and land areas, they are less than 20 per cent. In contrast, seven of the low egg-producing states, with more than half the country’s population, account for about 25 per cent of total egg production.

Industry sources estimate that almost 75 per cent of poultry consumption is in urban areas. They also have relatively high purchasing power, although they constitute 25 per cent of the country’s population. For example the per capita egg consumption in four premier cities – Bombay, Calcutta, Delhi and Madras – ranges from 150 to 200 per year. For other cities, it averages 100.

They include the belts of: Bangalore-Mysore, Hyderabad-Secunderabad, Coimbatore-Salem-Erode, Ahmedabad-Surat-Vadodara, Ludhiana, Chandigarh, Indore-Bhopal and Lucknow-Kanpur.
RURAL POULTRY POTENTIAL

While the urban areas are fast expanding, the vast rural areas, with 75 percent of the country's population, present a dismal picture. The availability of eggs in rural areas are low indeed, while its selling price is high. This situation further depresses the demand for eggs in rural areas. Thus, the potential demand in villages remains largely unfulfilled because of poor distribution network of poultry products there. It must be remembered that in most remote villages, one is able to buy match-boxes, tea, soap, cigarettes and other necessities of life. Why not eggs? Various surveys have shown that the consumption of eggs and poultry meat could be increased only if they were readily available in neighbourhood shops in rural towns and cities.
<table>
<thead>
<tr>
<th>State Name</th>
<th>Area ('000 sq.km)</th>
<th>Population (million)</th>
<th>Egg Production (million)</th>
<th>Per Capita Egg availability/year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andhra Pradesh</td>
<td>275 (08%)</td>
<td>69 (08%)</td>
<td>6,420 (28%)</td>
<td>91</td>
</tr>
<tr>
<td>Haryana</td>
<td>44 (01%)</td>
<td>17 (02%)</td>
<td>1,110 (04%)</td>
<td>65</td>
</tr>
<tr>
<td>Punjab</td>
<td>50 (02%)</td>
<td>20 (02%)</td>
<td>1,959 (08%)</td>
<td>92</td>
</tr>
<tr>
<td>Tamil Nadu</td>
<td>130 (04%)</td>
<td>58 (07%)</td>
<td>3,510 (14%)</td>
<td>60</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>499 (15%)</strong></td>
<td><strong>164 (19%)</strong></td>
<td><strong>12,999 (52%)</strong></td>
<td><strong>78</strong></td>
</tr>
<tr>
<td>Karnataka</td>
<td>192 (06%)</td>
<td>46 (05%)</td>
<td>1,015 (04%)</td>
<td>21</td>
</tr>
<tr>
<td>Kerala</td>
<td>39 (01%)</td>
<td>31 (04%)</td>
<td>899 (04%)</td>
<td>29</td>
</tr>
<tr>
<td>Maharashtra</td>
<td>308 (09%)</td>
<td>82 (09%)</td>
<td>2,850 (11%)</td>
<td>34</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>539 (16%)</strong></td>
<td><strong>159 (18%)</strong></td>
<td><strong>4,754 (19%)</strong></td>
<td><strong>29</strong></td>
</tr>
</tbody>
</table>
## Low Egg-Producing States:

<table>
<thead>
<tr>
<th>State</th>
<th>Total 174 (05%)</th>
<th>Total 90 (10%)</th>
<th>Total 1,224 (05%)</th>
<th>13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bihar</td>
<td>174 (05%)</td>
<td>90 (10%)</td>
<td>1,224 (05%)</td>
<td></td>
</tr>
<tr>
<td>Gujarat</td>
<td>196 (06%)</td>
<td>44 (05%)</td>
<td>608 (02%)</td>
<td>14</td>
</tr>
<tr>
<td>Madhya Pradesh</td>
<td>443 (13%)</td>
<td>68 (08%)</td>
<td>1,316 (05%)</td>
<td>19</td>
</tr>
<tr>
<td>Orissa</td>
<td>156 (05%)</td>
<td>32 (04%)</td>
<td>580 (02%)</td>
<td>17</td>
</tr>
<tr>
<td>Rajasthan</td>
<td>342 (10%)</td>
<td>45 (05%)</td>
<td>581 (02%)</td>
<td>13</td>
</tr>
<tr>
<td>Uttar Pradesh</td>
<td>294 (09%)</td>
<td>144 (16%)</td>
<td>1,040 (04%)</td>
<td>7</td>
</tr>
<tr>
<td>West Bengal</td>
<td>89 (03%)</td>
<td>70 (08%)</td>
<td>1,261 (05%)</td>
<td>18</td>
</tr>
</tbody>
</table>

