STATUS OF BROILER INDUSTRY IN INDIA -- A REVIEW

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ABSTRACT

There are >10,000 broiler farms in India. Largest farms have the capacity to produce 10,000-20,000 broilers per week. The Indian broiler industry expanded from 31 million in 1981 to 300 million in 1992 and at the present annual growth rate of 15 per cent it may exceed 800 million by the end of this century. Broiler meat consumption has increased almost three-fold during the last decade and broiler meat share will be around 90 per cent by the year 2000. An integrated project involving breeding, hatching, growing, distribution, marketing and export is successfully in operation in Maharashtra and now capable of landing 2,00,000 chicks per week as against 50,000 before.

The poultry industry remained dormant till the beginning of 1970's when it started showing spectacular growth with renewed interest of poultry farmers. The value of poultry production has climbed steeply-eight times under the impact of modernization from about Rs.8,000 million in 1980 to Rs.63,400 million in 1993 (Anonymous, 1994). During the last 10 years, poultry meat output increased from 2,74,000 to about 5,78,000 tones (Ahmed, 1995). Recently, there has been rapid developments of several specialized enterprises like hatchery operation, compounding of feed, manufacturing of poultry equipments and similary specialized cheap and quality broiler meat production.

Obviously, the feed conversion efficiency of broiler is 2:1 as compared to 4:1 in pigs and 5:1 in sheep and goat. Moreover, processing loss is minimum and cooked edible portion is maximum in broilers as compared to meat obtained from animals. Although, there is a demand for all type of meat but broiler meat consumption is increasing much faster than other type of poultry meat. The per cent of broiler meat consumption has increased almost three-fold during the last decade and broiler meat share will be around 90 per cent by the year 2000 (Dhingra, 1996). At present per capita broiler meat consumption is relatively very low in India though the growth percentage is much faster than in other top meat producing countries like USA, China, Brazil, CIS, France and Japan.

There are about 10,000 broiler farms in India. Some of the largest farms have the capacity to produce 10,000-20,000 broilers per week. The Indian broiler industry expanded from 31 million in 1981 to 300 million in 1992 and at the present annual growth rate of 15 per cent it may exceed 800 million by the end of this century. Nevertheless we have to go a long way to meet recommended nutritional requirement (10.8 kg poultry meat/person/year) for our vast population and to achieve technological excellence comparable to the best in the world (Johari, 1995).

Recent trend in raising broilers aims at minimizing the alarming farm input and maximizing the output. To achieve this, several tools like genetic improvement through selection and breeding, exploitation of heterosis, efficient implementation of improved managemental practices, application of biotechnological research findings and better health cover have been adopted and are in use. Government has introduced several schemes and provided many facilities for the benefit of users. Commercial banks provide loans to the farmers. Accordingly, government as well as financial agencies have framed different programs for the benefit of users. Finance Corpo-
rations in states have enhanced the range of loan up to Rs. 1.5 crores which has given a new life to the broiler farmers.

The decade of eighties witnessed a phenomenal increase in the output of broilers by six-fold to about 200 million. The production of broiler on a commercial scale commenced in the early sixties with the introduction of hybrid strains from poultry breeding farms in the United States, England and Europe. Further, the word broiler become popular after an imaginative and sustained campaign by Mafco in Mumbai to market it's poultry products in the early seventies. The next milestone was made with setting up of poultry processing plants, starting with Venky's in Pune, followed by four others. However, almost all of them rely on contract farmers to purchase most of their requirements. The first totally integrated project involving breeding, hatching, growing, distribution, marketing and export is now successfully in operation at 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 landing 2,00,000 chicks per week as against 50,000 before.

A new dimension has been added to boost the broiler industry with its capability to enter the export market. One fact of the international broiler meat trade is that its growth is taking place in the developing countries. The story of the emergence of Brazil from nowhere to become the world's No. 2 exporter of fresh/frozen chicken meat is now part of the country lore. Not so well known is the recent rise of Thailand as a major player in the chicken meat exports ranked sixth. China is emerging as a key player and ranked tenth in the world. With centres of production shifting to developing countries, prospectus for export of broilers from India are now bright. Asian countries have attracted joint ventures in the field of processed and further processed chicken meat. Economics of South and East Asia grew six times faster than the global economy in 1993 according to Bangkok based UN Economic and Social Commission for Asia and the Pacific (ESCAP). An export of poultry predicts, “I see Indian chicken exports grabbing between $ 100-200 million of the international market in the next ten years” (Anonymous, 1994).

In India's social milieu, economic growth is inevitably linked to social justice, as it must be. Only then can a better quality of life be assured to the large majority who subsist on minimum resources. The focus of broiler production should be also on rural development. Thus, it can contribute much more than it has so far, if its potential for the socio-economic uplift of weaker sections is to be adequately tapped. Undoubtedly, what has been achieved is certainly impressive, the infrastructure so painstakingly built over the year in the fields of breeding, feeding, health care, processing and marketing is contributing to the promising scenario. The potential is there; the production is there; and the market is also there.

Surveys conducted by the London Economist's Intelligence Unit and other have identified India as the world's next consumer market powerhouse. The prestigious American bi-monthly business magazine, Fortune, in it's special issue on 'Investor Guide' 1994,' sees India as “One of the most exiting investment stories in the world”. On the whole broiler production scenario is all set for a healthy recovery, followed by buoyancy years.

REFERENCES