



Poultry Management

R. N. Sharma

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Preface

“Strength of a nation” is going to be the key – word in a global village. An Indian poultry industry has the inherent potential to become the world- leader. Recently, I had read an article on world poultry business, in “World-Poultry “ an international magazine of poultry business. A survey was conducted to study the prices of eggs and prices of poultry feed in 45 countries. The prices were converted into U.S. dollars. Conversion ratio that is an index of conversion of feed into eggs was given due weightage. It was certainly an in-depth study of poultry business in the world. The report points out that eggs are cheapest in India, even though feed costs are not cheapest.

In spite of propaganda raised by organizations promoting vegetarianism and in spite of threat of salmonella and cholesterol, world poultry industry is expanding, as the population is increasing. Per capita consumption is also increasing. Not only that, many countries which are not traditionally poultry - growers are giving incentives to their poultry industry. Indian Government is also giving incentives to this industry by giving incentives to small poultry farmers as well as poultry industry in organized sector as poultry industry generates employment and also provides proteins to masses. Many countries have to import feed for their poultry industry. India is lucky. We export 24 million tonnes of soyabean cake to Europe, which is the main ingredient of poultry feed. We can export eggs or chicken meat instead of soyabean-cake.

Biosecurity involves the total management of a flock or herd of livestock in a manner that promotes their well-being and prevents the establishment and the spread of diseases. Starting with good-

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quality stock is an important first step. Whether stock is bought as day-old chicks, as grown birds, or as eggs, they should be purchased from companies or hatcheries that are part of the National Poultry Improvement Program (NPIP). The NPIP ensures that birds are free of certain diseases. In order to maintain an effective health program, consulting with a local veterinarian or Extension office regularly is a good idea. If birds rather than eggs are bought for the flock, it is wise never to mix different species of birds. One specie may carry and be immune to a disease that is infectious for another. Never mix turkeys and chickens or raise turkeys in the same enclosure used to raise a flock of chickens. Pullets started elsewhere, mature pullets, or force-molted hens introduced into a laying flock may carry diseases to the resident flock. For the same reason different age birds should never be mixed together. Older birds may carry diseases to which younger birds have not yet developed an immunity. The flock should be well housed and have access to good-quality feed and water.

Consumers all over the world are demanding quality products at cheaper prices. Particularly in developed countries. As such, poultry industry is facing problems of falling profit margins. We can reduce the cost of feed. India is gifted with natural sunshine, cultivable land and sufficient rains. And there is millions of unemployed. Even by providing water to thirsty lands, we can make poultry feed that can be sufficient for the world poultry. Even by controlling post harvest losses of food grains we will be able to feed world poultry and world dairy.

Indian overview: Indian poultry industry is on cross-road. Considerable progress is already made but we have to go miles. Most of the global brands are available in India, still there are some opportunities for technology transfer particularly organic brand. And processing is as good as non-existent. There is a great potential for exports which is yet to be tapped. Future of popularity industry depends on Government and Indian entrepreneurship!

—Editor

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