| Total               | 1,694 (51%)     | 493 (56%)      | 6,610 (27%)       | 13 |
| Grand Total         | 2,782 (82%)     | 816 (93%)      | 24,373 (98%)      | 30 |

| All-India Total     | 3,290 (100%)    | 878 (100%)     | 24,800 (100%)     | 28 |

Note: Percentage of the all-India total is shown within brackets.

To change the situation and make eggs less costly would call for a new approach. Village poultry production offers one hope by setting up a local unit to serve a cluster of villages. It is good to remember that the cheapest egg is the one laid in the backyard by a foraging hen, feeding on nothing specific.

To challenge is to induct a small dose of appropriate husbandry technology which will permit effective management of small flocks of, say,
20 to 25 birds. For example, improved birds may be distributed to villages within the periphery of a breeding farm. Also, free-range poultry products command a higher price than factory-farmed ones. The important thing is to strike a right balance between making poultry production profitable for the backyard producer and affordable to the rural consumer. Such a step would also help to increase the purchasing power of village farmers.

It is true that backyard poultry raising may not result in as many eggs as the intensive system does – about 270 eggs per layer per year. The village poultry units may be expected to yield, at best, 60-70 eggs per bird per year. However, this is a blessing in disguise because demand in rural areas is quite low, and so avoids the glut that it would otherwise cause.

The real issue is not the number of eggs produced per layer but at what cost. Scavenging chickens can be kept at little cost to provide eggs, meat and income. The rural poultry units, based on backyard and semi-intensive systems, can produce eggs at an insignificant cost – barely 20 to 30 per cent compared to that under the modern system. The eggs from these units would boost the nascent demand in local areas, particularly when marketed at such a low price – say 50 paise or so. Further, the income of village producers, who are usually women, would rise as also their purchasing power as the local demand rises for eggs and poultry products.

If the level of consumption could be increased from the present low of 10 to the national average of 28 eggs per year, this in turn would steeply
increase the all-India production by 50 per cent to 37,000 million eggs. Other advantages for promoting the village production system are:

One, it would boost the consumption of poultry products and income in rural areas. Eggs can also become part of the mid-day meal programme for improving the nutrition of school children.

Two, rural poultry production provides one viable way of bringing about expansion in the poultry production nearer to the desired level (the per capital daily consumption of half an egg and 30 gms of poultry meat per day, according to the recommendations of the Indian Council of Medical Research). To achieve these targets by 2010 would call for production of additional 150,000 million eggs and about 9 million tones of poultry meat.

Three, there is a growing demand for produce of poultry raised under free-range system within the country and overseas (See box alongside).

To evolve a viable system for rural poultry production is the real challenge before poultry scientists and technocrats. They need to develop appropriate technology that would meet the limited resources of village producers. Some infrastructure needs to be built to provide upgraded pullets from farms located centrally. For improved nutrition of birds, the kitchen waste that serves as feed has to be supplemented with feed additives, like mineral mixtures, amino acids, vitamins, etc. Ahmednagar in Maharashtra. One index of its success may be gauged from the fact that it has already
completed the first phase of expansion, now capable of handling 2,00,000 chicks a week as against 50,000 before.

The demand for poultry meat is concentrated densely in urban pockets. The first step in expanding demand for broilers is to restructure marketing on sound lines. Here again, one has to be cautious of setting up independent marketing network, which is both investment-intensive and time-consuming. Instead, it may be desirable to do piggy-back riding by using the existing network of national food distributors handing related products like dairy, meat, etc.

