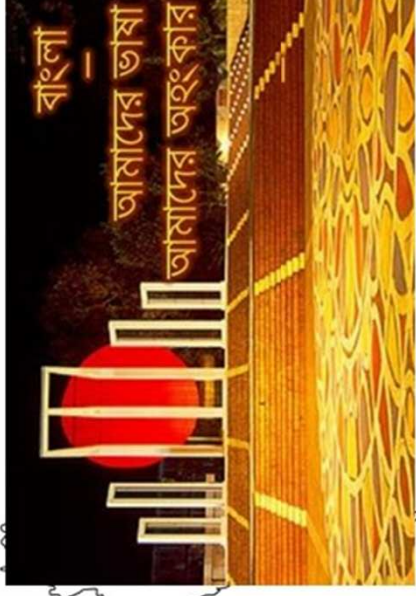
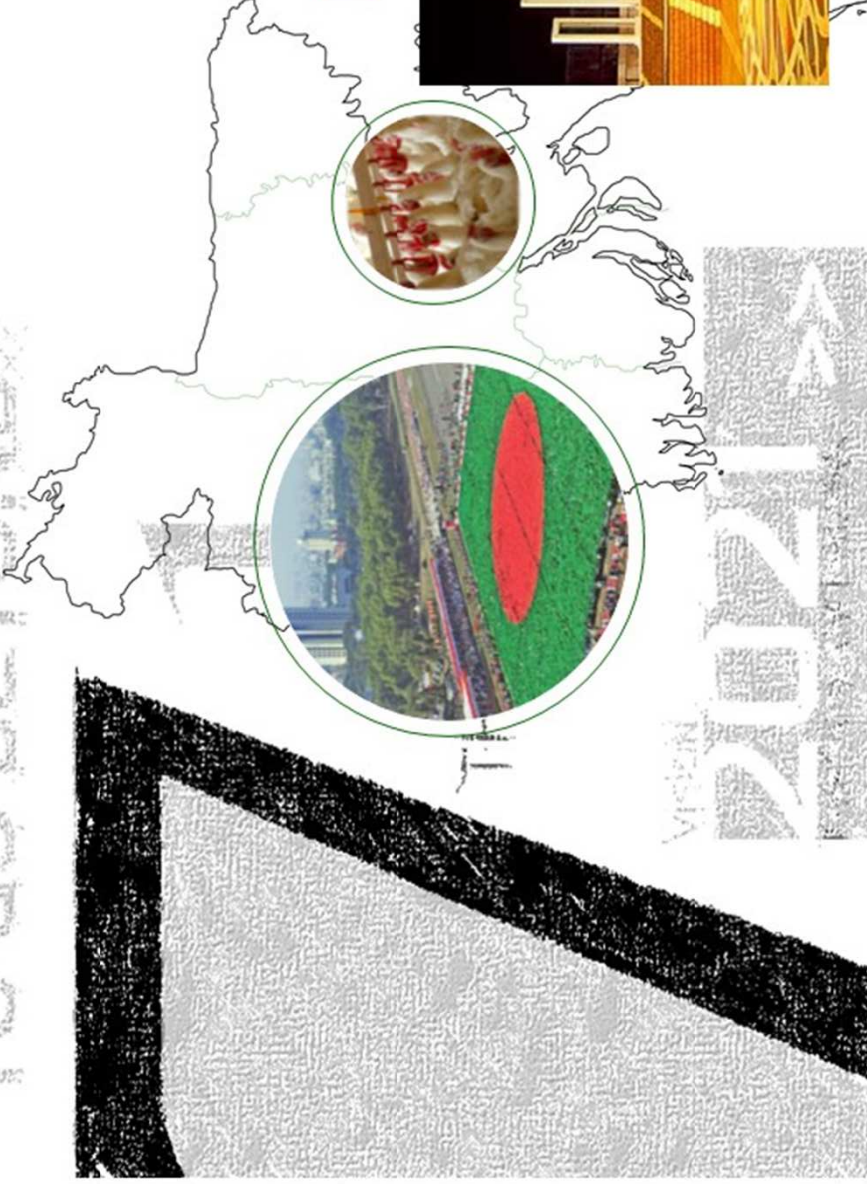


THE NUCM VISION FOR
TO GO BEYOND

PROSPECT & FUTURE OF POULTRY INDUSTRY OF BANGLADESH





Love begins at home,
and it is not how much we do,
but how much



LOVE

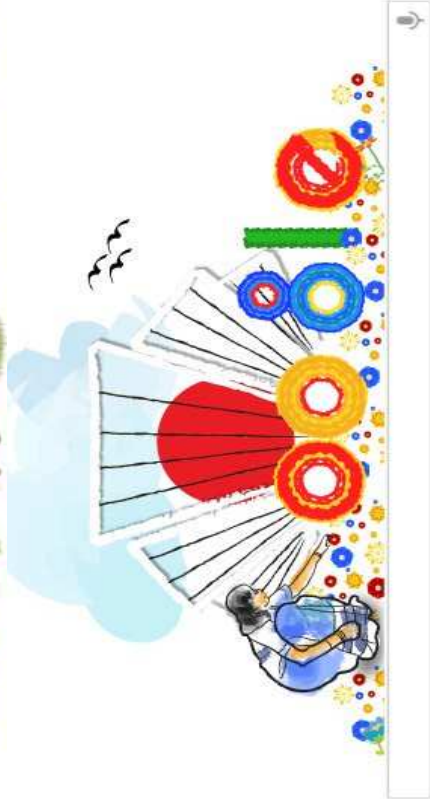
we put into that action.

-Mother Teresa



International Mother Language Day has been being observed since 2000 to promote peace and multilingualism.

The date corresponds to the day in 1952 when students from the University of Dhaka, Jagannath University and Dhaka Medical College, demonstrating for the recognition of Bangla as one of the two national languages of East Pakistan, were shot dead by police near the Dhaka High Court in the capital of present-day Bangladesh.



আয়র প্রথম হৃদয়মথিত শব্দ
মনুষ্যত্বের প্রথম দীক্ষা যে উচ্চারণে
তারই সম্মানের জন্যে তাঁরা যুধিবদ্ধ হয়ে দাঁড়িয়েছিল।।

They stood up together
to protect the honor of the sound
that issued from the lips of a new-born babe
churning the very core of his existence,
the utterance that sanctified for him
his first lesson of humanity

