

POULTRY INDUSTRY IN ANDHRA PRADESH: PROBLEMS AND PROSPECTS

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ABSTRACT

Poultry farming is the process of raising tame birds such as chickens, ducks, turkeys and geese for the purpose of producing meat or eggs for food. Poultry are farmed in great numbers with chickens being the most numerous. Poultry is one of the fastest growing segments of the agricultural sector in India with around eight per cent growth rate per annum. Poultry farming in Andhra Pradesh is the most dynamic and fastest growing segment of Agriculture Sector. Poultry industry has certain problems and challenges like capital, feeding, meat, production and marketing, deciding on market margin, water, weather, labour and land. In spite of all these constraints, poultry farming has progressed considerably during the last decade which is a positive sign. A perusal of the above situation has made this researcher to come out with the following suggestions to wish overcome the problems of poultry industry not only in districts, but also similar areas in the country. It is suggested that the government shall bring the producers of feed under the purview of Drugs and Cosmetics Act so as to control the mushroom growth of small producers of poultry feed and inferior quality of feed. The Government agencies in the poultry sector shall be liberal and help in setting up new feed production units not only under government sector but also under private sector. There is a great need for government and commercial banks to come forward with a scheme to provide the much needed finances to the poultry farmers in adequate quantity at reasonable rates of interest without which it is not possible for the poultry farms to sustain themselves in the business.

Key Words: Poultry, Segments, Marketing, Considerably, Suggested, Commercial, Quantity

1.0 INTRODUCTION

Poultry farming is the process of raising domesticated birds such as chickens, ducks, turkeys and geese for the purpose of farming meat or eggs for food. Poultry are farmed in great numbers with chickens being the most numerous. The poultry industry in India represents a major success. Today, India is the third largest egg producer in the world after China and the United States of America, and the nineteenth largest broiler producer. Undoubtedly, this impressive growth is a result of several factors such as active developmental support from the state and central government, research and development support from research institutes, international collaboration and private sector participation. A point worth mentioning here is that Indian poultry is self-sufficient, supported by a broad and strong genetic base in which the productivity levels two of broilers and layers are equal to those achieved elsewhere (e.g. in the United States of America and the European Union). Undoubtedly, these achievements are quite significant. Today, however, globalization is posing greater challenges namely, making the industry globally competitive and viable; and realising the quite enormous potential for growth as a result of changing food habits and preferences¹.

2.0 SIGNIFICANT OF THE POULTRY FARMING

Poultry is one of the fastest growing segments of the agricultural sector in India with around eight per cent growth rate per annum. The poultry sector in India has undergone a paradigm shift in structure and operation as it has witnessed a transformation from a mere backyard activity into a major commercial and grid-based industry over a period of four decades. The constant efforts in upgradation, modification and application of new technologies paved the way for the multifaceted growth in poultry and allied sectors. The development is not only in size but also in productivity, sophistication and quality.

Development of high yielding layer (310-340 eggs) and broiler varieties together with standardized package of practices on nutrition, housing, management and disease control have contributed to spectacular growth rates in egg (4-6 per cent annum) and broiler production (8-10 per cent annum) in India during the last 40 years. The annual per capital availability also increased to 60 eggs and 2.5 Kg of meat, consistently with increase in productivity. However, it is far below the recommended level of consumption of 180 eggs and 10.8 kg poultry meat per person per annum as per of the records Indian Council of Medical Research. This transformation has involved sizeable expansions and investments in breeding, hatching, rearing and processing. India is one of the few countries in the world that has put into place a sustained Specific Pathogen Free (SPF) egg production.²

3.0 AIM OF THE PAPER

The main aim of this paper is to trace out the significance and problems and prospects of Poultry Industry in Andhra Pradesh.