To give a thrust to production, broiler farmers around Pune have formed the Maharashtra Broiler Farmers’ Cooperative Marketing Federation as a pilot project to produce, process and market broilers in the Western Region. Alongwith setting up a network of chicken sales centers in Bombay, Nashik and Pune, it will undertake to dress the birds and transport them in refrigerated trucks.

Another dimension is being added with the upcoming entry of fast food giants such as McDonald’s and Kentucky Fried Chicken (KFC). They would give the desired momentum to the production of broilers. Other fast food giants, like Burger King, are also showing interest in entering this fast-growing Indian meat market. With religious sentiments against the consumption of beef and pork in India, the fast food menu would have to be
suitably modified in favour of poultry. Consequently, its consumption would increase in the coming years substantially.

**Poultry processing:** Currently, of the five poultry processing plants in operation, the oldest is Venky’s in Pune, commissioned in 1986 and the newest is Agritech in Ahmednagar in production since 1990. Other three are located in Agra, Bangalore and Ghaziabad. The present utilization of these processing plants is not encouraging. Together, they handle barely 4 per cent of the birds sold. What’s wrong? No technical flaws but the inadequacy of supporting infrastructure like refrigerated road transport makes the cost excessively high. Also, the widespread retail distribution of dressed chicken is not possible in the absence of proper cold chain.

**TABLE – 2.4**

**EGG PRICES AND PRODUCTION DATA IN SELECTED COUNTRIES, 2008.**

<table>
<thead>
<tr>
<th>Country</th>
<th>Retail Price/egg (Rs.)</th>
<th>Producer Price/egg (Rs.)</th>
<th>Production Cost/egg (Rs.)</th>
<th>Egg Yield/layer (No.)</th>
<th>Feed/ Bird inlay (Kg)</th>
<th>Mortality (percentage)</th>
<th>Feed Cost/egg (Rs.)</th>
<th>Per capita availability (No/year)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>3.45</td>
<td>1.82</td>
<td>2.01</td>
<td>288</td>
<td>49</td>
<td>7</td>
<td>1.01</td>
<td>147</td>
</tr>
<tr>
<td>India</td>
<td>2.60</td>
<td>2.39</td>
<td>1.80</td>
<td>270</td>
<td>42</td>
<td>10</td>
<td>0.58</td>
<td>26</td>
</tr>
<tr>
<td>Israel</td>
<td>5.44</td>
<td>2.66</td>
<td>2.22</td>
<td>270</td>
<td>42</td>
<td>10</td>
<td>1.07</td>
<td>347</td>
</tr>
<tr>
<td>Japan</td>
<td>4.35</td>
<td>2.39</td>
<td>2.83</td>
<td>287</td>
<td>39</td>
<td>3</td>
<td>1.63</td>
<td>338</td>
</tr>
<tr>
<td>Mauritius</td>
<td>3.33</td>
<td>2.75</td>
<td>2.33</td>
<td>260</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>88</td>
</tr>
<tr>
<td>Netherlands</td>
<td>3.73</td>
<td>1.62</td>
<td>1.82</td>
<td>282</td>
<td>40</td>
<td>7</td>
<td>1.26</td>
<td>172</td>
</tr>
<tr>
<td>U.K.</td>
<td>4.00</td>
<td>1.50</td>
<td>1.95</td>
<td>276</td>
<td>43</td>
<td>5</td>
<td>1.08</td>
<td>175</td>
</tr>
<tr>
<td>U.S.A.</td>
<td>2.20</td>
<td>1.16</td>
<td>1.11</td>
<td>287</td>
<td>41</td>
<td>18</td>
<td>0.70</td>
<td>235</td>
</tr>
</tbody>
</table>

EXPORT PROSPECTS

Agriculture has been identified as a major thrust area for expansion of the country’s exports during the ‘nineties. Already, fishery exports are booming, while horticulture products are getting increasing attention. Poultry also offers bright prospects. Chicken and eggs are not only good to eat, but great to export. The world trade in chicken meat, eggs and egg products is valued at about $6,000 million. India’s present export earning from poultry is rather poor, estimated at a meager US 3.5 million. However, the Agricultural & Processed Food Products Export Development Authority (APEDA) has projected foreign exchange potential of over US 150 million by 2000 AD.

