



Indian Egg Industry: Present Scenario and Future Prospects

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Poultry Industry

- Till 1960s backyard industry
- 1972 - layer breeder operation - Venkateshwara Hatcheries – Father of poultry industry Late Dr B V Rao garu
- Initial years lot of farms with size of 200-1,000 birds started
- Initial deep litter farms
- Cage farms started in 80s
- Farmers faced lot of marketing issues
- Many farmers closed the farms

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National Egg Co-ordination Committee



- In 1982 formed by Late Dr B V Rao garu along with industry veterans
- My Egg, My Price, My Life
- World's largest poultry farmers co-operative having 35,000 farmers
- To promote the welfare of poultry farmers
- To ensure fair and reasonable price for egg
- To Bridge communication gap among poultry farmers and avoid the exploitation

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National Egg Co-ordination Committee



- 3 tier system
 - a. Local Committees - 77
 - b. Zonal Committees - 27
 - c. Executive Committee – 17 members
- Better co-ordination among
 - a. Production centers
 - b. Production and consumption centers
 - c. Farmers and traders

Contd..



National Egg Co-ordination Committee



- Representation to Central and State Governments for poultry development, input availability
- Egg consumption promotional activities
- Results
 - a. Marketing of egg streamlined
 - b. Better realisation for eggs to farmers
 - c. Reasonable price to consumers
 - d. Industry growth started





Poultry Industry - Present



- 15,000 farms
- Farm size range from 2,000 to 1 million bird capacity
- Poultry population 30 Crore laying population
- 50% concentrated in Southern India – T.N., A.P., T.S. and Karnataka
- Balance 50% in 10 states
- Eggs move from these states to other non-poultry states (NE)

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Poultry Industry - Present



- 3rd largest egg producer in the world
- Industry turn over Rs.1 lakh Crore, layer Rs.40,000 Crore
- Supports maize, soya farmers
- Provides employment to one million persons direct and indirect
- Per Capita Consumption 75 eggs
- Livelihood for rural population
- Contribution to National GDP @ 4.4% including dairy and fisheries
- Most of layer farms are in cages

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Poultry Industry - Present

- Marketing of eggs

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- Farmer → Consumer
- Farmer → Trader → Consumer
- Farmer → P Trader → C Trader → Consumer
- Farmer → P Trader → C Trader → Wholesaler → Consumer
- Farmer → P Trader → C Trader → Wholesaler → Retailer → Consumer
- 95%





Poultry Industry - Present

- Marketing of eggs

II

- a. Farmer → Modern trade
- b. Farmer → Trader → Modern trade
- c. Farmer → P Trader → C Trader → Modern trade
- d. Farmer → P Trader → C Trader → Wholesaler →
Modern trade
- e. 5%

III

Vaccine, pharma and cosmetic

Contd...





Poultry Industry - Present

- Restrictions

1. Egg Veg or non Veg –

- a. *“Milk is an animal product and cannot by any means be included in a strictly vegetarian diet. It serves the purpose of meat to a very large extent. In medical language it is classified as animal food. A lay man does not consider milk to be animal food. On the other hand, eggs are regarded by the layman as a flesh food. In reality, they are not. Nowadays sterile eggs are also produced. The hen is not allowed to see the cock and yet it lays eggs. A sterile egg never develops into a chick. Therefore, he who can take milk should have no objection to taking sterile eggs” - M K Gandhi – Key to Health*

- b. **Swamy Vivekananda** took fruits, two boiled eggs, two bread slices, two cups of coffee when he was in South California – from Samagra, Sapramanika Jeevitha Gadha (Telugu edition) – 241 page

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Poultry Industry - Present



2. Too many Hindu festivals
3. Unaware of nutritive value
4. 30% of the population non-eaters
5. Seasonal variation in consumption
6. Myths about egg





Poultry Industry - Future

- Future is too bright
- Per Capita Consumption 75 eggs NIN / ICMR standard
180 eggs per capita
- To cater to present population at NIN standard industry
has to grow three times
- Three tier cage system to multi-tier cage system, EC
sheds because of scarce land
- Organic eggs, cage free eggs for certain consumer
segments
- Nutrient enrichment eggs

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Poultry Industry - Future

- Poultry farms – power generating units
- Entry of professional marketing organisations
- E-commerce
- Commodity sales to branded product sales
- Ready to eat eggs and their preparations
- Poultry industry – food industry grow with population
- More and more egtarian
- Animal welfare associations demands





Thank you

