



CLFMA

Managing Emerging Challenges & Harnessing Opportunities In Poultry



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Opportunities in Poultry Industry

- Fastest growing industry @ 8% annually .
- Chicken meat acceptance by all religions .
- Global per capita consumption is 15kg , whereas in India 5 kg .
- Its cheapest quality protein available at all nooks & corners .
- Rural household income from livestock is 12%, with 50% of that (6%) coming from poultry.
- Very good opportunity in export :- UAE, Maldives, Bhutan, Bahrain (15-20%) every year.
- Industry become vertically integrated (almost 65%) hence able to provide clean & healthy chicken to consumers.



Opportunities in Poultry Industry

- Since covid , awareness of immunity has led to higher consumption of chicken for protein .
- Improved per capita income has led to more affordability & awareness about clean & healthy chicken .
- Efficiency in poultry production is improving due to
 - Ongoing advancements in genetics.
 - Continuous improvements in nutrition.
 - Constant improvement in managemental practices.
 - Continuous advancement in infrastructures .
 - Introduction of AI for early diagnosis of diseases & many other purposes.



Concerns :-

- **Major Concerns**

- Consistent outbreak of diseases H5N1, Kidney infection , RD & IBH
- Growing feed cost due to growing cost of raw material like non-GMO crops -maize and soya.

- **Other Concerns:-**

a)Hygiene & Biosecurity

b)Antibiotic resistance to many microbes

c) The live bird market still accounts for 95% of sales.

d) 15% of poultry farming is still done in backyards, which can harbor many diseases.

e)Environmental sustainability :- Water shortage, Waste disposal, & Carbon footprint .

f) Shortage of skilled labors:-The government have to consider starting training schools for workforce.