Of late, the international market has shown preference for processed eggs and poultry products over shell eggs and whole-dressed chickens. The Indian poultry industry has made a timely entry into this area. It may be noteworthy that every country which has made a successful entry into the world trade in poultry has been able to do so with its government’s helping hard behind such efforts. The Government of India is yet to accept this role. Fortunately, consciousness is there as reflected in the liberalization policy that has opened a number of windows to the world market.

As a short-term measure, advance import licences may be given liberally to poultry exporters for import of packaging material, vitamins and amino acids, linked to the value-addition. Such licences should be transferable. Thus the exporter would be able to meet his losses by lowering
his raw material cost as well as through sales of part of his licence at a premium. This approach is well within the framework of the Export-Import Policy. Mutton and buffalo meat industry already enjoys such a facility.

The industry is not asking for subsidy from the government, says an industry leader. He sums it up: Realistic import duties, access to venture capital and more air and reefer cargo facilities can help improve broiler marketing and exports. Further, exporters need to be given an advance import licence for getting packing material and inputs like vitamins and amino acids. To reduce the production cost of eggs/broilers and bring it to the international level, free import of certain feed ingredients be permitted.

To give it a competitive edge, the industry feels that the Government should initiate measures like:

- Import duties on poultry processing equipment, plant and machinery be waived;
- Low interest loans be available for processing related activities, including storage freezing, refrigerated transport and export packaging;
- The acceptance of the concept of venture/risk capital and participation in equity by financial institutions. Similarly, moratorium on repayment and extension of the period of repayment;
- Facilities for refrigerated transport by rail and road be provided speedily. Presently, these are virtually missing; and,
Air cargo service needs to be better organized, and freight rates be reduced.

Processing of eggs on any major scale seems to be a thing of the future in India and will not affect the result of the marketing effort to any appreciable degree unless such projects are export oriented. Exports, however, present unexplored vistas. In recent years, considerable efforts have been made to export table eggs, particularly to the Middle East and Far East. The export effort must take into consideration the following factors:

- Stringent requirements of importing countries for uniformly large eggs, cleanliness and branding.
- Problems likely to be faced in procurement of the required quality of eggs at contracted rates over relatively long periods.
- Seasons when eggs are available cheaply from competing countries, particularly Europe.
- One factor in favour is the large expatriate Indian population in the Middle Eastern countries, which would favour such commodities from India.

In times of difficulty, thoughts of the farmer instinctively turn to the "omnipotent" Government. It should set up marketing federations should handling distribution of eggs, etc. It would be beneficial if the Government were to sponsor or promote the setting up of marketing, storage and
distribution organizations. Their operation is best left to cooperative or private enterprise.

The Government support would also be most welcome in the racionlization of the tax and tariff structures on chicks, feed, power, the import of feed ingredients etc., and extending incentives such as freight subsidies for the export of poultry products. State Governments' support in introducing and expanding eggs in mid-day meal schemes for school children would not only support the industry but contribute immeasurably to the health of the weaker sections of society.

Underlying these developments is a basic need for change on the part of the layer farmer. A change in his attitude towards decision-making, feed management, record-keeping, marketing and, above all, an understanding of the fact that any enterprise that stops changing starts dying.

POLICY OPTIONS FOR POULTRY PRODUCTION

In recent years, the Government of India has paid increasing attention to the development of the poultry industry as a means of increasing the production of animal protein, as well as a way of providing employment. Progress has been made in the private sector through the use of low interest loans and through the development of cooperatives by the National Cooperative Development Corporation (NCDC), as well as of state-sponsored poultry complexes. However, the expansion of the industry has
been limited by a traditional marketing system, which has largely failed to make changes in order to efficiently handle and to market increased production, and by a lack of dealers' programmes for the promotion of their products.

In order to regulate prices paid to farmers, and thereby ensure reasonable returns to them, a private company established an egg council, and the council formed an organization to act as a trading company in the marketing of eggs and to remove the surplus eggs purchased to cold stores.

