

Saudi government allows import of Pakistani poultry products

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The Saudi government has granted permission for import of Pakistani poultry products, which would enable country's poultry sector to get maximum export orders and economic benefits. Recently Saudi delegation visited poultry farms, hatcheries and feed mills located in different locations of Pakistan and after successful meetings with the representatives of Pakistan Poultry Association and government officials, the technical experts of Saudi delegation declared poultry products of Pakistan according to the international standard.

On the recommendations of Saudi Delegation, the Saudi government has permitted exports of chicken, hatching eggs and day-old chicks from Pakistan to the Kingdom of Saudi Arabia.

Dr Muhammad Aslam, Chairman of the Pakistan Poultry Association (PPA) said that the decision of Kingdom of Saudi Arabia for export of poultry

Table 1: Production of Poultry Products

Type	Units	2011-12	2012-13	2013-14
Domestic Poultry	Million No's	79.68	80.87	82.08
Cocks	"	10.10	10.38	10.66
Hens	"	38.09	38.78	39.47
Chicken	"	31.48	31.72	31.95
Eggs	"	3,809	3,878	3,947
Meat	000 Tonnes	106.51	108.62	110.79
Duck, Drake & Duckling	Million No's	0.54	0.52	0.50
Eggs	"	24.13	23.13	22.17
Meat	000 Tonnes	0.73	0.70	0.67
Commercial Poultry	000 Tonnes	44.1	47.0	50.1
Layers	Million No's	34.82	37.25	39.86
Broilers	"	597.02	656.72	722.39
Breeding Stock	"	9.25	9.71	10.19
Day Old Chicks	"	623.58	685.94	754.54
Eggs	Million No's	9,281	9,912	10,586
Meat	000 Tonnes	726.66	797.47	875.24
Total Poultry				
Day Old Chicks	Million No's	655	718	786
Poultry Birds	"	721	785	855
Eggs	"	13,114	13,813	14,556
Poultry Meat	000 Tonnes	834	907	987

Source: Ministry of National Food Security & Research.





products of Pakistan would help in promotion of economic activities as well as investment in this sector.

He asked poultry farmers to get benefit of this opportunity and keep the quality of their poultry products according to the international standards.

Poultry sector is one of the important and vibrant segments of agriculture in Pakistan. This sector has contributed 1.3% in GDP during 2013-14 while its contribution in agriculture and livestock value added stood at 6.1% and 10.8 % respectively.

Poultry meat contributes 28.0% of the total meat production in the country. The current investment in Poultry Industry is more than Rs. 200 billion.

Poultry farmers concede that poultry farms in Sindh have particularly benefited from bank loans in last two years but total financing has fallen short of their actual needs.

Poultry sector has shown a robust growth @ 8%-10% annually which reflects its inherent potential. The poultry value added at current factor cost has increased from Rs. 121.7 billion (2012-13) to 130.7 billion (2013-14) showing an increase of 7.4% as compared to previous year. The production of commercial and rural poultry and poultry products for the last three years is given in Table-1.

In early sixties the need of commercial poultry was felt which resulted in 1963, in the form of a national campaign to enhance the production of feed products

in the country. Under this campaign the governments announce a tax exemption policy on the income derived from poultry farming. Pakistan International Airlines (PIA) in collaboration with Shaver Poultry Breeding Farms of Canada started first commercial hatchery in Karachi. Simultaneously, a commercial poultry feed mill was started by Lever Brothers (Pvt), Pakistan Ltd., at Rahim Yar Khan, which was followed by other pioneers like Arbor Acres Ltd.

Special emphasis was laid by the government on development of poultry industry in the country during 1965-75. The government made major policy decisions to provide all possible facilities to poultry industry in the annual development plans.

At present commercial poultry production is concentrated around the large urban centres in the provinces of Sindh and Punjab and initially at Karachi, Lahore with the passage of time; it is now fairly well spread all over the country.

