

## India's Feed Sector to Grow 6% by 2025; Industry Monitoring Evolving COVID-19 Situation



Neeraj Kumar Srivastava,  
Chairman, CLFMA

The Compound Livestock Feed Manufacturers Association of India (CLFMA) predicts 6.09% growth for the domestic feed sector between 2019 and 2025, regardless of the second wave of COVID-19 and the soaring prices of raw materials. "India's animal feed market is expected to grow at a compound annual growth rate of 6.09% over the forecast period to reach a market size of US\$16.653 billion in 2025 from US\$11.677 billion in 2019", Mr Neeraj Kumar Srivastava, chairman at CLFMA, told Feedinfo. "We expect to achieve pre-covid feed demand and feed production levels by the end of FY22 only and this is very much dependent upon the recovery of B2B sales in restaurants, hotels, QSR chains and eateries", Mr Srivastava added. "However, we are yet to achieve the pre-COVID demand levels for livestock products and livestock feed as B2B demand from

restaurants and QSR chains has not recovered and feed raw material prices like soybean have increased drastically by more than 40%."

The CLFMA chairman went on to say that the lockdowns and restrictions India is witnessing due to the second severe wave of COVID-19 in the country will "certainly impact the demand of livestock products and feed production adversely."

Mr Srivastava added that a lot of efforts were made by the industry, supported by the Ministry of Agriculture to increase consumer confidence and consumption of poultry and cattle products.

"By the end of Q2 FY21, the poultry sector bounced back with as much as 70% consumption in comparison to pre-COVID times," he said. "The cattle feed industry also improved due to an increase in global prices of skimmed milk and domestic demand to the tune of 70-80%."

However, he added that the demand for poultry products crashed with the outbreak of bird flu at the beginning of 2021.

"The bird flu outbreaks in a few parts of the country caused consumers again to refrain from poultry product consumption, and that led to a crash of the market in January-February 2021", he told Feedinfo.

When asked about the

recent surge of new COVID-19 cases in India and the impact on the industry, Mr Srivastava said that the feed sector will continue monitoring the evolving situation.

"CLFMA is very much concerned by these developments and having a close look at

the evolving situation. We will continue to work with the government and various other stakeholders in policy-making to support the animal feed industry during these unprecedented times", he further informed.

Source: Lady IFFAT-Fatima for feedinfo India, Animal

## Online Discussion Forum on Trends in Poultry Health, season-2 Organised by CPDO&TI in Association with INFAH

Central Poultry Development Organization & Training Institute under Government of India, Ministry of Fisheries, Animal Husbandry & Dairying, a premier Institute located at Hessarghatta, Bengaluru organized a one day online Discussion forum – on TRENDS IN POULTRY HEALTH, SEASON-2 ORGANISED BY CPDO&TI in association with Indian Federation of Animal Health Companies, on September 16.

Poultry sector in India is a techno-commercial sector with contribution of nearly 1.5 lakh crores to the GNP with about 6 million people being employed directly or indirectly. Poultry Farming Practices in India are one of the best in the world. The Science adopted in Genetics, Nutrition, Management and Disease prevention are one among the best in class matching Global Standards. Presently it is estimated that 4-5

billion broiler population, 250 - 300 million layers and about 3.5 to 4.0 crore broiler breeders are being reared in India. The health specialists have achieved huge task in disease prevention and health management in the country. However, poultry health is a dynamic, ever evolving entity among poultry farming. It is always required to get abreast with the latest knowledge and tips for poultry health management. Hence, this discussion forum is envisaged to outline the present trends in poultry health. Since poultry health is a vast subject, it has been envisaged to conduct in series wise as Season-1, followed by many. This event was organized in association with Indian Federation of Animal Health Companies (INFAH) under the leadership of Mr Vijay Teng, President and Dr Vijay Makhija, General Secretary along with poultry expert members of INFAH.