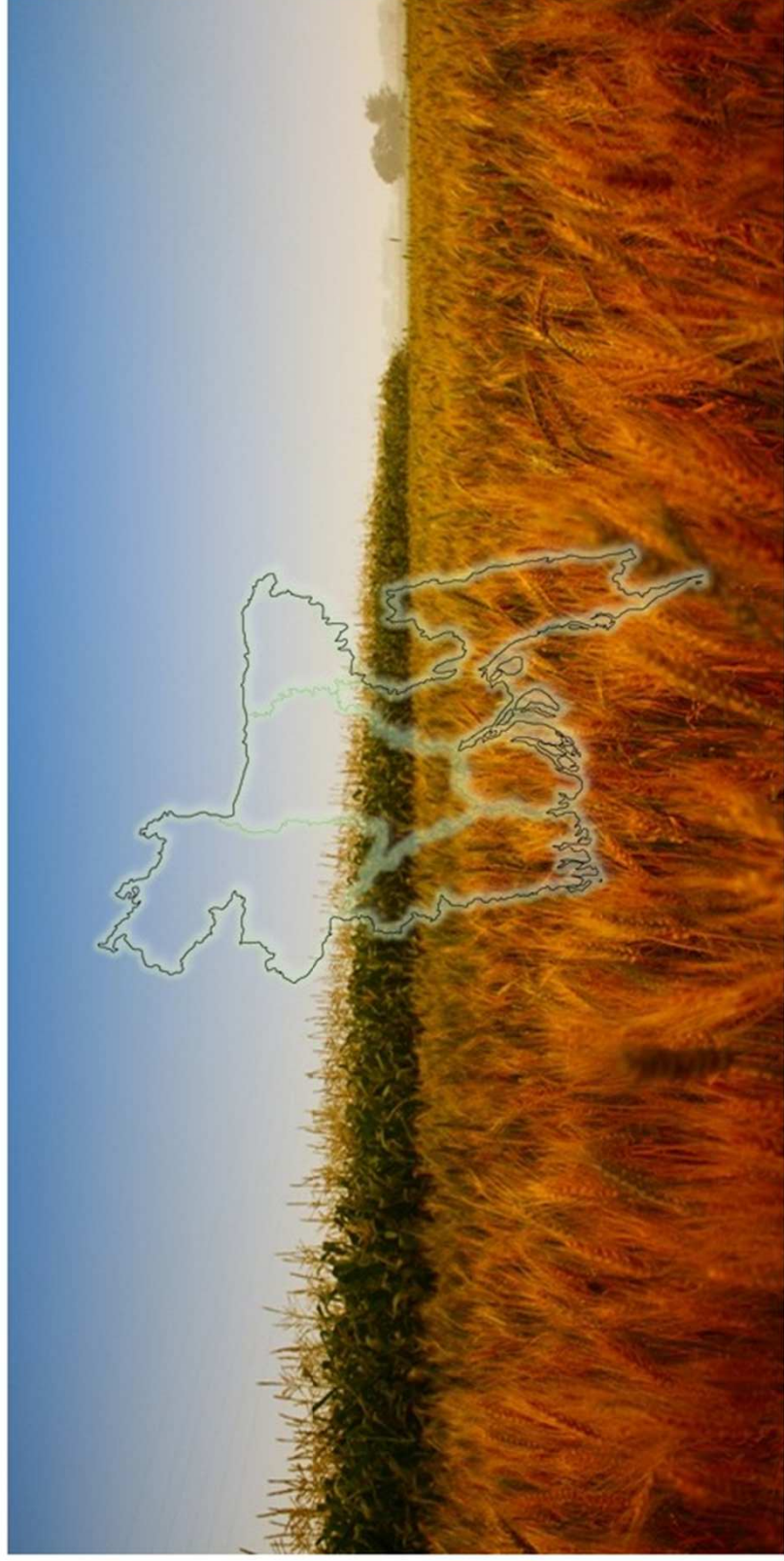
হাসান হাফিজুর রহমান
Hasan Hafizur Rahman