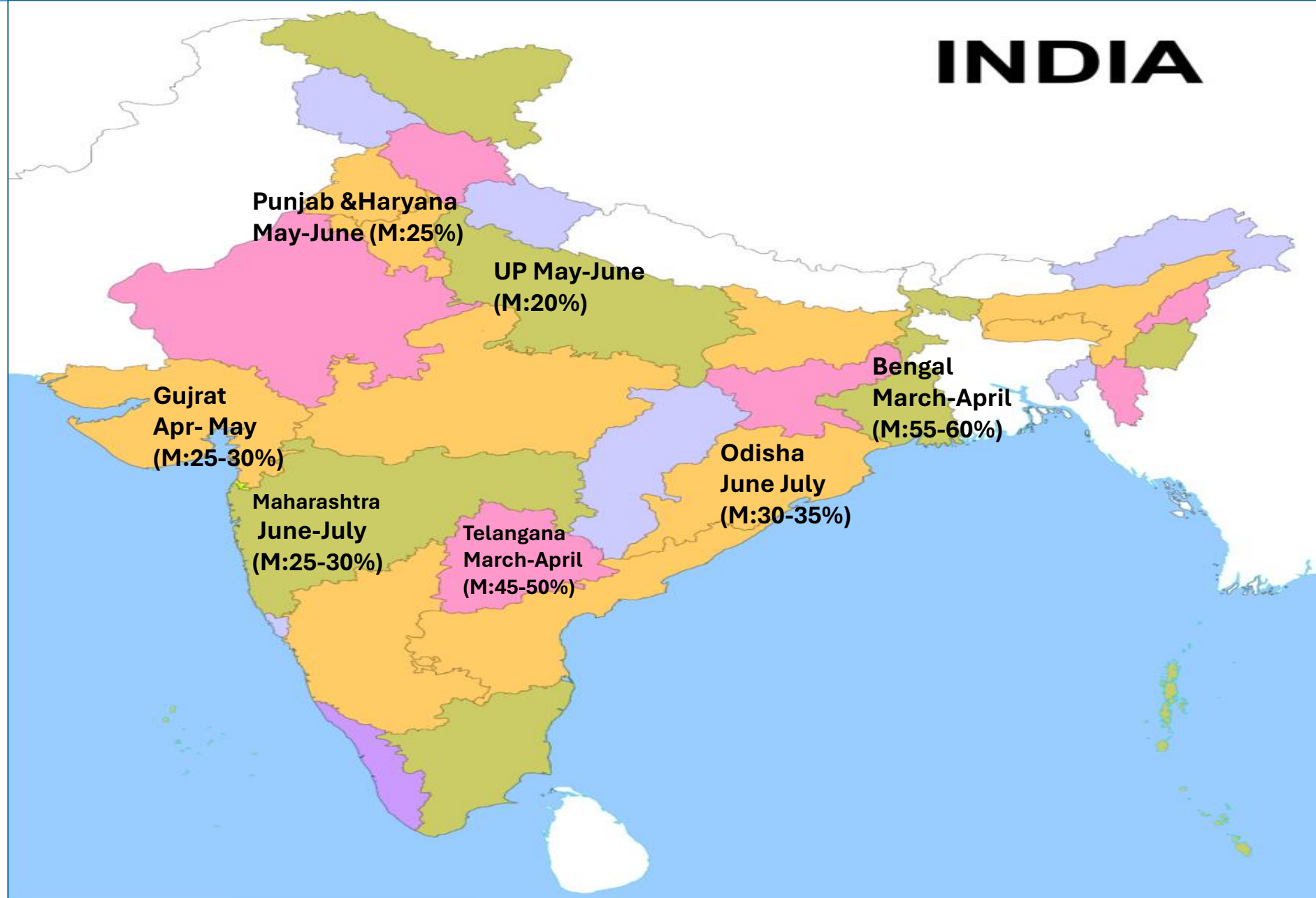


Concerns

- Protein Deficiency in Indian population :- Govt should introduce eggs & meat in the mid day meal in schools ,whenever it possible.
- Sectoral Recognition: The poultry industry needs sectoral recognition to access government schemes, subsidies, and structural finance more easily.
- Diseases:- HPAI/ Bird Flu and Kidney Infection.



Bird Flu Mortality Pattern PAN India:2025



Bird Flu :- Media News 2025

- 13.02.25- Andhra Pradesh declared four areas as biosecurity zone
- Feb 2025 –Maharashtra Latur, Nanded, Nagpur & Raigad
- *16 Mar 25- Two-year-old girl died in Andhra Pradesh due to Bird flu – News Paper on front page(Fake News)*
- April 25 – Bird Flu cases confirmed in Telangana.
- July 2025- Bird flu cases confirmed in Odissa Puri District
- August 2025:- Bird flu new in Uttarakhand & UP



Avian Influenza : - Vaccination Global Scenario

- *WOAH* :- Seriously in discussion with scientist for HPAI Vaccination
- Countries National Strategy :- China , Vietnam , Egypt , Bangladesh , Indonesia , Pakistan (Mass Vaccination)
- Many other countries use vaccine for emergency & preventive strategy- Mexico, France(Duck)
- Algeria, Azerbaijan, Belarus & Cambodia almost done for approval
- In EU – Netherland , Italy, & Germany permission for limited uses
- USA & Canada :- Now evaluating all vaccine after found cases in dairy
- Solution: A combination of Recombinant/Inactivated Vaccines, robust biosecurity, and vigilant monitoring is necessary.
- Govt role in taking trials and approving vaccines is need of the Industry.