# Poultry Industry calls for MPEDA - like body

CLFMA holds its 54th AGM and 62nd National Symposium



Tarun Sridhar, IAS (Retired), Former Secretary, Dept of AH&D, Ministry of Fisheries, AH&D, GoI; B. Soundararajan, B.S. Yadav, Bahadur Ali, Dr T. Krishnaiah, IAS (Retired) and Rahul Kumar during Panel Discussion at CLFMA's 62nd National Symposium held on 24 & 25 September 2021 at Hyderabad. K.V. Kurmanath, Senior Deputy Editor, The Hindu Business Line moderated the discussion.

**Hyderabad:** CLFMA of India organized its 54th Annual General Meeting and 62nd National Symposium on 24th & 25th September 2021 at Hotel Taj Deccan, Hyderabad, India. The theme of the event was "Feeding the growing livestock population: Current and future challenges".



**Parshottam Rupala,**  
Minister of Fisheries, Animal Husbandry  
and Dairying, GoI

Union Minister for Fisheries Parshottam Rupala has stressed the need for creating awareness among the livestock farmers about the importance of providing quality feed to the animals. Inaugurating

the two-day CLFMA of India national conference, he said it was important to explore tapping of alternative feed options such as stubble which is abundantly available in some areas.

"It will offer a cheaper option for farmers in places where they face shortages," he stated.

They would also need proteins which would require more number of livestock population, he added.

**Mr Balram Singh Yadav,** Managing Director, Godrej Agrovet Ltd, in the 62nd National Symposium organized by CLFMA presented the special address on Sustainability & Future of Online Sales of Poultry Products. Mr B. S. Yadav, stated that "The government formed MPEDA and ensured the marine products space became end-to-end competitive. How do they do that? They ensure that we get the right germ plasm. Then, they also conducted training programmes for farmers on better management practices"

He told the government also equipped the processors with relevant skills,

provided them with market access and gave them subsidies. "We need something like this. There is a huge market for our poultry products abroad, particularly in geographies like the Gulf", he said. "They will make us competitive by helping us manage the diseases better. The entire value-chain management will happen in coordination with the government", he added.

He mentioned that the export of poultry products from the country was very low at just Rs 435 crore. That was just a fraction when compared to the overall size of the industry in the country.



**Balram Singh Yadav,**  
Managing Director,  
Godrej Agrovet Ltd.



"There is a huge scope. It will be tough for individual players to tap this huge opportunity. If a sovereign country does it, it will be easier", he told, adding that the industry didn't want the export subsidies for ever. "We need the government support for a few years. After that industry will be on its own", he further informed.



**Dr O. P. Chaudhary,**  
Joint Secretary,  
Department of Animal Husbandry &  
Dairying, Ministry of Fisheries, Animal  
Husbandry & Dairying, Govt.

The keynote address was delivered by Dr O. P. Chaudhary, Joint Secretary (NLM / PC), Department of Animal Husbandry & Dairying, Ministry of Fisheries, Government of India. Livestock industry, feed sector in particular, has been quite resilient to the COVID-19 crisis. However, the sector is not free from the implications of post covid challenges. This, coupled with the task of feeding of 536.76 million livestock calls for appropriate interventions at various levels.

Animal Husbandry Infrastructure Development Fund is another flagship scheme of this Department promoting entrepreneurship and employment. The scheme may be well exploited by the feed industry to set up diverse livestock feed plants capable of producing conventional / value added feed.



**Neeraj Kumar Srivastava,**  
Chairman, CLFMA of India.

By 2050 the world's population will likely increase by more than 35%. To feed that population, crop production will need to double and production will have to far outpace population growth as the developing world grows prosperous enough to eat more meat. Trading on this tightrope is not going to be an easy task and it requires a major shift in how we are consuming and producing our food today?

We will have 9 billion human population on our planet and additional 2 billion more mouths to feed by mid-century. The spread of prosperity across the world, especially in China and India, is driving an increased demand for meat, eggs and dairy boosting pressure to grow more corn and soybeans to feed more cattle, pigs and chickens. If these trends continue, the double jeopardy of population growth and richer diets will require us to roughly double the amount of crops we grow by 2050.