LET'S PAY TRIBUTE TO THE MARTYRS OF THE LANGUAGE MOVEMENT



PROSPECT & FUTURE OF POULTRY INDUSTRY OF BANGLADESH



CONTENT ORGANIZATION



ROLE OF POULTRY INDUSTRY IN
BANGLADESH

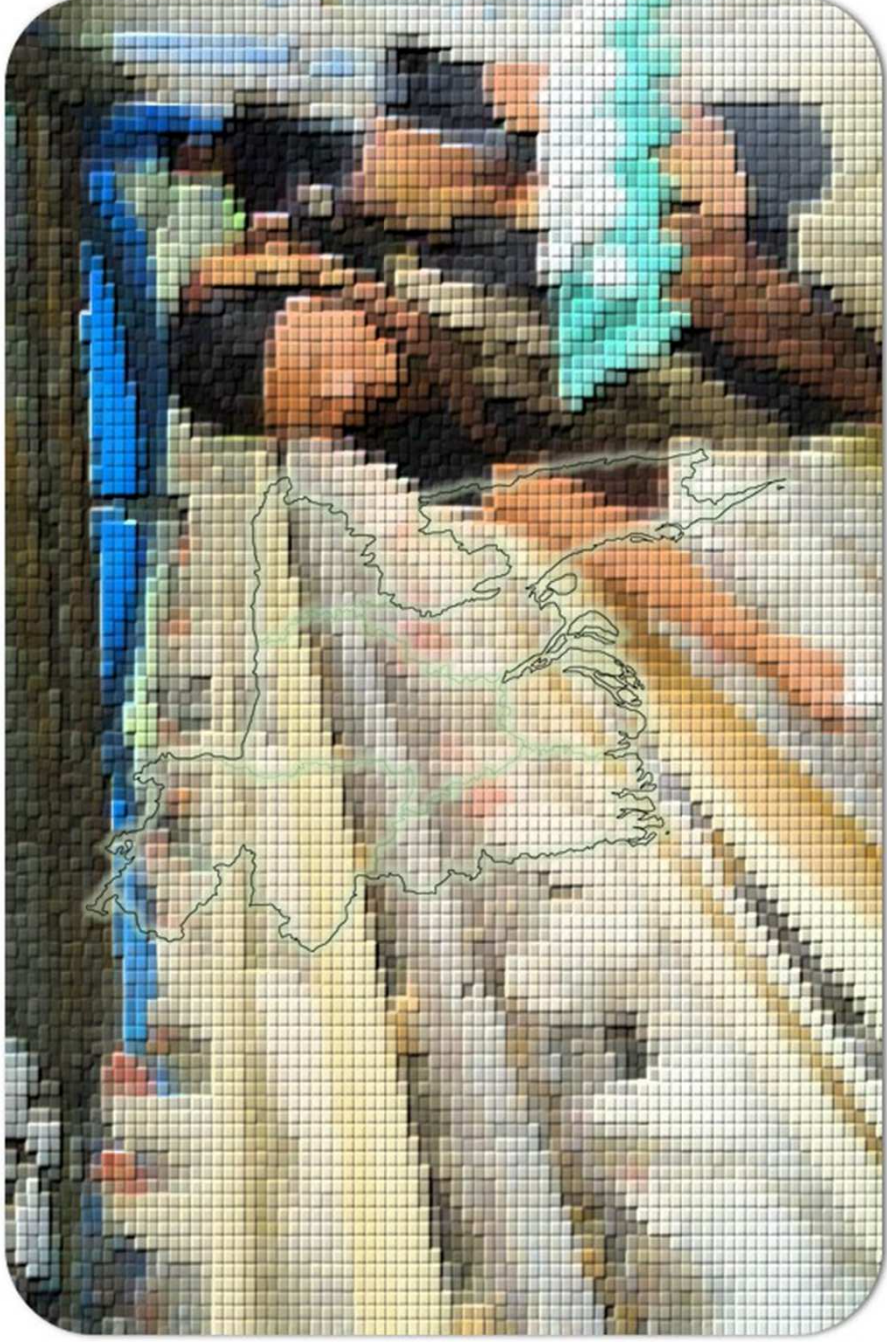


THE PROBLEMS & THE PROSPECTS



HOW WE CAN GET BENEFITED BY
SHARING KNOWLEDGE WITH EACH
OTHER

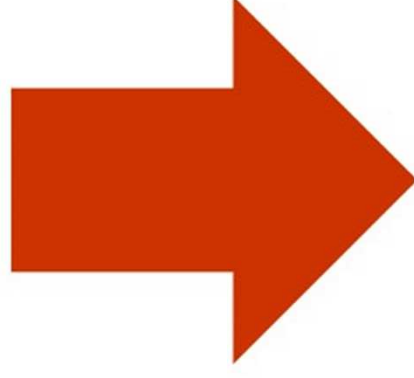
ROLE OF POULTRY INDUSTRY IN BANGLADESH



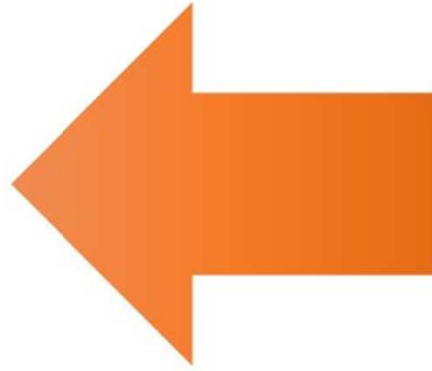
BANGLADESH



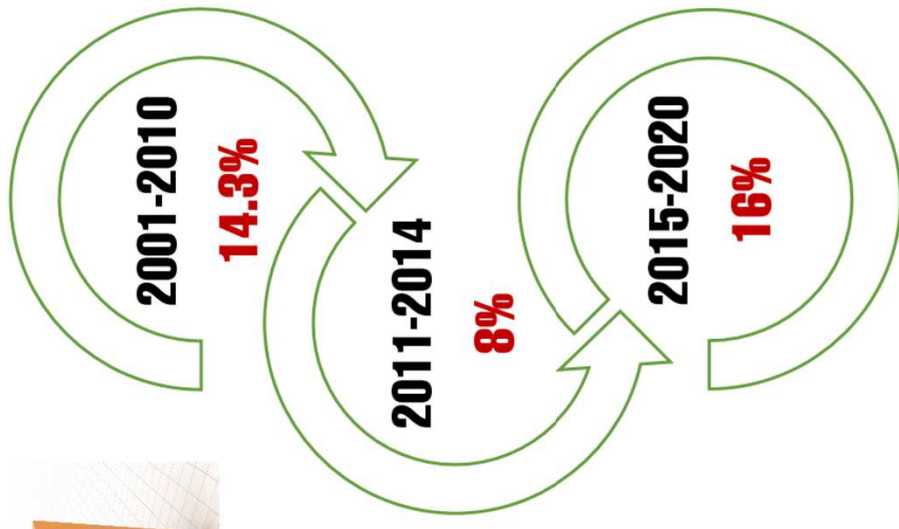
LAND AREA
147,570
SQUARE KM



POPULATION
155
MILLION

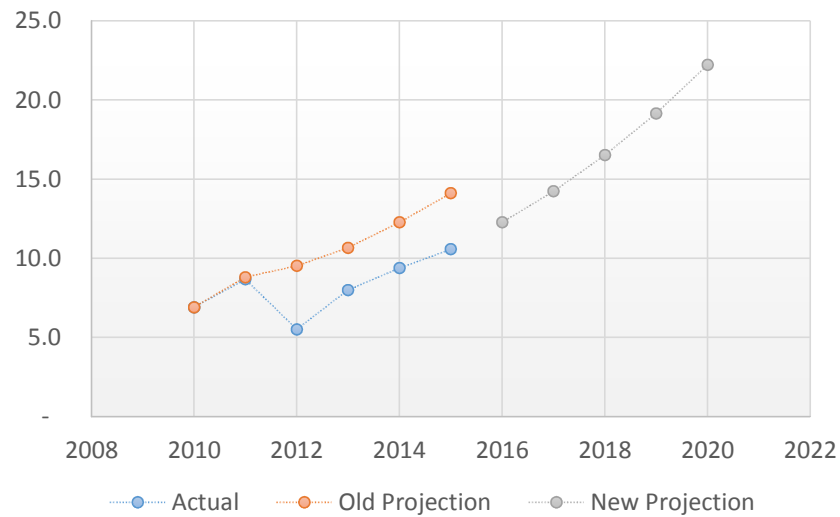


GROWTH CONTINUES DESPITE THE EXISTENCE OF HPAI & POLITICAL INSTABILITY

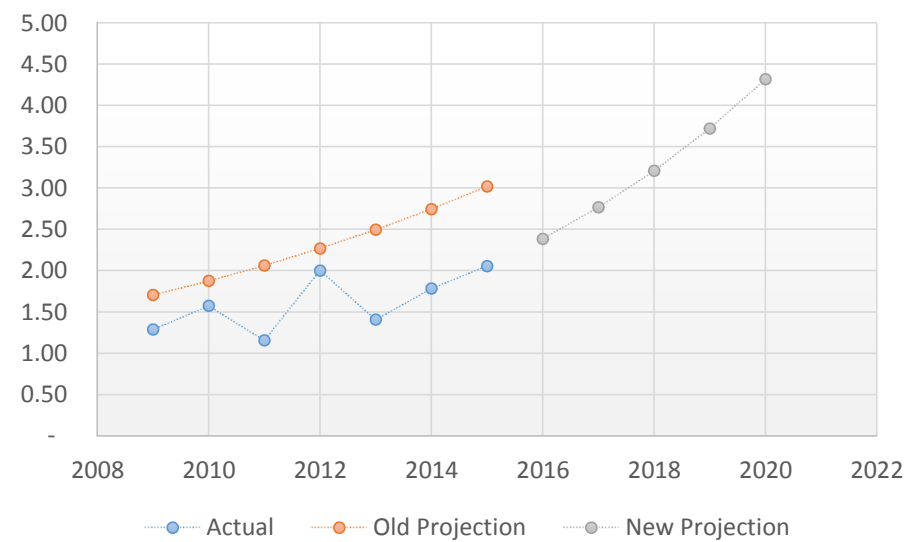


GROWTH CONTINUES DESPITE THE EXISTENCE OF HPAI & POLITICAL INSTABILITY

WEEKLY BROILER DOC REPLACEMENT (MILLION)

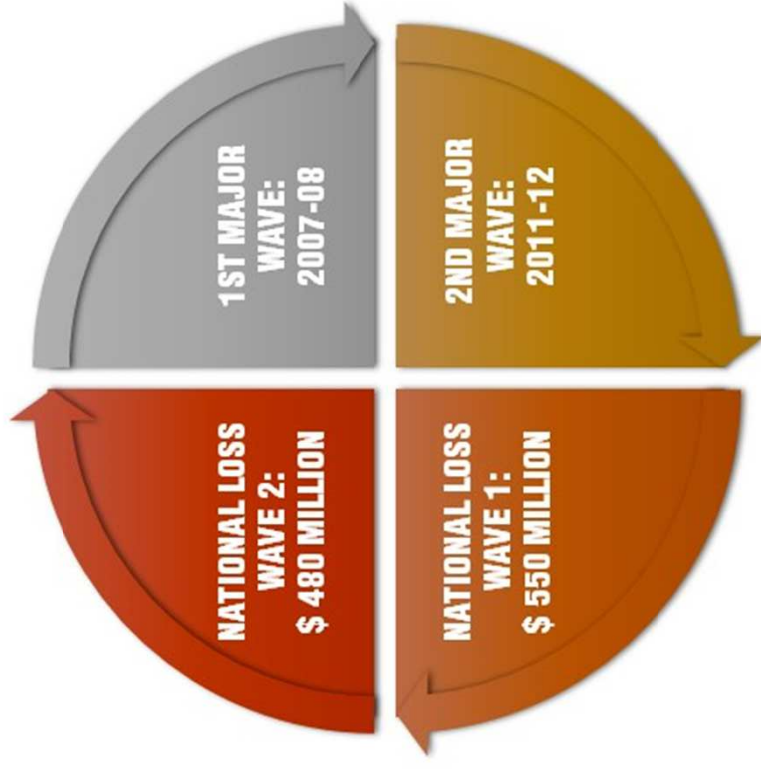
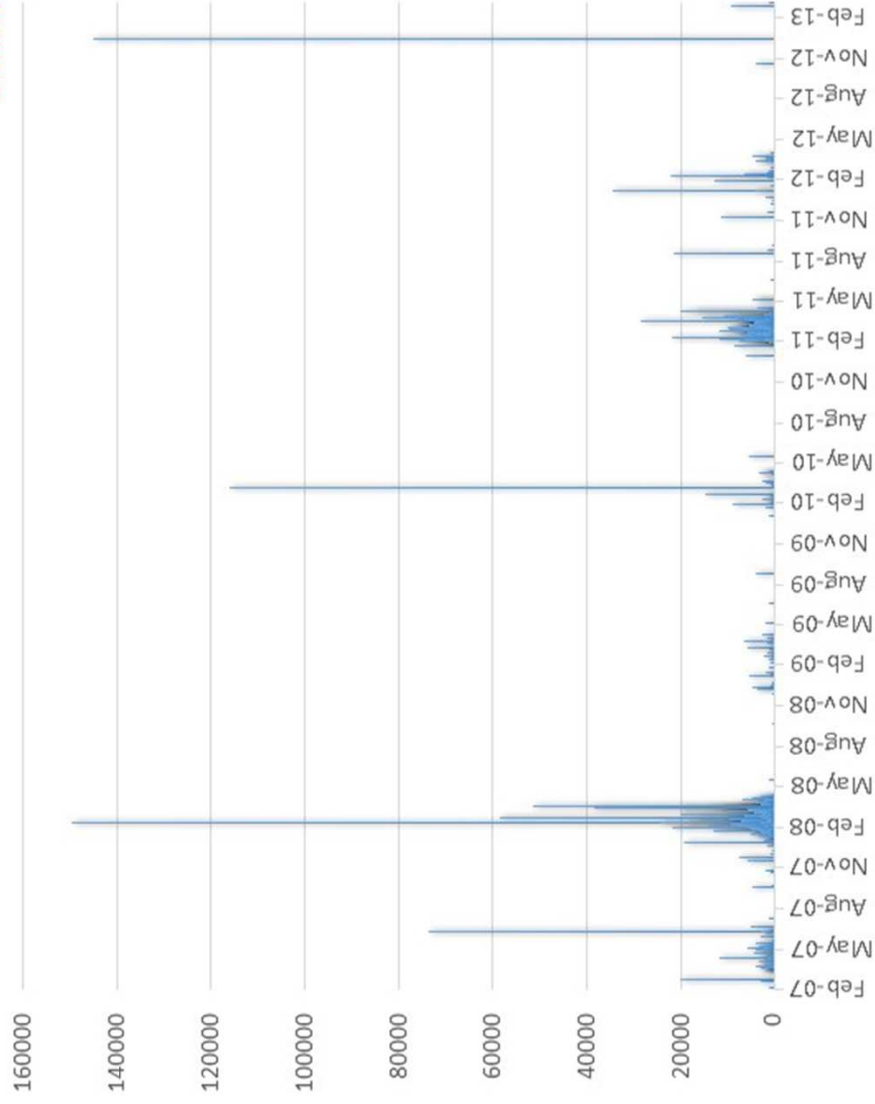