4.0 REVIEW OF LITERATURE

According to B. Soundarajan (2010) India has been spotted in the export market. But still the current leaders in Poultry Meat exports are Brazil and USA. Until recently, USA was the topmost exporter in the world and next was Brazil. But in the year 2004 Brazil over took USA to become No.1 and even in 2005, Brazil is predicted to continue to be No.1. Indian production is at par with these countries in production efficiency. However, the volume is less. With the support of this integration concept, India too can compete with the exporting giants in the years to come.³

According to C.B. Singh, M.H. Jilani et al (2013), the study was carried out during 2002-03 under a TAR project at a high altitude temperate climate in Himalaya hills on a total of 380 chicks one old week of Aseel Xdahlem Red crosses in Backyard conditions by 16 farm women belonging to different social and landholding categories to assess their performance in scavenging conditions. The average body weights recorded were 49.68, 100.16, 160.20, 206.12, 440.40 and 740.00gm at 1st, 2nd, 3rd, 4th, 5th & 6th weeks respectively. The mean feed efficiency from 0-6 weeks observed was 2.92. The survivability upto 20 weeks of age was 96.50 per cent. The crosses of Aseel Xdahlem Red were studied for rearing backyard poultry farming in high humid and high altitude areas of Utaranchal hills.⁴

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P. Selvaraj (2015) said that onset of cold wave in North India was the main reason for the price hike as the seasonal market attracted an average of 25 million eggs a day of Namakkal's average daily production of 2.75 billion eggs. Consumption of eggs usually goes up in the winter. Apart from that the Christmas and New Year holiday season has also boosted the consumption of poultry products. But now, owing to higher retail prices we see a consumer resistance and hence poultry farmers have not raised the prices. But prices are still at their lowest in the South at Rs.2.80 in Chennai and Bangalore, compared with Rs.2.90 in Mumbai and Delhi and Rs.2.93 in Kolkata.⁶

5.0 POULTRY INDUSTRY IN INDIA

India's roots lie in agriculture. Above 70 per cent of the population is still dependent on farming. However, its contribution to national economy accounts for only 28 per cent of GDP. There is a growing realization that for sound economic growth, the basic concept of agriculture needs to be changed from survival/supplementary income approach to its becoming a viable agri-business. For this transformation, a dynamic linkage needs to be built up among the farmer, the consumer and the professional induction of appropriate technology and adequate funds.

So far, India's agriculture has been dominated by the belief that its base is crop production. Its importance is beyond dispute, since food grains fulfil the first basic need by providing calories for sustenance of the population. Having achieved a measure of self sufficiency in cereal production, attention now needs to be given to nutritional security and economic access to food. Also, the focus shall be shifted from quantity to quality in the daily diet by enhancing the intake of animal proteins, the major sources of which are milk, egg and meat. Commercial Poultry production in India is barely 40 years old, although Poultry raising dates back to pre-historic times.

During the last four decades, annual output of egg and Poultry meat has been growing very rapidly. At present, India is the 4th largest egg producing and 5th the largest Poultry Meat producing country in the world. Poultry production in 2010 was 4200 million eggs and poultry meat, 14, 40,000 tons. About 10-15 per cent annual growth rate in egg production and 8-10 per cent growth in meat production has been registered. The term, 'Poultry', though now exclusively used with reference to chicken breeding, is really a word that encompasses a wide number of avian species such as duck, turkey, geese and guinea fowl domesticated for economic purpose. The word 'fowl' is used to refer to Poultry in general and is used with reference to domestic chickens both hens and cocks⁷.

6.0 POULTRY INDUSTRY IN ANDHRA PRADESH

Poultry farming in Andhra Pradesh is the most dynamic and fastest growing segment of Agriculture Sector. Andhra Pradesh has 805.83 lakh birds as per Livestock Census 2012, out of 7292.09 lakh birds in the country, of which 436.78 lakh birds are layers and 205.51 lakh birds are broilers besides 159.13 lakh backyard poultry and 4.41 lakh other poultry birds in rural areas. The contribution of Poultry Sector to GSDP is Rs. 8217.00 cr. as per the Advance Estimate arrived at for the year 2014-15 which is about 20 per cent of the Gross State Domestic Product (GSDP) contribution from Livestock sector of which Rs. 2958 cr. is contributed from eggs and Rs. 5259.00 cr. is from poultry meat. One fifth of the country's egg production is from Andhra Pradesh and about 50 per cent of the meat produced in the State is from Poultry sector alone. The growth of poultry industry in Andhra Pradesh is phenomenal and now reached a stage of self sufficiency and sophistication in the production of breeding stock, feed, pharmaceuticals, vaccines and equipment to meet the current and future needs. Poultry industry assures provision of quality protein through eggs & meat and also promotes employment generation.