**Divya Kumar Gulati,**  
Convenor,  
CLFMA of India.

For the last 54 years, CLFMA has been proactively working together with the Government of India and other trade bodies making its presence felt both nationally and internationally. The classic example of this is that it was actively involved with the government authorities to solve the Soybean Price Rise issues. The CLFMA delegation conducted multiple meetings and discussions with various Government Ministers in an effort to solve the soybean meal issues. Post which the government made a monumental decision, allowing import of crushed and de-oiled GM soy cake-NLO.

In this year, industry faced a big challenge in producing protein source basically soya meal. Soya Meal prices soared to a high of Rs 90,000/- mt

from Rs 38,000/- mt. A rise by almost 136 percentage. This was also just in a span of 8 weeks.



**Vijay D. Bhandare,**  
President - South Zone & Joint Convenor,  
CLFMA of India.

This happened for the first time in the history of Animal Feed Industry. As the market forces act, there was cascading effect on the rise of prices of other protein sources propelling the entire feed industry to panic and confusion. This resulted in the phenomenal increase in the production cost of milk, eggs and poultry meat, hurting the demand and consumer uptake.



**Suresh Deora,**  
Secretary, CLFMA of India.

The Symposium will have deliberations addressing Demand, supply commodity outlook for Corn and Soybean, as these commodities contribute significantly to the compound feed production, sustainability of online sales of poultry products, online trading of Agri commodities and Policies related to imports and exports of corn.

India has one of the largest livestock populations in the world and proper feeding of the livestock faces huge challenges, particularly in the light of growing food demand for human population, diversion of food grains for bio-fuels etc. Also, volatility in prices of food and feed commodities and also constraints of supplies due to scarcity will continue in the coming years and as a consequence, affect livestock production.





**Dr Sanjeev Kumar Balyan,**  
Minister of State for Fisheries, Animal  
Husbandry and Dairying, Govt.

I hope that the symposium with the theme "Feeding the Growing Livestock Population: Current & Future Challenges" could play a vital role as a platform in sharing new ideas and techniques for enhancing production and availability of various

feed resources for livestock so as to face the future challenges in feeding the growing livestock in India.

**Daniel Bercovici,**  
Chairman,  
International Feed Industry  
Federation.

On behalf of the International Feed Industry Federation (IFIF) I would like to thank you for your kind invitation to the inaugural session of your 62nd National Symposium on 24th September 2021.

It would have been an honour for us to attend and join you and the Indian Feed Industry colleagues at this special association. Unfortunately, we are not available on that date as we are holding our annual IFIF meeting with the UN FAO at the same time.

Mr Balram began his career with Godrej in 1990 and over the years, he has handled roles of increasing responsibility across businesses and regions in the company. He became the Head in 1999 when he was asked to establish and lead the Poultry Business.



**G. Chandrashekhar,** Economist,  
Senior Editor & Policy Commentator.

## Speakers in CLFMA's 62nd National Symposium

**Ms Prerana,** Head of Research, Samunnati Agri, has a vast experience of commodity research of more than 25 years. She specializes in Agri Commodity Research. As a part of her vast experience she has done commodity research for various value chain participants like manufacturer, trader, exchange, commodity broker, NBFC and now farmers.

experience of more than 25 years. His skills sets comprise risk management, commodity trading, logistics and supply chain management, building online market places, financial services, hedging and derivative advisories on commodity exchanges, managing large and complex supply chains for integrated textile operations.



**Unupom Kausik,** President, NMCL.

**Mr Unupom Kausik** serves as the President at NMCL. He brings in a wealth of experience for having worked in the commodities domain for almost a decade out of his overall

**Balram Singh Yadav** is the Managing Director of Godrej Agrovet Ltd (GAVL), one of India's foremost diversified agribusiness companies. He also serves as Managing Director of Godrej Tyson Foods Ltd. Besides, he is a Director of numerous firms including ACI Godrej Agrovet Pvt Ltd – Bangladesh, Creamline Dairy Products Ltd – Hyderabad, Astec Life Sciences Ltd and Godrej Maxximilk – Mumbai. He has been the Chairman of CLFMA of India (Twice), an Association of Livestock Industry.