DAILY EGG PRODUCTION (CRORE)

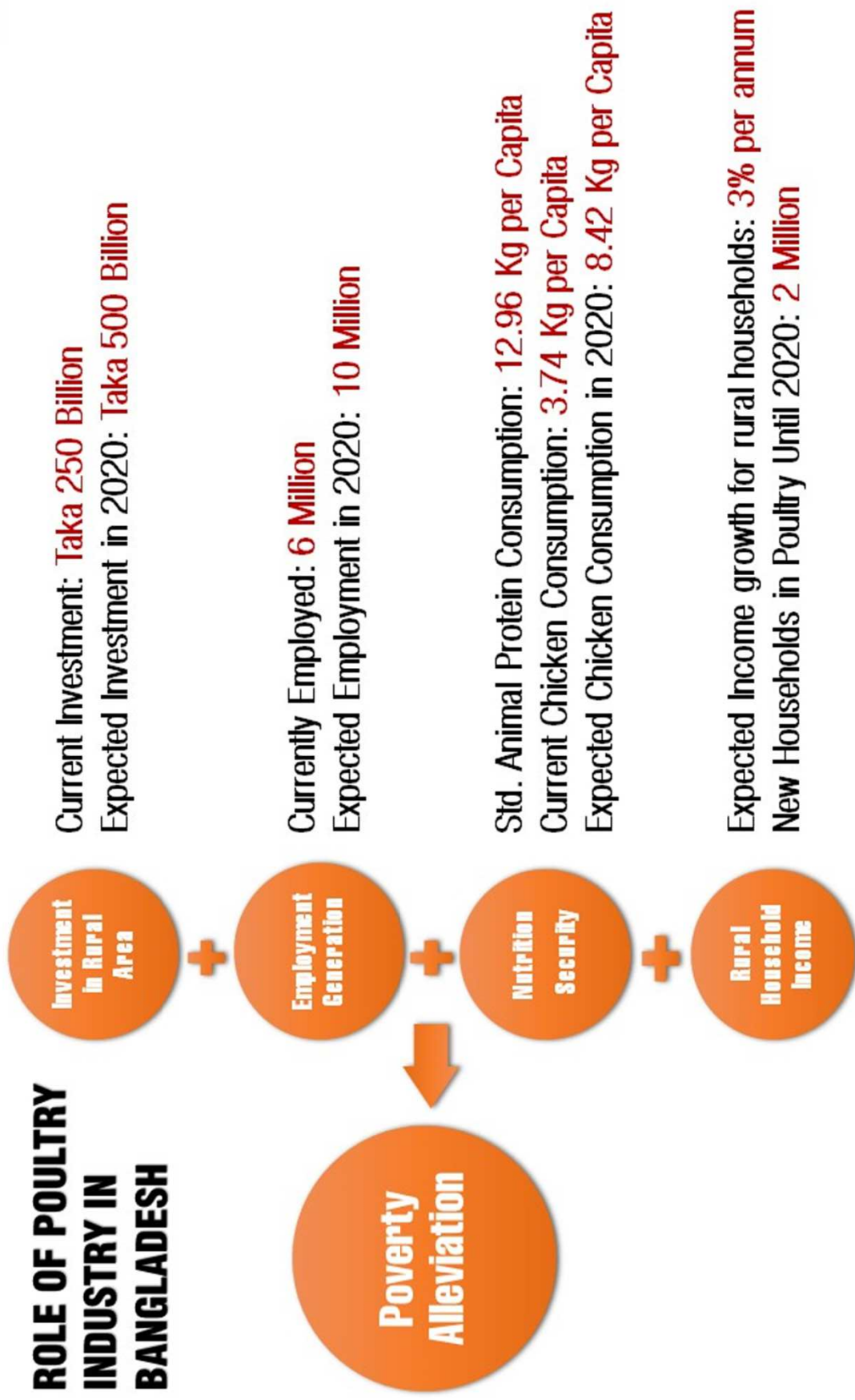


Waves of HPAI in Bangladesh

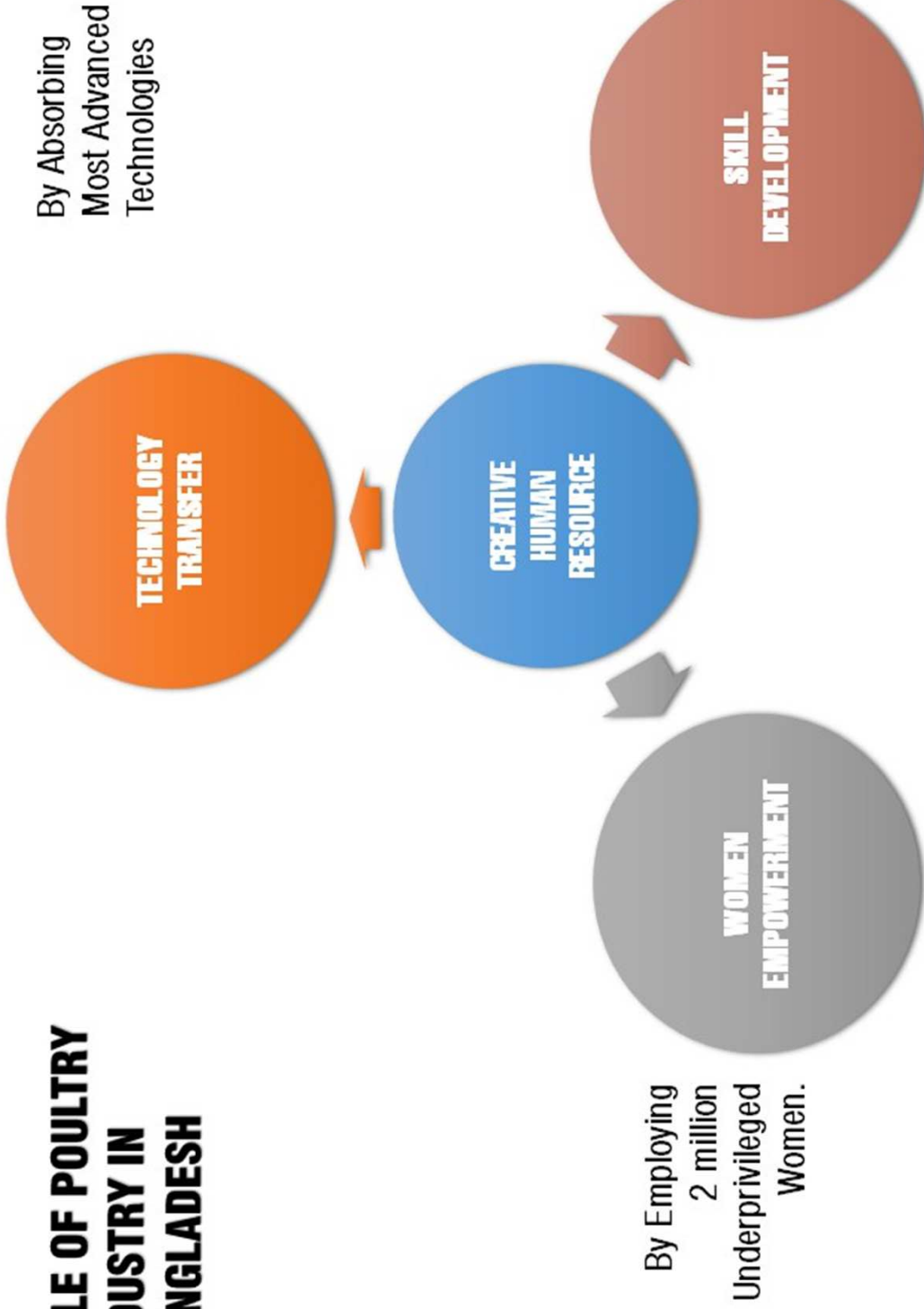
2 MAJOR WAVES



ROLE OF POULTRY INDUSTRY IN BANGLADESH



ROLE OF POULTRY INDUSTRY IN BANGLADESH



**Affordability
&
Sustainability**

Egg is the Cheapest Source of Animal Protein