The Ministry of Agriculture was designated as the government agency responsible for project execution. A FAO-sponsored Egg and Poultry Marketing Mission visited India in 1988, under the Technical Cooperation Programmes, with the objective to advise the Government on future poultry and egg marketing policy. The project fielded a consultancy mission consisting of a Specialist in Poultry Marketing and a Broiler Production and Processing Specialist. Visits were made to different consumption centers and production areas to understand current practices in order to assist in formulating policies for the development of the poultry industry and of the marketing infrastructure for poultry products.

An infrastructure is in place at government level to promote rural financing, to develop cooperatives, and to support fair prices to farmers. The National Bank for Agricultural and Rural Development (NABARD), The National Cooperative Development Corporation (NCDC) and the National
Agricultural Cooperative Marketing Federation of India (NAFED) are involved in these efforts. Nonetheless, a number of problems need to be addressed.

MARKETING

There are many factors that inhibit the marketing of poultry products. The quality of consumer products is completely neglected. At many poultry slaughter points, the fundamentals of hygiene and sanitation go unheeded. Also, while live or dressed poultry is sold by the kilogram, eggs are sold primarily by the piece.

Eggs from areas of surplus production are transported not only to nearby deficit areas but also over long distances to areas of greater deficit. The transport of eggs over long distances can result in a loss of quality and weight, especially during periods of low demand that coincide with high temperatures. Egg quality is preserved only inadvertently during the periods of high demand occurring in the colder months when eggs are moved rapidly from farmers to consumers. Unfortunately, traders only consider quality when they wish to place cheap surplus eggs in cold storage until the market improves.

Broiler production areas are generally located close to markets; however, there are exceptions, e.g., birds processed in Hyderabad which are packed in ice and sent to Bombay, and live birds trucked from the Punjab to Delhi for processing for local sale or dispatch to Lucknow. Control over the
production of broilers and eggs is exercised by one poultry processing plant that has supply farms producing and shipping birds each week regularly.

Marketing remains largely in the hands of traditional traders, some of whom have opened their own production farms. One company has been established to sell eggs over a large area and to put surplus eggs in cold storage when demand falls. Some farmers have formed groups to market their production through a single dealer or through their own outlets.

Demand is seasonal. It declines during certain religious festivals in parts of India. Also, as many believe that the consumption of eggs or poultry meat generates heat, they do not eat these items during hot weather. However, the National Egg Coordination Committee (NECC) is carrying out promotional activities to try to increase egg consumption.

Given the commitment to a free market with prices dependent upon supply and demand, a pricing policy has not been established. Although the NECC claims to have been successful in setting prices for farmers, the Committee has been able to control prices when there are surpluses as artificially high prices would have adverse effects upon consumption. Also, falls in farmers’ prices have been rarely reflected in retail prices, and this approach is negative, as declining prices would boost consumption.

There are several bodies that claim to represent the industry. Although it is maintained that all companies are free to join, many do not participate because they believe that they will not play a significant role owing to the
structure of the bodies. This structure ensures that only one breeding company participates in each body.

INFRASTRUCTURE

In order to provide coordination for the poultry industry, it is recommended that a national poultry agency comprising farmers and companies in all sectors be established. The proposed agency should have separate committees for eggs and broilers in order to keep decision-making in the hands of farmers with access to the expertise of other sectors; such committees also would provide the opportunity for resolving the mutual problems of farmers and other industry sector.

The proposed committees would collect information by region to identify consumption patterns and prices. They would then compare the patterns identified with the sales of regional chicks from hatcheries, which would be required to register and to submit returns of sales. This information would be used to demonstrate to farmers the need for requiring hatcheries to regulate sales and to match production with the anticipated sales. The matching of production with the anticipated sales would stabilize prices and reduce the need for cold storage.