**G. Chandrashekhar** is a global agribusiness and commodities market specialist with decades of rich experience. He provides policy inputs for the Indian Government through his newspaper columns, talks on business television and personal interaction with policy makers.

Chandrashekhar holds many public positions. Currently, he is:

- Economic Advisor, IMC Chamber of Commerce and Industry.
- Independent Member, SEBI Commodity Derivatives Advisory Committee and SEBI Research Advisory Committee.
- Consultant, UN International Trade Centre, Geneva.



**Mrugank Paranjape,**  
Managing Director & CEO,  
NCDEX e Markets Ltd.



**Mrugank Paranjape** is the Managing Director and Chief Executive Officer of NCDEX e Markets Ltd, the Non Executive Independent Director in the Central Board of the State Bank of India, the Chair of the Board of the Mumbai School of Economics and public policy and a Trustee on the Board of Sewa International.

Mr Mrugank has earlier worked with ICICI Prudential AMC, Reliance Logistics, India Infoline, W I Carr, ING Barings, IIT Inves Trust and Citibank. He is an alumnus of IIT Mumbai (B Tech, Electrical Engineering) and IIM Ahmedabad (PGDM with Specialization in Information Systems).



**B. Soundararajan,**  
Founder and Chairman,  
Suguna Group.

Born in 1961, **Mr B. Soundararajan** is a first-generation entrepreneur, whose life's motto has always been the same from the beginning, which is to enrich the lives of rural India. Originally hailing from Udumalpet, a town not far away from Coimbatore, Tamil Nadu, he went on to found Suguna Group Companies along with his younger brother Mr G.B. Sundararajan.

He currently serves as the Managing Director at Suguna Holdings Pvt Ltd and as a Director in its subsidiaries including overseas Companies. Under his leadership, Suguna Foods has provided livelihood to 39,000+ farmers and has been ranked 3rd in Asia's top poultry producers list and also ranked as the 9th largest poultry company globally.



**Bahadur Ali,**  
Founder & Managing Director,  
IB Group.

A man of the people, **Mr Bahadur Ali**, has been a visionary leader, successfully leading IB Group through its capricious journey. He was called as a "Father of Modern Indian Poultry". He envisioned the easy availability of Protein as an eminent source of nutrition at an affordable price to Indian population. Mr Ali has led IB Group through numerous business expansion plans and International Partnerships.

He conceived the importance of quality feed for their better growth and performance thereby entering into Poultry Feed business. His journey from once a remote village of Rajnandgaon as a small-scale poultry merchant to the protein and agri conglomerate which is globally recognized and has put Rajnandgaon and Chhattisgarh state on a Global map supported agriculture and rural development not just in Chhattisgarh state but all across India.



**Rahul Kumar,**  
Managing Director,  
Lactalis India.

Mr Rahul Kumar is working as a Managing Director of Lactalis India and managing 3 companies, tirumala, anik and prabhat. Lactalis is the largest dairy group in the world having annual turnover of 23 billion USD. Previously he has worked as a Managing Director, Amul Dairy for 11 years from 2003 till 2014. Mr Rahul has versatile experience of 29 years in Dairy. After graduating with a degree in chemical engineering from Indian Institute of Technology, roorkee, he was chosen for a management course at the Institute of Rural Management Anand, after which he joined Amul.



**Tarun Shridhar, Retired IAS,**  
Former Secretary, AH & D.

**Tarun Shridhar** was a Senior Adviser with the NCDC for about eight months. Subsequently, he has been appointed as a Member of the Central Administrative Tribunal (CAT); He is posted in Allahabad these days. He is also a former IAS officer of the 1984 batch of Himachal Pradesh cadre.

Presently he is a Member of Central Administrative Tribunal. More than 35 years experience in high positions of policy making and implementation. Prior to holding the position of Secretary, government of India, he was Additional Chief Secretary in the Government of Himachal Pradesh. As Additional Chief Secretary, he looked after diverse sectors and departments such as power, personnel, revenue, environment and forest, animal husbandry, fisheries etc.