Chicken is the Cheapest Meat

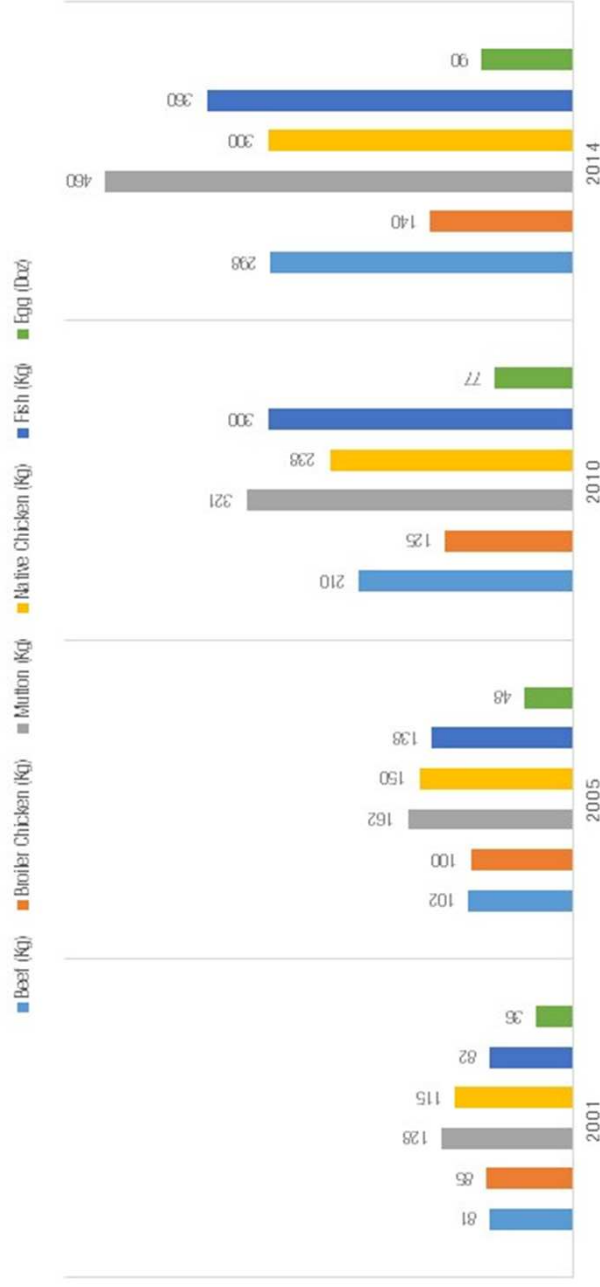
It occupies minimum space, but still generates considerable amount of outputs

Has a lesser detrimental impact on the environment than other livestock, and uses less water

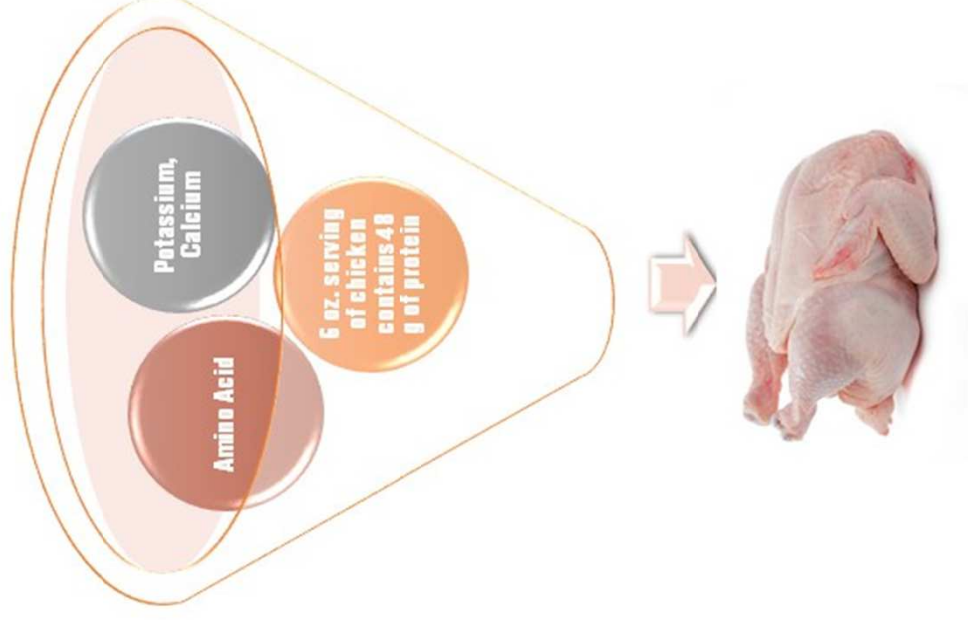
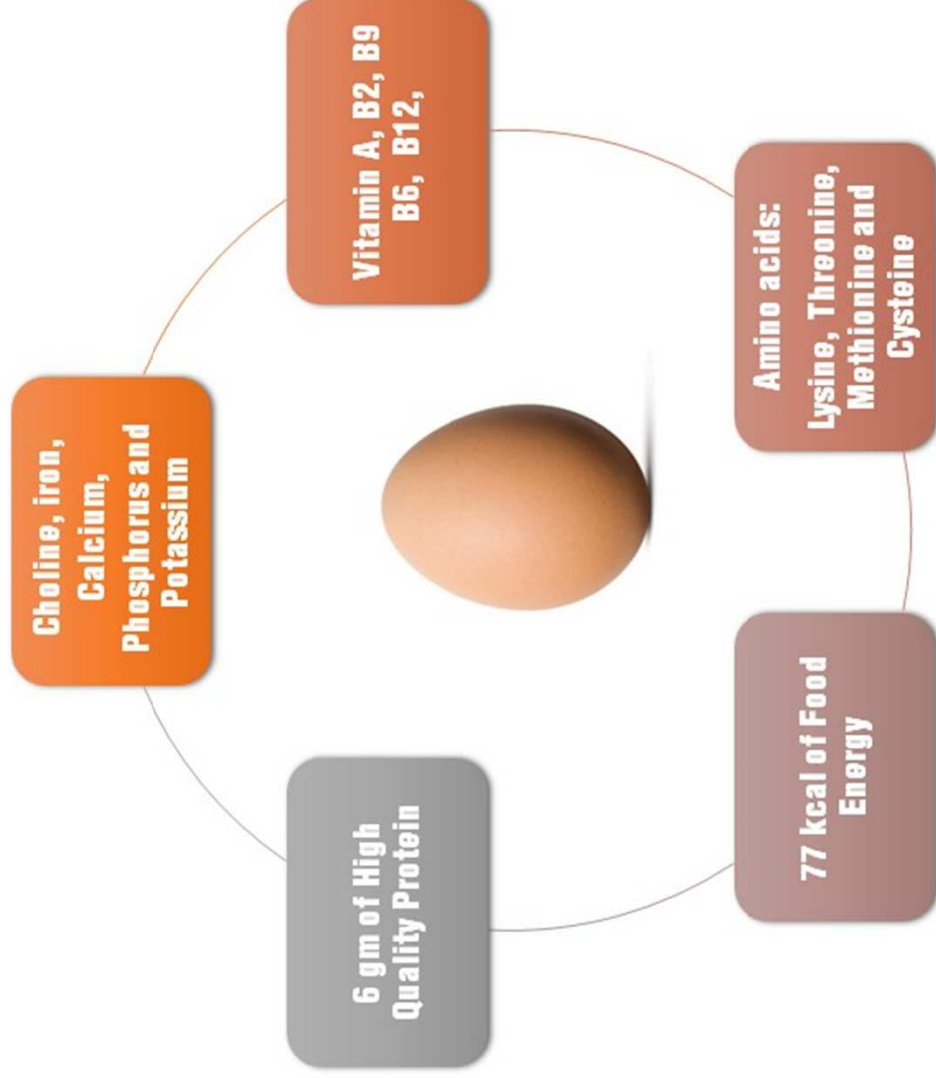