In the provinces of Sindh, there are farms in Mirpurkhas, Sukkur, Nawabshah as well as in other small cities. Similarly, in the province of Punjab, poultry farms have been well established in the areas of Rawalpindi, Faisalabad, Multan, Lahore, Bhawalpur, Rahimyar Khan and Mianwali. The large scale investment and proper incentives have now resulted in the establishment of 28,000 commercial poultry farms in the country, 150 feed mills with

Table 2: Production of Poultry meat and eggs

Year	Poultry (000 Tonnes)	Eggs (Million Nos.)
2004-05	384	8,529
2005-06	512	9,712
2006-07	554	10,197
2007-08	601	10,711
2008-09	651	11,258
2009-10	707	11,839
2010-11	767	12,857
2011-12	834	13,114
2012-13	907	13,813
2013-14	987	14,556

Source: Ministry of National Food Security & Research.

the capacity to produce 2,821 million tonnes of compounds feed per annum. Production of poultry meat and eggs for the last 10 years is given in Table-2.

As income levels rise in the country-side one sees larger intake of poultry meat even in remote towns and smaller cities of Sindh and Punjab.

Opening of new branches of KFC, McDonald and other global brands and establishment of local restaurants and eateries are also contributing to higher commercial poultry products.

Of late, vertically integrated poultry and ready-to-cook food sector companies K& Ns, Mon Salwa (Quick Food Industries) and Season's Menu have started making their presence felt in local sales and exports of chicken-based food products.

They have extended their networks of retail outlets. Cities like Karachi, Lahore, Rawalpindi and Islamabad have seen constant expansion in the company's retail outlets in the last few years. Similarly, Quick Food Industries (producer of Mon Salwa brand) now boast of 166 outlets across eight major cities of the country. About a dozen chicken-based Mon Salwa products have helped the company retain its leading position in exports of a wide range of ready-to-cook food items. Seasons Food Ltd (producer of Menu brand) also sells a big variety of ready-to-cook chicken based food products and maintains its own supply chain, from producing poultry birds to processing and freezing its meat and manufacturing chicken-based eatables.

Commercial poultry farming has become a major industry and it now meets 40% of the total domestic meat consumption. Per capita poultry meat consumption currently stands at only 5kg and 51 eggs per annum, compared with 14 kg and over 300 eggs per capita per year in developed countries. There is still great scope for the home market to increase its consumption levels.

The poultry industry is one of the largest and fastest growing agro-indus-

tries worldwide. This can be accredited to an increasing demand for poultry meat and egg products. Export of poultry live and meat amounted to Rs365 million in 2011-12. Main markets are Afghanistan, Iran, Vietnam, Bahrain, Turkey and Hong Kong. There was considerable scope for the export of eggs for breeder stock and substantial foreign exchange could be earned from the export of poultry products.

In the local market, the increased poultry production had released the pressure on the demand for beef and mutton. For the past many years, the poultry meat, being cheaper as compared to beef and mutton, has delivered great nutritional support to consumers.

Pakistan is facing enormous challenges of spread of infection in domestic poultry since the emergence of novel influenza strain A (H7N9) in eastern China. Efforts are underway by FAO to share the information generated from investigations being carried out by the Chinese authorities to control the spread of this avian virus type H7N9 and reduce the threats both to poultry health and public health.

The poultry farms in Pakistan have made a significant contribution towards

the enhancement of food production strategies and measures.

The present challenges in poultry farming are poor law and order situation, acute power shortages, higher prices of poultry feed and scant resources to combat breakout of poultry diseases which kills thousands of birds. On the other hand the imposition of 5% duty on import of poultry raw material, 5% duty on import of soybean meal and 5% sales tax as recommended in the Fiscal Budget-2014-15 would be a setback to poultry industry in the country.

The poultry industry has tremendous potential of making value-addition, which is evident from successful operation of world-renowned food chains in Pakistan.

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