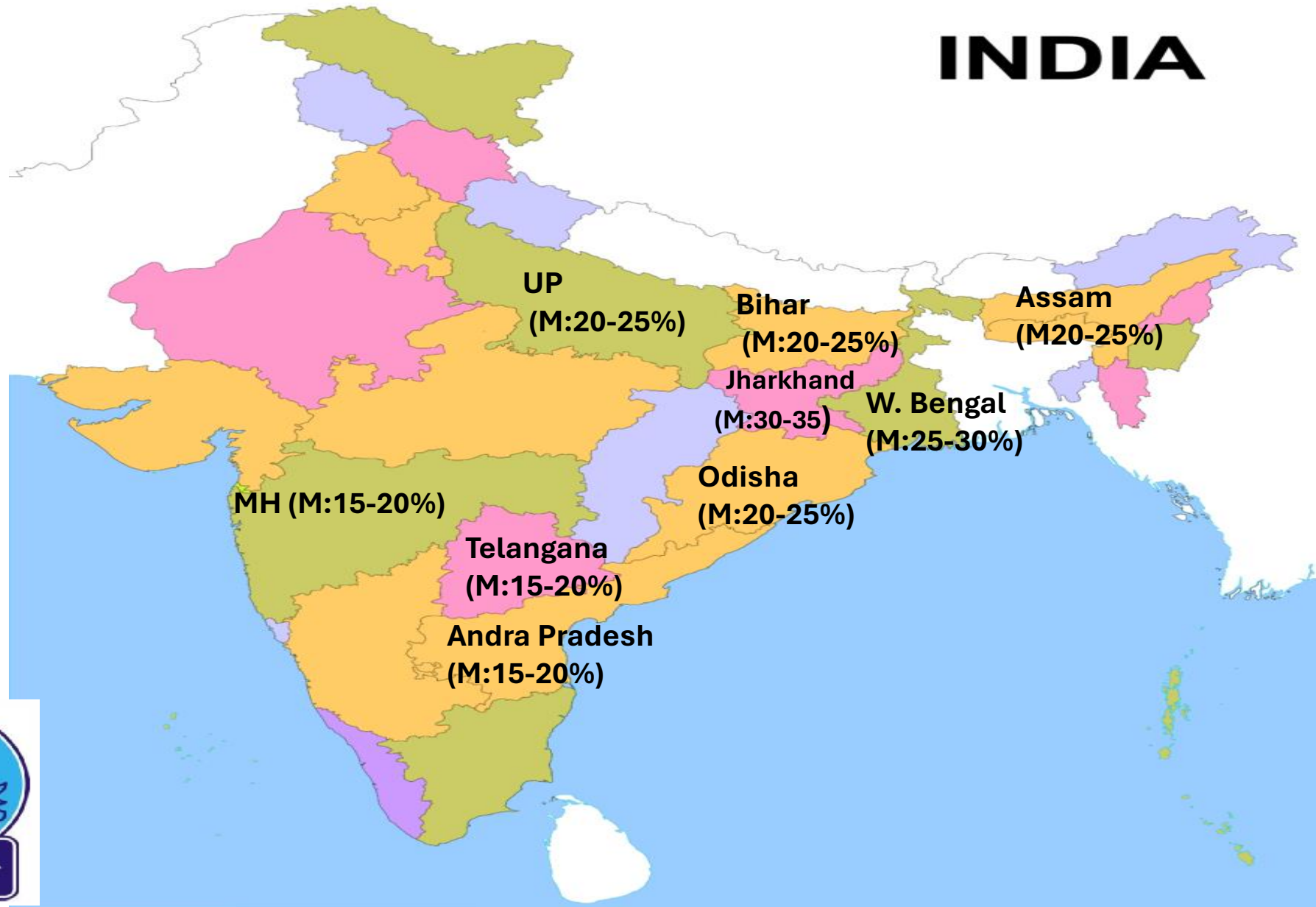


Kidney Infection:- Unknown Etiology

- Pattern of Disease:-
- Every year mortality start in monsoon season(its start from June & end in Nov/Dec) high endemicity in North-East part of India since 2016-17
- It's observed that same pattern of disease every year in same regions but now its spreading to other parts of India.
- Mortality start at the age of around 7-9 days and mortality until 22-24 days ; in this period average mortality is about 20-25 % on affected farms.
- Highly Affected states –West Bengal , Assam, Odissa, UP, Jharkhand & Telangana



Kidney Infection Mortality PAN India Pattern



Raw material Availability :- Maize & Soya

Industry	Year		
	2020	2025	2030
Broiler Feed	13.51 Mn Ton	19.37 Mn MT	55 Mn MT for Poultry (77 Mn MT For All Animal Industry)
Layer Feed	12.42 Mn MT	18.44 Mn MT	

Country	Corn Prices	Soya Seeds Prices
USA GMO	Rs.17789/MT	Rs.34991/MT
Brazil GMO	Rs.18459/MT	Rs.35752/MT
Indian Non-GMO	Rs.24027/MT	Rs.44058/MT
Difference in Prices	25%	20%

- *Animal Industry growing 8-9% Vs maize & soya production growing 4-5%*
- Short term solution is permission to import of **GMO Seeds/DOC for direct use in feed**
- Long term solution is cultivation of **GMO Soya and corn in India**
- Reduction in uses of **maize for ethanol production**
- Govt need make incentive policies to encourage farmer for prod of soya & maize



Thank You