ROLE OF POULTRY INDUSTRY IN BANGLADESH

COMPARATIVE PRICE OF PROTEIN SOURCES



ROLE OF POULTRY INDUSTRY IN BANGLADESH



THE PROBLEMS & THE PROSPECTS



POULTRY AT A GLANCE

2014

- No. of GP Farms: **6**
- Listed Breeder Farms: **140**
- Broiler DOC: **11 Million/Week**
- Registered Feed Mills: **120**
- Production of Feeds: **3.05 MT**
- Commercial Farms: **1,00,000-1,20,000**
- Commercial Layer Eggs: **20 Million/Day**
- Per Capita Chicken Meat Consumption : **3.74 Kg**
- Share of Chicken Meat : **54%**

2020

- Expected Per Capita Egg Consumption : **95-100**
- Expected Commercial Farms: **200,000**
- Expected Per Capita Poultry Meat Consumption : **8.42 Kg**
- Expected Contribution of Poultry Meat : **78%**
- Expected Energy Intake from Animal Sources : **7.5%**



Acceptability

In relation to awareness, taste, nutrition & safety



Affordability

In relation to price & Income



Availability

In relation to production, supply, storage, & distribution

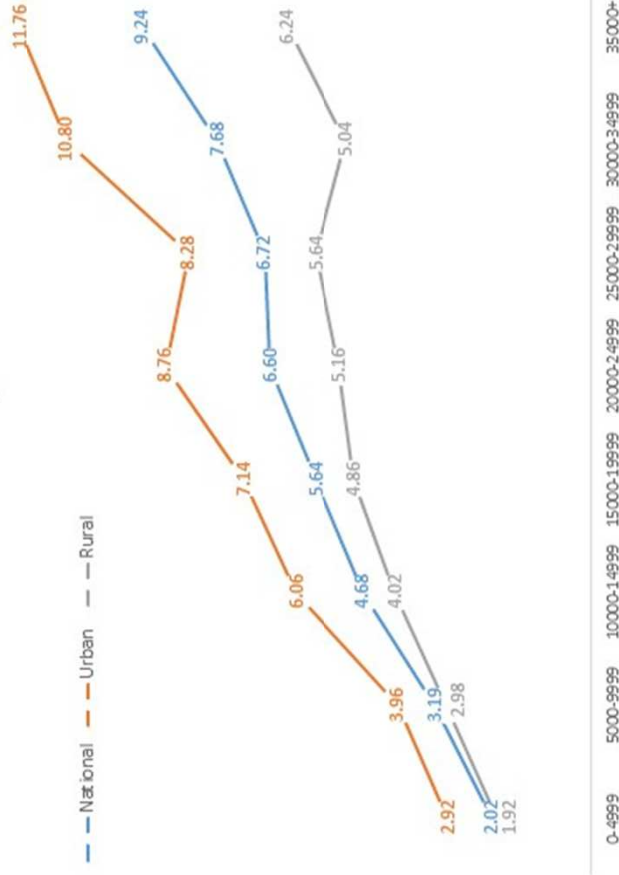
**HOW TO ATTAIN 15%
OR MORE ANNUAL
GROWTH RATE**





According to the Household Income Expenditure Survey (HIES) 2010 poultry consumption has been concentrated around higher income groups (e.g., income of Taka 15,000 & more). Therefore, accelerated per capita poultry meat consumption is the function of its customer's **income** or its **price** level.

Per capita Chicken Consumption By Income Groups in 2010





PER CAPITA CHICKEN CONSUMPTION ACROSS HOUSEHOLD INCOME LEVEL IN 2010

Monthly Household Income (TK)	House Hold %	Chicken Consumption Per Capita (KG) (Urban)	Chicken Consumption Per Capita (KG) (National)	Chicken Consumption Per Capita (KG) (Rural)
Up to 9999	59%	3.96 – 2.92	3.19 – 2.02	2.98 – 1.92
10000 - 19999	25%	7.14 – 6.06	5.64 – 4.68	4.86 – 4.02
20000 - 29999	7.5%	8.76 – 8.28	6.72 – 6.60	5.64 – 5.16
30000 +	8.5%	11.76 – 10.80	9.26 – 7.68	6.24 – 5.04



FISH VS POULTRY PRODUCTION, PER CAPITA CONSUMPTION & PRICE (2014)

	Production (Thousand Ton)	Per Capita Consumption	Price Per KG
Pangasius	371	2.3	Tk 100
Tilapia	298	1.9	Tk 122
Silver Carp	219	1.4	Tk 110
Mirror Common Carp	101	0.6	
Catla	218	1.4	
Rui	304	1.9	
Mrigel	207	1.3	
Boal	82	0.5	
Hilsha	128	0.8	
Others	1,572	9.9	
Total:	3,500	22.0	
Live Chicken			Tk 144
Processed Chicken	598		Tk 203

