

PRESS RELEASE

Telangana CM spells out big hopes for Indian poultry sector - urges Central Govt to do more

- *Scientific advances and expertise showcased at Poultry India 2014 in Hyderabad*
- *220 exhibitors and delegates from 35 countries present South Asia's biggest Poultry exhibition; More than 23,600 visitors register*

HYDERABAD, Dec 5, 2014: K Chandrasekhara Reddy, Honourable Chief Minister of Telangana assured India's poultry sector that he would be the frontrunner in beseeching the Centre to help stop permissions to import chicken legs from USA, which may endanger the Indian poultry industry.

The CM also said Telangana has recognised poultry as a key sector and has invited investments in it so that Telangana remains leader in the production of poultry. He also appealed to the Central Government to extend a similar gesture to this vital sector.



Inaugurating the 8th edition of the globally recognised Poultry India 2014 from November 26-28 at HITEC City, Hyderabad, K Chandrasekhara Reddy said: "Some businessmen are lobbying to get permissions to import chicken legs from the US to India. If they get them, it will have an adverse effect on the Indian poultry industry. Poultry is one of the biggest industries in India. If they (USA) want, we can export from here. I heard that they consume only breast and wing portions of the chicken. We are ready to export these to USA from India. I request the Centre's intervention in this regard," he added.

Assuring his Government's support to the poultry industry, the Telangana Chief Minister said: "We would extend all necessary help, facilities to ensure that the state retained its *numero uno* position in the country in the poultry sector and promise to wholeheartedly extend support to the industry and investors keen to invest in the state," he added.



K. Chandrasekhhar Rao further said the Government of India can also emulate Telangana state's approach to help the poultry farmers and industry nationally. "We have given this poultry industry, the status of agriculture. We appeal to the Central Government to do everything it can to extend the similar gesture."

Telangana has agreed to consider exempting poultry equipment from VAT. The CM further said that the state government had recently increased its budget for the poultry sector from Rs.90 crores to Rs.220 crores and facilitated power subsidies and affordable maize. The Government was also keen to resolve the VAT issue soon.

"Under the Integrated Child Development Services (ICDS), the state has increased supply of eggs from three crore to 5.25 crore. The state is actively considering the proposal to increase the supply of eggs from two per week per student in Government hostels to three per week," the Chief Minister said.

Union Minister of State for Agriculture Dr. Sanjeev Kumar Balyan was among those who spoke during the event's inauguration and promised that he would do all his power to ensure the poultry sector - the fastest growing segment within the agriculture sector - grows stronger by the day.



"The Government of India is taking initiatives such as 'National Live stock Mission' in 2014-15 to strengthen Poultry sector enabling the States to develop regional strategies with needed flexibility. The States can help Poultry farmers towards automation and bio-security to enable production and several subsidies are also provided to these farmers," said Dr. Balyan, himself a Veterinarian and a farmer from Uttar Pradesh. The Union Minister also assured all farmers that they would try to resolve all sensitive issues keeping in mind the interest of the rural farmer and Indian poultry.

The Joint Secretary (AP & F) Govt of India, Mr. Sanjay R. Bhoosreddy said exhibitions such as Poultry India, along with Knowledge Day, is the need of the hour which will benefit our farmers immensely by educating them to adopt latest techniques and knowledge.



Pocharam Srinivas Reddy, Minister of Agriculture, Horticulture, Sericulture, Animal Husbandry, Fisheries & Dairy Government of Telangana; said the state's farmers were producing 920 crore eggs annually, standing second in the country in terms of egg production.

Earlier, welcoming the Chief Minister, the President of Indian Poultry Equipments Manufacturers Association (IPEMA), Mr. Chakradhar Rao said: "India has emerged as strong as a major livestock production center. We are globally recognised as the second ranked egg producer and fourth ranked chicken meat producer in the world. The Indian poultry industry has grown at around 8-10 percent annually over the last two decades, maturing from a backyard activity to integrated business and giving employment to more than 60 lakh people. The demand for poultry products has been growing steadily on the back of favourable socio-economic factors like healthy GDP growth, rising purchasing power, changing food habits and increasing urbanization. Our country's economic parameters favour the production of eggs, broiler meat and dairy products at a very competitive price."