Live Stock and Poultry Population in Andhra Pradesh

Andhra Pradesh is endowed with natural resources details of congenial for the development of poultry. The state has considerable poultry farming. Livestock and Poultry Population in Andhra Pradesh are presented in Table 1

Table -1
Livestock and Poultry Population in Andhra Pradesh

(in lakhs)				
Year	Total livestock	CGR	Poultry	CGR
2008-09	330.64	-	190.47	-
2009-10	357.56	8.14	323.92	70.06
2010-12	336.67	5.84	390.51	20.56
2011-12	329.11	2.25	498.83	27.74
2012-13	360.11	9.42	633.95	27.09
2013-14	482.19	33.90	1005.80	58.66
5014-15	513.64	6.52	1502.28	49.36
2015-16	547.21	6.54	1682.35	11.99

Source: 1. Directorate of Economics and Statistics, Andhra Pradesh 2. Live Stock Census Reports.

Table 1 shows the growth of total livestock and poultry population in the state between 2008-09 and 2015-16. It is noticed that there were wide fluctuations in the growth of total livestock during the period. It has reached the highest level of 547.21 lakhs in 2016 from a low of 32911 lakhs in 2011. The poultry population has increased from 19047 lakhs in 2008 to 168235 lakhs in 2016. Details of District Wise and Category Wise Poultry Population in Andhra Pradesh are presented in Table 2.

Table - 2

**District wise and Category wise Poultry Population in Andhra Pradesh during the year 2015-16
(Quantity in Lakhs)**

District	Layers per annum	Broilers per annum	Total
Srikakulam	4.98	5.46	10.44
Vijayanagaram	9.02	14.10	23.12
Visakhapatnam	27.00	11.90	38.90
East Godavari	34.00	17.40	51.40
West Godavari	48.00	20.03	68.03
Krishna	50.00	34.56	84.56
Guntur	30.00	15.21	45.21
Prakasam	6.40	7.05	13.45
Kurnool	12.58	21.07	33.65
Nellore	4.50	7.58	12.08
Ananthapur	6.80	12.14	18.94
Cuddapah	7.00	7.25	14.25
Chittoor	48.00	50.65	98.65
Total	288.28 (51.67%)	224.04 (48.33%)	909.09 (100%)

Source: Compiled from the Records of the Poultry Marketing Centre, 2016

It is evident from Table 2 that out of 909.09 lakhs of poultry population, broiler shared about 48.33 as against layer population of 51.67. The highest numbers of layer birds are found in Krishna district (50 lakhs) and west Godavari district (48 lakhs). The lowest number of layer birds are found in Srikakulam district (4.98 lakhs) and Nellore district (4.50 lakhs). The highest numbers of broilers are found in YSR Kadapa district (50.65 lakhs) and Krishna district (34.56 lakhs). The lowest number of broilers are found in Srikakulam district (5.46 lakhs) and Nellore district (4.50 lakhs). The district is found with the lowest number of poultry birds (2.61 lakhs) in the year 2015-16.

Problems of poultry industries in Andhra Pradesh

Most of the farmers and egg sellers admitted that they are facing with problems and challenges in the poultry sector. All the poultry producers stated that capital and feed were their main problems in the poultry industry. It is observed that diseases, weather conditions and availability of water were major problems to the farmers while land and labour were considered the least important problems or challenges.

Capital

Finance is the lifetime of any industry. The financial structure of the poultry industrial units consists of both owned funds and borrowed funds. Owned fund means capital contribution by proprietor himself. Borrowed fund means loans and advances from banks and credit from friends/relatives or money lenders. The sources of finance to sample layer poultry units clearly reveals that there are noticeable variations between the two size groups in the sources of capital usually major part of capital of Single Stock Futures (SSF) and Lost Souls Forever. For LSF layer unit's finance was from self-source and only a small proportion of capital originated from borrowed sources. The share of borrowed capital when compared to the owned capital in both the size groups is less. Hence, capital plays a pivotal role in poultry farming. Unfortunately, it is a scarce input in poultry industry.

Feeding

The number of farmers responded as all the problems associated with feeding of birds was considered a major problem. Interestingly, 50 per cent of the respondents said that feeding of birds were very expensive, particularly with fish, soya beans and wheat. Inadequacy of supply to- feed birds (30 per cent) and bad feed formulation (20 per cent). Due to the high cost of feed and the difficulty in measuring the right quantities of birds, 80 per cent of producers buy their feeds from the south; only 20 per cent reported that they prepare the feed themselves. Invariably, inadequate feeding results in birds producing small-sized eggs and reduced quantity of eggs.