CHALLENGES TO OVERCOME



**LOW
PRODUCTIVITY**



**HIGH DISEASE
PREVALENCE**



**HIGH
PRODUCTION
COST**



**POOR
MARKETING
INFRASTRUCTURE**



**ABSENCE OF
COMPLETE
POLICY
GUIDELINES &
RESEARCH
DATA**



**NEGATIVE
BRAND IMAGE**

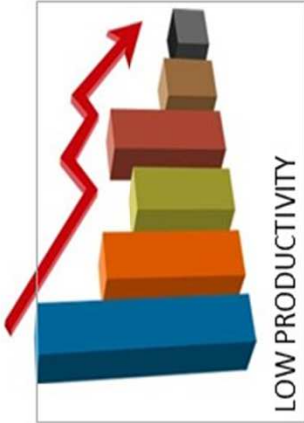


**LACK OF
STABILITY**

STRATEGIES TO OVERCOME THE CHALLENGES



HIGH DISEASE PREVALENCE



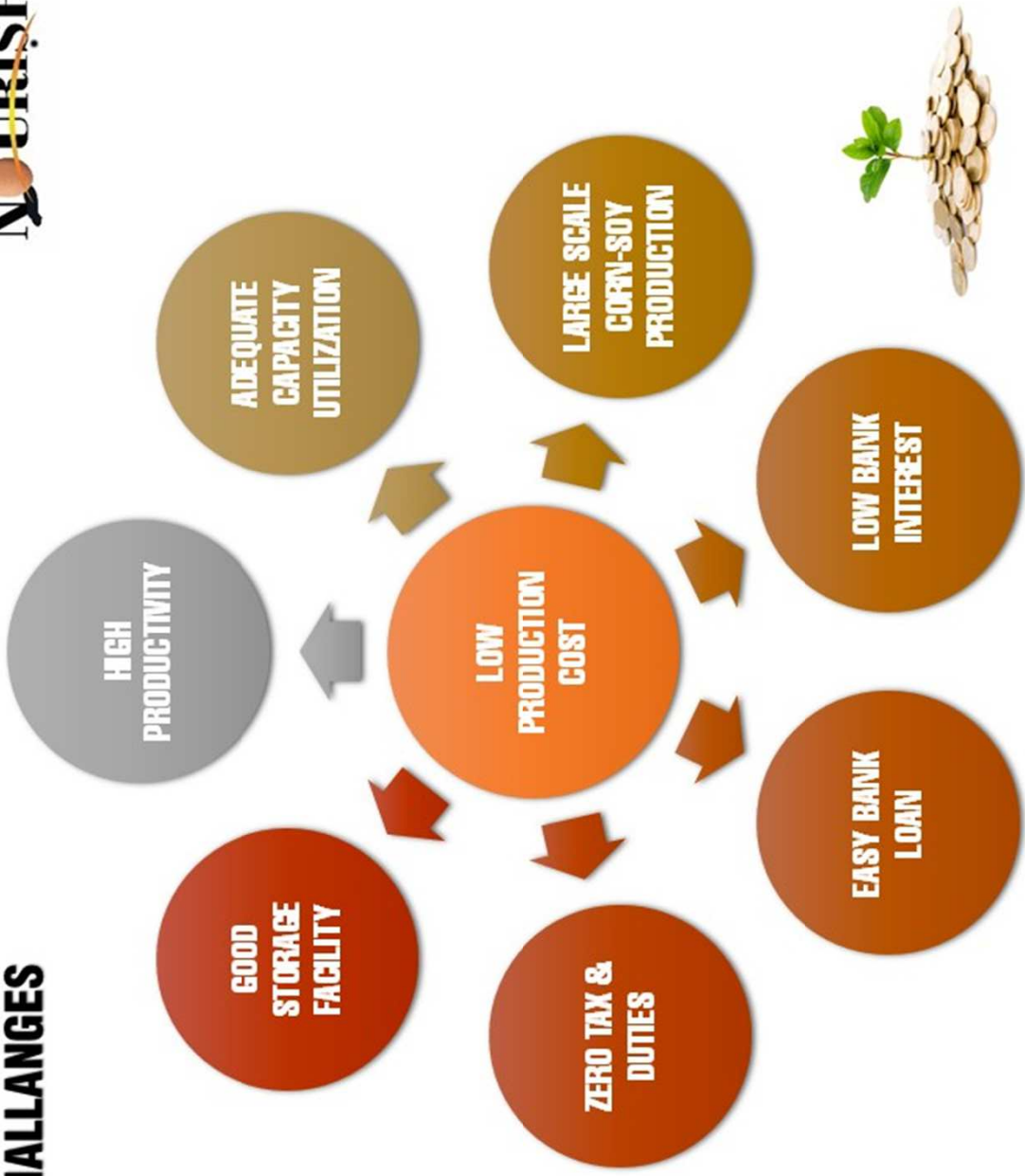
LOW PRODUCTIVITY

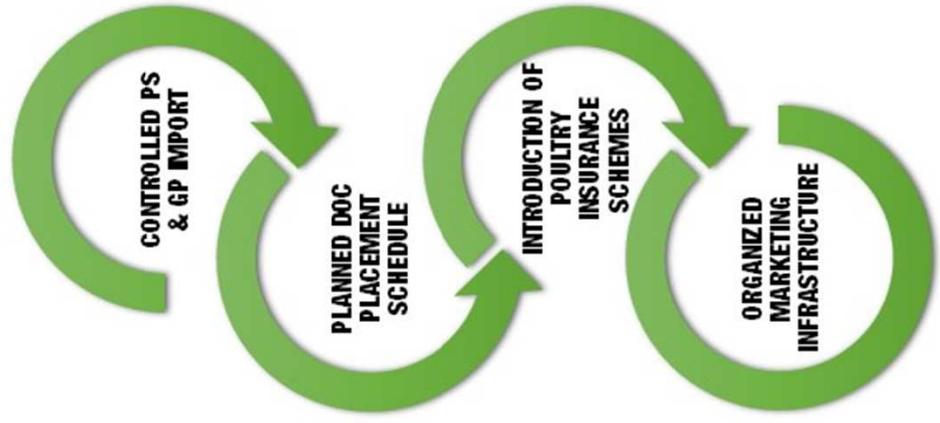
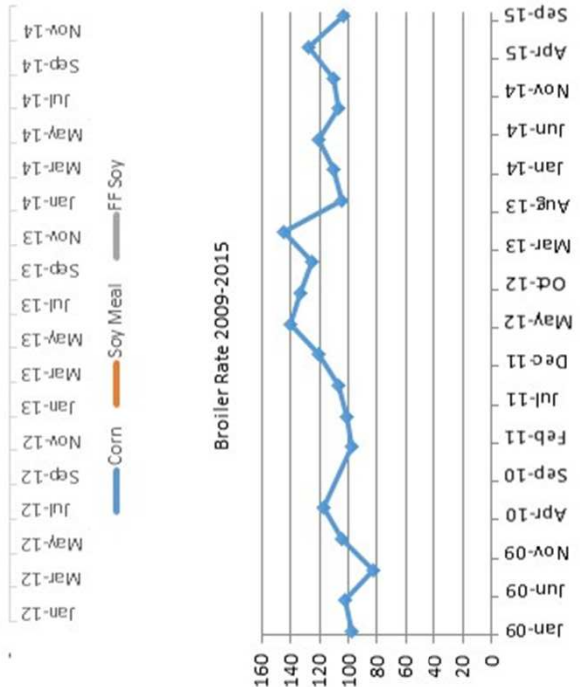
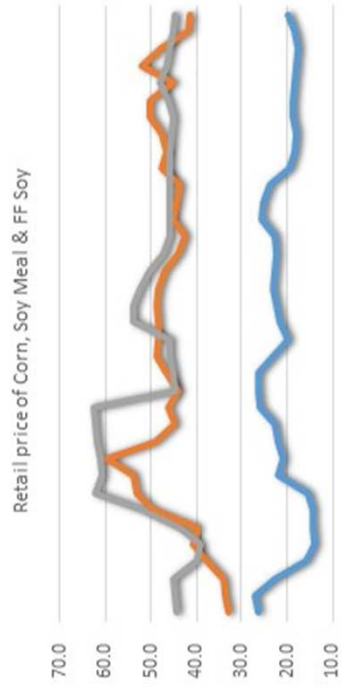


UNAFFORDABLE CHICKEN PRICE



STRATEGIES TO OVERCOME THE CHALLENGES





POOR MARKETING INFRASTRUCTURE



DOMINATION OF BROKERS AND TRADERS

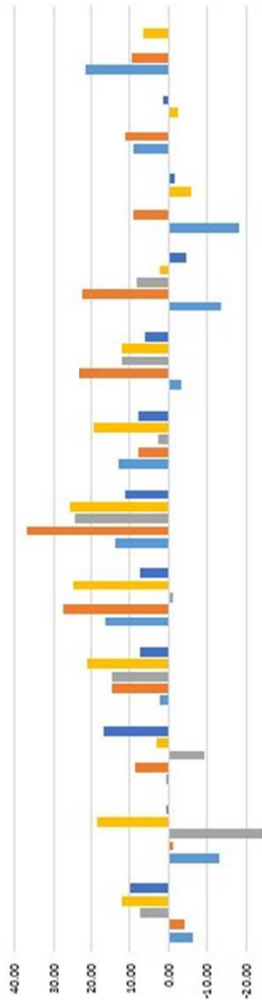


POOR STORAGE FACILITIES

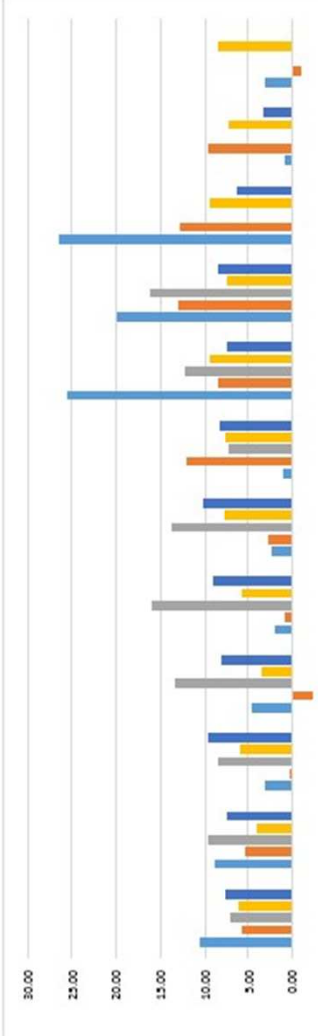


UNAFFORDABLE CHICKEN PRICE

Farmer's Vs Whole-Seller's Profit per kg of Broiler 2011-2015 (Mawna Region)