Despite these impressive figures, there is a challenge as India's per capita consumption of chicken meat is 4.2 kg per person and eggs is just 60 per person, much less than the global average of 11.2 kg meat and 155 eggs. Mexico retained the top position with 365 eggs per person per year (An Egg a Day). Mr. Chakradhar Rao further said that there is a serious challenge in addressing the issue of malnutrition in the country and said the new generation has to be made aware that the best source of protein can be had through chicken and eggs which are easily available and very cost effective. He also appealed for transparent and uniform customs tariffs for the imports of modern machines and farm equipments so as to enhance poultry production and make it more efficient.

The Vote of Thanks was given by IPEMA Secretary Mr. Harish Garware, thanking all dignitaries on the dais, distinguished guests, experts, exhibitors from India and abroad, EAC members, National and State poultry Associations cum organisations, colleagues from the poultry sector who all had been a source of strength, helping them to make Poultry India a great success.



Mr. Garware said: "This year Poultry India has begun an educational campaign to raise awareness of protein deficiency in India and we firmly believe we can help India reduce - and finally eradicate - Protein deficiency and make India healthy and smart. Thanks to all those who have made this campaign happen." Mr Garware added: "The main aim of this exhibition is to help you to keep abreast

of the latest developments and practice in the poultry management, poultry health & nutrition, poultry breeding and new techniques in feed manufacturing and poultry production. Poultry farming in India is a culmination of many years of innovation and ingenuity, in the face of tough circumstances. Moreover the industry as a whole, with its enabling of low cost model with increased productivity, is today a showcase of success like few across the world. Poultry India is a unique platform to display, developments and thinking for the improvement of the industry and also attract ample trading and investment opportunities. I am also extremely proud that Knowledge Day was extremely successful where we heard and shared intelligence and inspiration with some of the biggest experts in poultry business in India and around the world."



Anil S. Dhumal head of Dhumal Industries said: "I am very happy with the 2014 exhibition. We were pleasantly surprised with the increase in the number of visitors and we are sure this same event next year will be much bigger. Some very big names joined us at this venue, names that have made their mark in giving farmers expected return on investment and thus generating real value. All this is because farmers --and the industry -- have realised that automation is the need of the hour and many equipment and feed manufacturers are providing systems for water, feed and air ventilation which enables farmers to grow healthier chicken and achieve enhanced bird performance."



G.B. Sundararajan, Managing Director, Suguna Foods Limited said: "I am extremely happy with the way Poultry India has gone to become one of the most sought after poultry exhibition in South Asia. It not only helps the industry see the scientific and technical advances made by key players in the sector, but also gives the simple backyard poultry farmer a level of hope to know his business is being acknowledged and protected by the state and central authority and the associations that he belongs."

Mr Sundararajan also said Poultry India is spearheading an educational campaign to Eat Right, Eat Healthy. "Protein deficiency in India is cause for concern. A recent paper published in The National Medical Journal of India highlighted the fact that India has the highest number of new Tuberculosis and TB-related deaths in the world, with 2.3 million new cases and an estimated 320,000 deaths annually. A recent study commissioned by Du Pont and done by Economist Intelligence Unit concluded that quality of the food consumed in India is highly deficient in protein, iron and Vitamin A. In their latest report this study says that while meat consumption remains important to the human diet, milk and eggs will increasingly provide a more efficient source of calories and protein." (<http://www.slideshare.net/DuPont/du-pont-committee-updated-report-2014>)



For Indians protein in diet is only 37 grams as against a world average of 65 grams and World Health Organisation recommendations of minimum 84 grams per day. An average Indian consumes 35-40gms of protein per day while the protein requirement for an average person is 1 gm per kilogram of bodyweight per day. (Reference: *Nutrient Requirements and Recommended Dietary Allowance for Indians. ICMR 2009*) According to FAO, two billion people suffer from one or more micronutrient deficiencies, while 1.4 billion are overweight, of which 500 million are obese. In India the prevalence of malnutrition is very high. More than 40% of under-five children population suffers from the condition.