Nearly ten years of combined experience in the state and central governments in Animal Husbandry, dairying and fisheries sectors.





**Dr Beeda Masthan Rao,**  
Founding Chairman and Managing  
Director, BMR Group.

**Dr B. M. Rao**, the founding Chairman of BMR Group of industries is a man of humble beginnings. Fondly known as BMR, Mr Rao began his seafood journey in 1991 in his hometown,

Iskapalli with "Seed Culture". Today, almost 30 years later, the group has expanded into a conglomerate of Multiple Seed Hatcheries, shrimp processing facilities, feed manufacturing facilities and exports to major international cities.

Mr Rao was awarded the Doctorate (Aquaculture) by the International University of Contemporary Studies for his extraordinary contribution to Aqua Industry in the year 1998. He was also awarded the "Indian of the year Award" in the year 2017 in recognition of his achievements that have contributed towards building the reputation of our Country. (As Dr B. M. Rao was not present, Dr T. Krishnaiah, Advisor, SFMA represented on his behalf in the 62nd National Symposium 2021).

a small company with a modest turnover of Rs 12 lakh per annum and in 25 years it became among the largest company in India in the space of Animal Health and Speciality Nutrition with a turnover of Rs 360 crore at the time he handed over the charge, in September 2009.

Mr Bharat became the first Chairman of Livestock Industry Association- even though he was not from a 'Feed Manufacturing Company'.

Currently, Mr Bharat is the Founder / Chairman of Fibroheal Woundcare (P) Ltd (FWPL). The company has several patents in hand and in the pipeline all related to silk in non-textile applications. He received CLFMA Life Time Achievement Award.

## CLFMA Award Winners

**Dr Subhash V. Vaidya, Chairman**, Noble VetScience LLP is a graduate in Veterinary Science from Nagpur Veterinary College, post graduate from Jabalpur Veterinary College and Ph.D. in Poultry Science from IVRI, Izatnagar, Uttar Pradesh. He joined the Poultry sector of the industry in 1975.

In 1977 he joined Hindustan Lever Ltd as Assistant Development Manager. It was in this company that his Professional Career blossomed. He later joined Pranav Agro in 1993 as Chief Executive and rose to become Managing Director by 1998.

It was in this assignment in Pranav Agro that Dr S. V. Vaidya with his inputs made remarkable contribution in the field of Poultry Nutrition. Although there were quite a few nutritionists who were trying to use soya-based feed, it was him who made it possible on a very large scale.

Dr S. V. Vaidya started his contribution in CLFMA by making technical presentations and presenting them to various Government Departments. He worked as a Secretary, Deputy Chairman in CLFMA. He became

Chairman of CLFMA during 1999 and 2000. He received CLFMA Life Time Achievement Award.



**Bharat Tandon,**  
Past Chairman, CLFMA of India,  
Founder / Chairman of Fibroheal  
Woundcare (P) Ltd (FWPL),  
MD, Healthline Pvt Ltd (Sericare Division).

**Mr Bharat Tandon** started his career international pharma and worked for seven years in Pharmaceutical Company, which is now named Astra Zeneca Pharma Ltd. In 1984 he ventured out to start an Animal Health / Nutrition Company.

Mr Bharat was the Managing Director of Vetcare Group of Companies, Vetcare Organics and Tetragon Chemie Pvt Ltd. He started VETCARE,

**V. Ramasubba Reddy** is a Retired Professor (LPM Avian), BVSc & AH from SV University, Tirupati in 1964, MSC (Vety.) from AP Agricultural University in 1970 and Ph.D. from Agra University in 1976.

He got during his academic career OPGA of 4.00 out of 4.00 during Masters Program and best teacher and meritorious teacher awards. Also, he was the principal investigator in several research programs. He was rated as a good teacher for UG and PG students.

He was involved as a major and associate guide for 32 students and published 185 papers including 68 Research Publications.

