



Module no 1: Status and scope of meat, poultry and seafood industry in India



Meat

Meat is a skeletal muscle of animal which undergoes physical, chemical & biochemical changes & used as food.

The present production of meat is estimated at 6.27 million tons in 2010 (FAO, 2012) which is 2.21% of the world's meat production.



The contribution of meat

- Buffalo is about 23.33%,
- while cattle contributes about 17.34%,
- Sheep 4.61%,
- Goat 9.36%,
- Pig 5.31%,
- Poultry 36.68% and
- Other species 3.37%



❑ Exported Buffalo meat from India have increased from 726287.27 MT in 2010-11 to 1106965.20 MT in 2012-13.

❑ India's exports of poultry products has also increased from 516753.83MT in 2010-11 to 577812.60MT in 2012-13.



- ❑ India's exports of processed meat increased from 1305.96 MT in 2010-11 to 1330.86 MT in 2012-13
- ❑ The top five destinations for export of Indian sheep/goat meat during 2012-13 were United Arab Emirates (47.87%), Saudi Arabia (29.53%), Qatar (10.25%), Kuwait (6.53%) and Oman (2.21%)



❑ Contribution of livestock to GDP decreased from 4.02% in 2004-05 to 3.64% in 2010-11 at current prices (about 22.51% of agriculture and allied GDP)

❑ As the country's livestock industry is changing, India attempts to become a key player in the global meat market.



- ❑ The poultry has gaining the widely acceptance by consumers and growing 10-15% annually.
- ❑ India is the fourth world's largest egg producing country.



- ❑ In India, there are about 4,000 registered slaughter houses with the local bodies and more than 25,000 unregistered premises.

- ❑ The National Committee on Human Nutrition in India has recommended per capita of 180 eggs (about one egg every two days) and 10.8 kg meat



- ❑ The growth of the industry with steady production of 1,800 million kg of poultry meat, 40 billion egg per year and employment generation of about 3 million people indicates the future prospects for the industry.
- ❑ Indian poultry are exported mainly to the Middle East and the Maldives and more recently Japan
- ❑ Increased emphasis on quality and changing consumer tastes require greater investments in modern slaughter facilities and development of cold chains.



- ❑ The MPEDA and Indian Government are currently focussed on enhancing production and boosting exports to make India the top global seafood exporter.
- ❑ Frozen shrimp continued to be the single largest item of export in terms of value accounting for about 44% in the total export earnings. In terms of quantity, fish accounted for the major share at 40% (shrimp 21%).



❑ Andhra Pradesh counts for maximum egg production. Within Andhra Pradesh, Hyderabad is the city with maximum poultry and hatcheries.



Factors affecting growth of the Meat and Poultry Sector

- More awareness and changing needs, lifestyles and global food consumption patterns of consumers.
- Availability of wider range of products.
- Openness to experimenting with processed and convenience meat and meat based products.



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- Increased phenomenon of organized retailing.
- Increasing export opportunities.
- Increase in favorable regulatory environment and government support.
- Augmented investment inflows.

National Fisheries Development



Board

GLOBAL POSITION OF INDIA

3rd in Fisheries 2nd in Aquaculture

Contribution of Fisheries to GDP (1.07 %)

Per capita fish availability (9 Kg)



Suggested readings

- www.fao.org/docrep/article/agrippa
- www.nfdb.org.in
- Iwuoha C. I and Onyekwere S. Eke. (1996). Nigerian indigenous fermented foods: their traditional process operation, inherent problems, improvements and current status. *Food Research International* ~ Vol. 29, Nos 5-6, pp. 527-540, 1996
- Kobayashi I. Takeno T. Sugawara M. (2004). Data transmission code towards international EDI for seafood supply chain. *Int. J. Production Economics* 87 : 281–29



- Sathiadhas R. Socio Economic Scenario of Marine. Fisheries in Kerala - Status and Scope for Improvement.
- CMFRI, 2005, Marine Fisheries Census, 2005, Part I, Kerala