A national poultry agency once established, should carry out promotional activities, including the production of newsletters detailing market movements and trends as well as of articles for farmers, in order to minimize demand fluctuation and increase demand.
Growth in India's Poultry Sector Relative to Other Countries

FAO data provide the most complete coverage of global poultry production and consumption for use in comparing growth in various countries and regions. According to FAO data, growth in India's poultry sector was slow when compared with in other developing countries in both the 1970s and 1990s but fast in the 1980s. A comparison of the USDA estimates for India with the FAO data for other regions suggests that Indian poultry production and consumption are now expanding at a pace consistent with other fast growing developing countries. According to USDA estimates, India is now the sixth largest poultry producer in the world, after the United States, Brazil, the European Union, China, and Mexico.

POULTRY FARMING IN NAMAKKAL DISTRICT

Indian poultry is absolutely safe consumers can enjoy their chicken without worrying about the avian flu threat, assured members of the Poultry Federation of India (PFI) and the Northern India Poultry Breeders Association (NIPBA) at a joint Press conference. The PFI and NIPBA have demanded that the Central Government intervene on behalf of the small farmers and chicken breeders and bring in some immediate confidence building measures to reassure the consumers and save the raw chicken industry and the 20 lakh farmers depended on it.

Reassuring that India was free of the avian flu threat and that the customers were at no risk, the Federation lauded the efforts of the Central and
State Departments of Animal Husbandry and extended its appreciation to officers for maintaining a constant vigil on the situation.

However, the farmers pointing to the disturbing fall in the wholesale price of chicken and the shrinking market said “small farmers cater to 90 per cent of the country’s chicken requirement and they are facing huge problems because of the crashing raw chicken prices. However, middlemen continue to make money as prices of the chicken products have not fallen. We are also looking into the possibility of supplying to the consumers directly,” explained a farmer, Baljit Singh.

The farmers present at the conference claimed that the chicken they were supplying was safe as they have adopted various measures including sprucing up the already existing bio-security measures in farms, hatcheries, feed mills, transport mode etc. Also doctors were checking the birds regularly at various diagnostic labs to ensure that every chicken sold was healthy and safe to consume.

“People can continue to consume the meat as the avian flue is not a food-borne virus which essentially means that the virus is destroyed while cooking because of the excessive heat. Also the virus is carried by the chicken’s gut, a part that gets disposed of at the point of purchase itself”, explained the PFA northern region president, Sahbbir A.Khan.

The PFI, along with the NIPBA, is organizing an education camp at the main mandi on sunday to educate the sellers about how to handle and store
the meat. Offering precautionary measures for the consumers, the Federation explained that the virus gets destroyed under ordinary temperature and can also be inactivated by conventional cleaning procedures using soaps and detergents. Also they noted that when the virus leave the carrier its survival in the ambient temperature above 20 degree celsius is not possible. The customers can consume the chicken as they normally would but they need to make sure that the chicken is bought from hygienic sources.

**Namakkal poultry farmers happy, as sure as eggs are eggs**

The fortunes of the poultry industry in the Namakkal zone have started looking up, with the monthly average price closing at an all-time high of Rs.239.00 per 100 eggs in June 2009.

Between 2001 and the beginning of 2004, the price ruled low for various reasons. Reintroduction of egg in noon meal in the State and an increase in egg and egg powder export helped farmers get a reasonable price.

About 1.43 crore eggs are produced in the Namakkal zone daily by approximately 700 big and small poultry units. The strength of the units varies from 1,000 to six lakh layers. Of the total eggs produced, the meal scheme takes the lion's share of 74 lakhs a week.

While around 17.5 lakh eggs are exported out of Namakkal daily, another 8.5 lakh to 9 lakh eggs are exported as egg powder. Around 92 percent of the egg exports find their way to West Asia, while some go to Hong Kong and even Angola.
In fact, the meal scheme and export account for roughly a quarter of the zone’s total daily production. Poultry farmers admit that the State Government’s decision to reintroduce egg in the noon meal scheme gave them the fillip and lifted up the sagging industry, which provides employment to three lakh persons directly and indirectly.

Others feel that avian influenza (bird flu), which rocked the world poultry market last year, could have boosted the fortunes of the Indian industry, which remained largely unaffected.

Taking 1994 as the benchmark, the annual average egg price rose by 86.37 per cent in 2009, whereas the layer feed price increased by 48.01 per cent the same period.