The World Bank reviewed and proposed revisions in May 2014, to its poverty calculation methodology and purchasing power parity basis for measuring poverty worldwide, including India. According to this revised methodology, the world had 872.3 million people below the new poverty line, of which 179.6 million people lived in India. In other words, India with 17.5% of total world's population had 20.6% share of world's poorest in 2013.

Dr Geeta Dharmatti, a Pune-based nationally acclaimed nutritionist says: "If you're watching your weight, try including protein with every meal. It will help you feel full longer. Spreading protein evenly across your meals is also good for your muscles, which is especially important as you get older and start to lose muscle mass. Along with the quantity of the protein, it is also very important to choose right quality of protein. Poultry and egg proteins are easy to digest, cheaper and easily

accessible and hence contribute more in providing the required amino acids to the body. For this reason, they are also referred to as complete dietary protein," Dr Geeta added.

Several memorandums were submitted during the event.



The Andhra Pradesh Poultry Federation President, Dr. V. Sundar Naidu submitted Memorandum to Dr. Balyan and Mr. Bhoosreddy requesting for revival of poultry sector in Vizag, Vizianagaram & Srikakulam which were destroyed during the recent Hud-hud Cyclone. Dr. Reddy further requested the Minister for interest subvention on existing loans, and to advise banks to reschedule the existing loans with a moratorium period of two years while extending additional working capital to farmers in the above three districts.

Mr. M.B. Desai, Chairman, National Egg Coordination Committee (NECC) also submitted another memorandum to Dr. Balyan which raised issues of processing of manure to convert into bio-fertilizer and bio-gas and other sensitive issue like cage free system which needs to be abolished. If cage free systems were adopted, costs would increase while decreasing production resulting in loss for the farmer,



Mr. Bahadur Ali, Exhibition Advisory Committee (EAC) Member submitted a memorandum to Dr. Balyan requesting him for remedial actions for the industry's growth. He also appealed for the imposition of a ban on import of chicken legs, problems of farm equipments and restriction on poultry rearing under the cage system.

Mr. Ram Reddy, EAC Member also raised the WTO issue and requested Dr. Balyan and Telangana Chief Minister to reject the chicken meat import permissions. He said including chicken and eggs into schools' mid day meal programme would be beneficial to strengthen the under nourished children and requested the Chief Minister to look into this request.



The Chief Minister, Central Minister, state ministers, dignitaries and organisers were also joined in this appeal by nearly 220 exhibitors and delegates from 35 countries at the 4-hall exhibition which attracted more than 23,615 registered visitors from across the country, making it one of the biggest and most prestigious poultry exhibitions in South Asia. The exhibition is organised by Indian Poultry Equipment Manufacturers' Association (IPEMA) under the guidance of the Exhibition Advisory Committee (EAC).



Also present at the exhibition inauguration was; Mr Etela Rajender, Honourable Minister of Finance & Planning, Small Savings, State Lotteries, Consumer Affairs, Legal Metrology, Civil Supplies- Government of Telangana; Mr Teegala Krishna Reddy, Member of the Legislative Assembly, Telangana; Mr Chintala Kanaka Reddy, Member of the Legislative Assembly, Telangana; and Shri D. Venkateshvarlu, Director Dept of Animal Husbandry-Telangana, EAC members Mr. Uday Singh, Mr. Rajesh Rosia, Mr. O.P Singh, Dr. Hooda, among others.



Poultry India is globally recognised as an important forum for the poultry industry, feed equipments, technology, breeders, egg farming, poultry nutrition, animal health and international poultry production. The exhibition showcased latest advances in poultry research, health and nutrition, science and technology like cages and feed milling importance.

A Technical Seminar called 'Knowledge Day' was held on November 25 a day before the exhibition at the Novotel Convention Centre where global Poultry industry experts provided insights to more than 650 poultry industry guardians.



Speakers from Europe, Asia, Australia and of course India shed light on advanced knowledge and understanding of poultry industry via scientific forums, trainings and career opportunities in the Poultry Industry. Eminent national and International speakers presented their papers on various technical and management challenges faced by our industry today. Knowledge Day once again ensured close interaction with seminar attendees and experts in interactive sessions and was an opportunity to share experiences and knowledge with colleagues in the industry.