He worked in State Department of Animal Husbandry, Andhra Pradesh; IVRI and CARI, Izatnagar; APSMPDC, Andhra Pradesh; and Agricultural University, Andhra Pradesh. He is having 57 years of experience in livestock, poultry and aqua production. He says that his efforts for Animal Food Production and for nutrient economy during Livestock Production will be continued throughout his life. He received CLFMA Award.





**Dr V. Sridhar, General Manager,  
National Dairy Development Board.**

**Dr V. Sridhar** is a professional in the field of Animal Nutrition with experience of more than 23 years in applied dairy nutrition. He obtained his M.V.Sc degree in Animal Nutrition from the Andhra Pradesh Agricultural University, Hyderabad and a full-time M.B.A in General Management from the Sri Sathya Sai Institute of Higher Learning. Subsequently, Dr Sridhar underwent training in advanced dairy nutrition in the USA and Europe.

Over the past two and a half decades, Dr Sridhar has visited ten nations – counted as advanced nations in dairying – for understanding best practices in animal nutrition, dairy herd management and feed manufacturing. He has also participated in international conferences and symposia in the US, Europe, Asia and Brazil on topics ranging from climate change to feed quality management.

Currently he heads the Animal Nutrition Group at NDDB and is tasked with the development of scientific and practical solutions to the challenges faced by the dairy farmers in matters relating to feed and fodder. He is also a member of the FAD Council of the Bureau of Indian Standards (BIS) as well as the convener of the expert panel on feed ingredients. His work experience includes stints in the private and public sectors

handling responsibilities ranging from applied R&D, technical services, product management and handling a feed manufacturing unit with P&L responsibility. He received CLFMA Award.

**Dr A. Natarajan, MVSc., Ph.D** is a Professor and head in Animal Feed Analytical and Quality Assurance Laboratory, Veterinary College and Research Institute, Namakkal, Tamil Nadu Veterinary and Animal Sciences University.

Graduated in 1987, he mastered in Animal Nutrition (1991) and obtained his PhD (1998), from Madras Veterinary College, Chennai. He is totally involved in upgrading the 10% self-financed Animal Feed Analytical and Quality Assurance Laboratory in testing of feed and feed ingredients for livestock and poultry, since 1996, on cost-effective basis, in line with University Directions.

Started in 1994, in nation's biggest poultry belt, during the time of no

facilities for testing, the laboratory, has gone miles to create infrastructure to analyze huge number of tests in shortest possible time with validated results being quickly dispatched in every possible way using its own software-oriented LIMS, meant to accommodate data on customers, results, accounts and so on.

He and his team facilitated obtaining the prestigious ISO / IEC 17025: 2017 NABL accreditation in 2017, the first institute to do so for the University. His perseverance with Service Tax department resulted in inclusion of exemption of Service Tax to feed testing in 2013 for entire nation. He is Principal Member of FAD5 of Bureau of Indian Standards. His focus is to move forward to expand the residue testing facility.

His aim is always to upkeep the integrity with impartiality in every aspect surrounding the analyses. He received CLFMA Award.

### Ashish Gupta Passes away



**Ashish Gupta,  
Managing Director, Sampoorna Feeds  
Pvt Ltd**

A Loving, Caring, Enthusiastic, Dynamic friend and Business partner. We cannot express in words the sorrow we faced. A great human who walked an extra mile to make a difference. Shri Ashish Gupta, Managing Director, Sampoorna

Feeds Pvt Ltd and an active member who worked tirelessly for the welfare of North India Poultry Farmers. As we reflect upon the high standards he espoused, we are reminded of the many benefits we enjoyed being with him through his journey. Your contribution to the industry has been impeccable and your position is irreplaceable. Aviagen India family unite in offering our condolences to the family of the bereaved. May god give strength to his Wife Ritu, Son Rishab and Daughter Riya and Mother to traverse through

times. We extended our support to the Sampoorna Family and pray for the departed. May his Soul rest in peace, Aviagen India said in its Condolence message.

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