Insiders feel that the increased price for eggs has brought with it new entrepreneurs, while inducing the existing players to go in for expansion. They, however, fear that the expected one-third expansion of the industry size in the next few years can result in an irrecoverable price crash. But as of now, poultry farmers in the zone are laughing their way to banks.

Industry has turned the corner after surviving bird flue crisis

**"With liberal subsidies, Centre helped us to overcome the trauma as quickly as possible"**

*Farmers begin to fresh layer chicks*

Hatcheries in the Namakkal Poultry Zone have started producing the layer chicks once again following the rising demand. The industry, hit hardly
by the Bird Flu scene, had stopped procuring the chicks since January this
year. Alarmed at the steep fall in the consumption of eggs and broiler chicken
and export hiccups, the industry people had to pull all tricks to ‘pamper’ the
market by hosting “eggs and chicken melas” in various towns.

Limping back to normalcy now, the industry has also started looking
up. “With liberal subsidies and financial support and effective counter
measures to tackle the Bird Flu situation, the Centre has helped us to
overcome the trauma as quickly as possible,” says a leading farmer here. But
still the industry has incurred losses that ran to crore of rupees. As the market
conditions looking buoyant, the farmers who remain reluctant to add new
chicks to the existing stock, have started procuring the fresh ones.

Leading hatcheries, which have the “Parents’ stocks”, have started
churning out layer chicks. Namakkal has nearly 3.25 crore commercial birds.
The hatcheries, which possess the Parents’ stocks, have started producing the
chicks for commercial sale. Dr. P. Selvaraj, the Managing Director, Selvam
Broilers (P) Ltd. says that all the available commercial birds are strain cross
of the “white leghorn” for layers and “breed cross” for broiler birds.

He says Venkateswara Hatcheries is having the “pure lines” for both
layers and broiler birds. It produces Great Grand Parents, Great Parents and
Parents and from whom the commercial chicks are being produced. To
produce Great Grandparents, it requires 16 lines and to produce Grandparents
it requires 8 lines. It requires 4 lines for Parents and 2 lines, i.e., a female and a male for producing commercial chicks all through “hatching of eggs”.

Each “line” denotes the birds’ breed with its specific characters like egg production, body weight, diseases resistance, colour, egg weight, feed conversion ratio, etc.

Dr. P. Selvaraj, also the Chairman of the Namakkal Egg Co-ordination Committee (NECC) points out that layer farms will maintain only female chicks for egg production. “Here eggs can be produced without males. But for fertile eggs, one needs male chicks,” he adds. “He says the industry has turned around now after surviving the Bird flu crisis.

**Poultry trade meeting in Namakkal today**

A meeting of poultry farmers and cull-bird trade being convened at the poultry town of Namakkal to discuss the issue of improving price for the cull-birds.

The cull-bird price in the region from the current level of Rs.60 per kg to the levels that prevailed in the Andhra Pradesh (Chittoor).

The Chittoor price is quoted at Rs.65 per kg, and the poultry farmers in Namakkal expect that the farm-gate price for their cullbird should be lifted upto the Andhra price levels.
The above table presents the details of egg production in Namakkal district. There has been increasing trend in the egg production from 1999-2000 to 2008-2009. One hundred eggs were sold at Rs.124.64 in 1999-2000 and this rate rose to Rs.133.75 during 2004-05. At present it went up to Rs.189.98. There have been increasing tendency both in egg production and in the rate per hundred eggs.

On account of increasing demand for eggs in the domestic market and in the foreign market, both egg production and rate per hundred eggs were increased over the period of study.
FOOTNOTES:
2) Poultry Department of Statistics, Tamilnadu.
3) Department of Animal Husbandry, Tamilnadu.
6) India poultry Sector, Department and Prospectus/WRS-04-03, Economic Research Service/USDA
7) National Egg Co-ordination Committee (NECC), Namakkal Zone, Paramathi Road, Namakkal.
-necc @ hdz.dot.net
8) Special Report, Tamilnadu Poultry Association, 663, Salem Road, Namakkal.
10) Indian Poultry Review – Monthly Magazine Pouljag @ Vsn., net.