Deciding on market margin

It is evaluated that poultry produces got nothing from the sale of the birds and felt their profit came from only the eggs. This may be partly true for the low input. The data presented support the fact that the gain in the market margin currently favours the producer. However in terms of business turnover, the retailer and the processor are usually better off with the retailer earning per day GHC 7.66 on each bird sold and the processor earning GHC10.00 per day for each bird sold or processed, respectively from several suppliers.

Water

Access to water for birds is considered as models problem. This is due to the availability of water in the Municipality. It becomes a problem if the farm is located at the outskirt of the study area without immediate capital to construct a borehole for the supply of water. The cost of buying water from water tankers is costly hence, the use of auto mated drinker which makes the work of the labourers simpler.

Weather

Prevailing weather condition is also another issue which is a hindrance to poultry production. Most often, particularly in the dry season, temperatures in the area range between 40°C-43°C that affect poultry productivity as birds cannot thrive well in those high temperatures.

Labour

Availability of labour and land are not considered much as a problem. Producer's focus group regarded labour as a minor problem because they indicated that there are lots of people without jobs. However, these labourers turn to acquire the skills gradually as they stay on the job.

Land

Land holding is considered sometimes serious problems. This is because land for the poultry industry is restricted by the local authorities; therefore, the intention of expanding and creating more farms becomes very difficult.

7.0 PROSPECTS IN POULTRY FARMING

- Poultry produce manure to increase crop yield which is used for feeding.
- Poultry provides the required protein content as a substitute to red meat.
- Poultry do not destroy agricultural land through overgrazing as in the case of cattle.
- Poultry doesn't destroy farms.
- Poultry unlike cattle takes very short time for production.

8.0 SUGGESTIONS

The following suggestions are offered for betterment of the poultry industry in Andhra Pradesh in particular and India in the general:

- It is suggested that the government shall bring the producers of feed under the purview of Drugs and Cosmetics Act so as to control the mushroom growth of small producers of poultry feed and inferior quality of feed. The poor quality and misleading brands of feed often proved ineffective in improving the health of birds and at times even harmful to the health of the birds. It is, therefore, desirable that suitable statutory measures are adopted to ensure that quality feed is produced and marketed.
- The Government agencies in the poultry sector shall be liberal and help set up new feed production units not only under government sector but also under private sector. It would go a long way in overcoming the problem of non-availability of feed.

- The poultry farmers shall follow scientific poultry management practices in the area of health care of poultry birds. Proper vaccination and diet supplements will reduce the mortality rate of birds. Besides, the keeping of birds in a healthy and hygienic environment can reduce the cost of health care.
- There is a great need for government and commercial banks to come forward with a scheme to provide the much needed finances to the poultry farmers in adequate quantity at reasonable rates of interest without which it is not possible for the poultry farms to continue in the business.
- While granting financial assistances to viable poultry industrial units, the banks and financial institutions shall streamline their existing complicated lending procedures and practices.
- The NABARD shall ensure that the refinance facilities to the banks for the development of poultry industry are carried out without fail.

9.0 CONCLUSION

Poultry farming is the process of raising tame birds such as chickens, ducks, turkeys and geese for the purpose of farming meat or eggs for food. Poultry are farmed in great numbers with chickens being the most numerous. Poultry is one of the fastest growing segments of the agricultural sector in India with around eight per cent growth rate per annum. Poultry farming in Andhra Pradesh is the most dynamic and fastest growing segment of Agriculture Sector. Poultry industry has certain problems and challenges like capital, feeding, meat, production and marketing, deciding on market margin, water, weather, labour and land. In spite of all these constraints, poultry farming has progressed considerably during the last decade which is a positive sign. A perusal of the above facts makes the researcher to come out with the following suggestions to help overcome the problems of poultry industry not only in districts, but also in similar areas in the country. It is suggested that the government shall bring the producers of feed under the purview of Drugs and Cosmetics Act so as to control the mushroom growth of small producers of poultry feed and inferior quality of feed. The Government agencies in the poultry sector shall be liberal and help set up new feed production units not only under government sector but also under private sector. There is a great need for government and commercial banks to come forward with a scheme to provide the much needed finances to the poultry farmers in adequate quantity at reasonable rates of interest without which it is not possible for the poultry farms to sustain themselves in the business.

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