Mr M. B. Desai and Mr K.V.S.Subba Raju, Vice Chairmen, National Egg Co-ordination Committee, Shri Errabelli Pradeep Rao, President Telangana Poultry Federation, Mr Ranjit Reddy, President Poultry Breeders Association of Telangana, Mr Mohan Reddy, President, Hyderabad Layer Farmers Association and Mr Balaswamy, President, National Egg and Chicken Promotion Council were also extremely pleased with the 2014 edition and have promised a bigger show with greater global participation next year.

Mr. Desai also announced that the 9th edition of Poultry India will be held at the same venue from November 25-27, 2015. Knowledge Day 2015 will be held on November 24, 2015.

More than 180 Indian and 40 foreign companies from USA, South Africa, China, Canada, France, Belgium, Malaysia, Singapore, Turkey, Ukraine, Netherlands, Germany, Spain, Italy, Israel are exhibiting their products in 4 halls across 1,60,000sqft of exhibition space. Organizers had made elaborate arrangements for poultry farmers from India and abroad who visited the three day exhibition.



Poultry India 2014 exhibition was supported by the Governments of Telangana, Uttar Pradesh and the Government of India. All poultry and feed associations in India extended their full support including National Egg Coordination Committee; CLFMA of India; Poultry Federation of India, All India Poultry Breeders Association; Andhra Pradesh Poultry Federation; Telangana Poultry federation; Poultry Breeders Association (Telangana); West Bengal Poultry Farmers Association; Tamil Nadu Broiler Co-ordination Committee; Broiler Breeders Association of North; Karnataka Poultry Farmers and Breeders Association; Indian Poultry Journalist Association; Poultry Breeders Welfare Association (Maharashtra); Odisha Poultry Farmers Association; Indian Federation of Animal Health Companies; National Egg and Chicken Promotion Council.





Industry Outlook.

Chicken and Egg market (Industry turnover) : 100,000 crores
Chicken production/ Per head consumption: 55,00,000 Metric Ton /4.5 Kg
Egg Production/ per head consumption : 8000 crores / 65 eggs
Employment : 60 Lakh Jobs
Feed grain requirement : 265 Lakh Metric Tons

ENDS

Notes To The Editor

About Poultry India

Poultry India is a newly constituted advisory body given a unanimous mandate to spearhead an educational campaign to Eat Right, Eat Healthy through a balanced daily diet which should include high proteins and thus be healthy and smart. The advisory body comprises heads of national organisations including Indian Poultry Equipment Manufacturers' Association (IPEMA), National Egg Coordination Committee (NECC); CLFMA of India; Poultry Federation of India (PFI); All India Poultry Breeders Association (AIPBA); Andhra Pradesh Poultry Federation (APPF); Telangana Poultry Federation (TPF) Poultry Breeders Association (PBA-T); Poultry Breeders Welfare Association Maharashtra (PBWA-Mah); West Bengal Poultry Farmers Association (WBPFA); Tamil Nadu Broiler Co-ordination Committee (TMBCC); Broiler Breeders Association - North (BBAN); Karnataka Poultry Farmers & Breeders Association (KPFBA); Indian Federation of Animal Health Companies (INFAH), Indian Poultry Journalist Association (IPJA) and All Odisha Poultry Association (AOPA). Poultry Exhibition, one of the largest in South Asia, brings together global experts on nutrition, breeding, poultry equipment and animal health, and provides insights into latest trends and best practices in poultry farming and breeding. Exhibitors from all over the world also showcase their equipment, products and services to Indian and foreign visitors. A one-day Poultry Knowledge Day is also organised in conjunction with the Poultry India exhibition **Please visit <http://www.poultryindia.co.in> for more information.**

For More Information Please Contact:

Harish Garware

Gen. Secy: Indian Poultry Equipment Manufacturers' Association

Email: hgarware@gartech.co.in

Mobile: 9822094653

Sandhya Rani. S

Manager - POULTRY INDIA / IPEMA

E-mail: hyd@ipema.co.in, info@poultryindia.co.in

Mobile: +91-9490612032