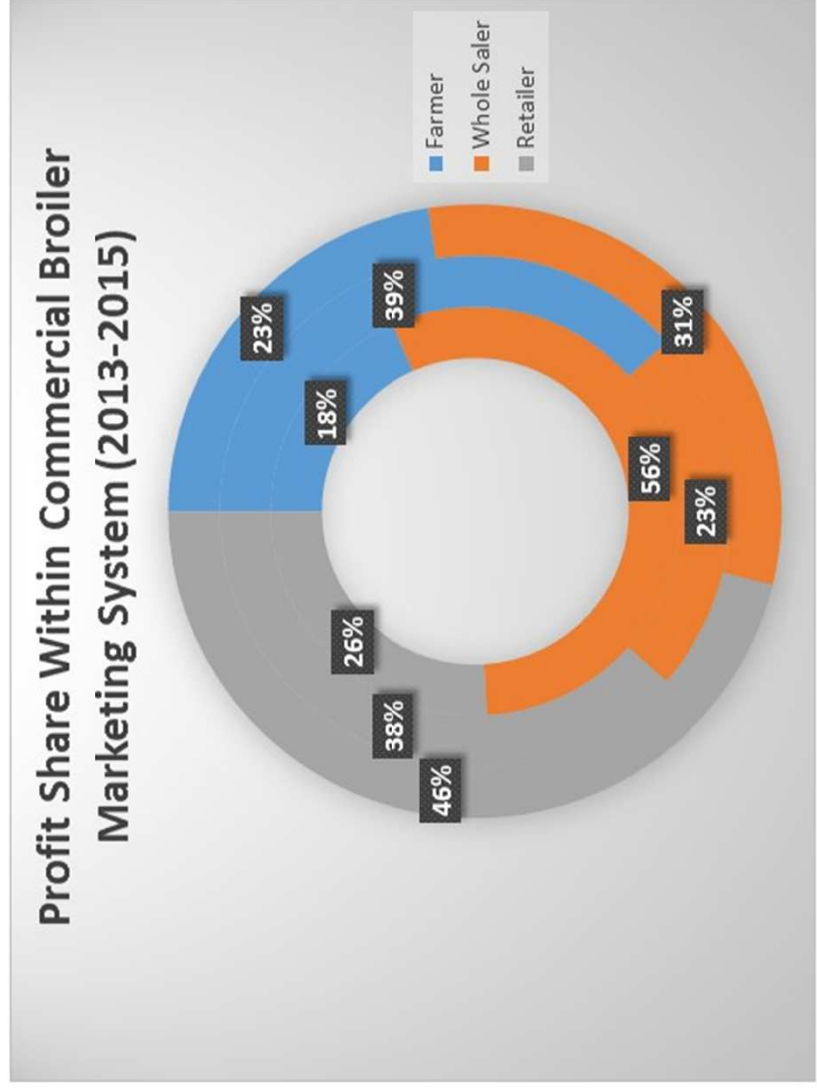


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	-6.08	-13.01	0.39	2.23	16.43	13.88	12.86	-9.11	-13.64	-16.40	8.85	21.33
2012	-4.26	-1.02	8.73	14.47	27.34	36.83	7.93	23.22	22.43	8.88	11.27	9.37
2013	7.47	-2.44	-9.33	14.83	-1.00	24.33	2.62	12.10	8.23			
2014	12.01	18.83	3.17	21.14	23.04	23.63	19.37	11.86	2.10	-9.91	-2.33	6.40
2015	10.09	0.19	16.88	7.29	7.38	11.24	7.83	6.11	-4.29	-1.25	1.33	



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2011	10.28	8.88	3.06	4.64	1.86	2.43	1.03	13.49	19.91	26.39	0.87	3.19
2012	5.81	3.38	0.35	-2.30	0.91	2.66	12.13	8.23	13.10	12.91	9.64	-1.08
2013	6.58	9.26	8.33	13.31	13.98	13.75	7.31	12.18	16.18			
2014	6.00	4.00	3.98	3.39	3.80	7.78	7.61	9.42	7.39	9.41	7.15	8.33
2015	7.56	7.39	9.63	8.19	9.11	10.13	8.42	7.48	8.43	6.26	3.24	

POOR MARKETING INFRASTRUCTURE



STRATEGIES TO OVERCOME MARKET BARRIERS

If the market gets stabilized and farmers get higher profit from it, it will enhance the expansion of the industry, because this will increase the purchasing power of the farmers and create new local and regional market opportunity which is still untapped.



STRATEGIES TO OVERCOME POOR BRAND IMAGE

LACK OF PROMOTIONAL ACTIVITIES



FREQUENT CONTACT WITH MEDIA PEOPLE



INCORPORATE BRANDING STRATEGIES



MORE INTERACTION WITH COMMON PEOPLE



ADVANCED RESEARCH FACILITIES



MORE TRANSPARENCY



BETTER MONITORING FROM GOVT. & PRIVATE CONTROLLING AGENCIES

LACK OF COORDINATED EFFORTS

POOR BRAND IMAGE



MORE AUTHORITIES TO THE BUSINESS ASSOCIATIONS

FOOD SAFETY ISSUES:



FOOD SAFETY ISSUES:

WHY ANTIBIOTIC-FREE POULTRY SHOULD BE RECONSIDERED

[Benjamín Ruiz](#) February 8, 2016

Antibiotic-free production is a reality, and so is cage-free production..... However, they seem worthy – to some extent – **of a perfect world.**

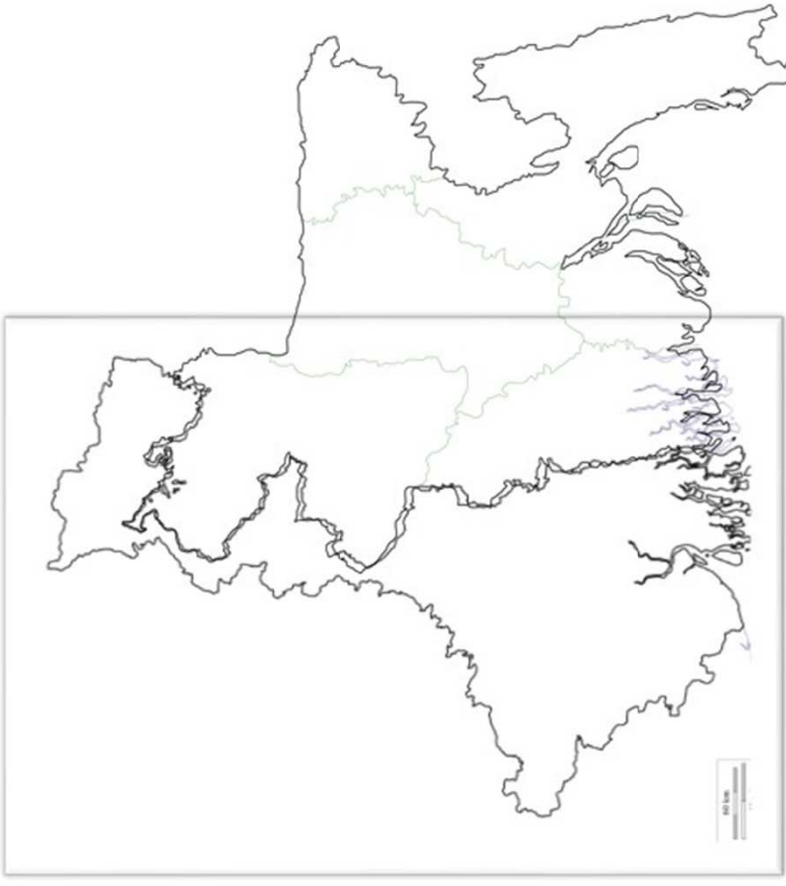
For me the problem is to pass situations of the first world to the third world, where conditions are different, where people spend a higher percentage of their income in food. In the case of Mexico, one of the 34 member countries of the [Organisation for Economic Co-operation and Development \(OECD\)](#), **38.3 percent of people simply “do not have enough money to buy food.”**

If Luxembourgers, Swiss and Americans want to eat more expensive poultry products, go ahead! But I appeal to national and international authorities, media, pro-defense of animals groups and poultry producers: **give this a thought before transferring to production methods that do not correspond with reality.** Of course, it is also clear that public health is a separate issue.

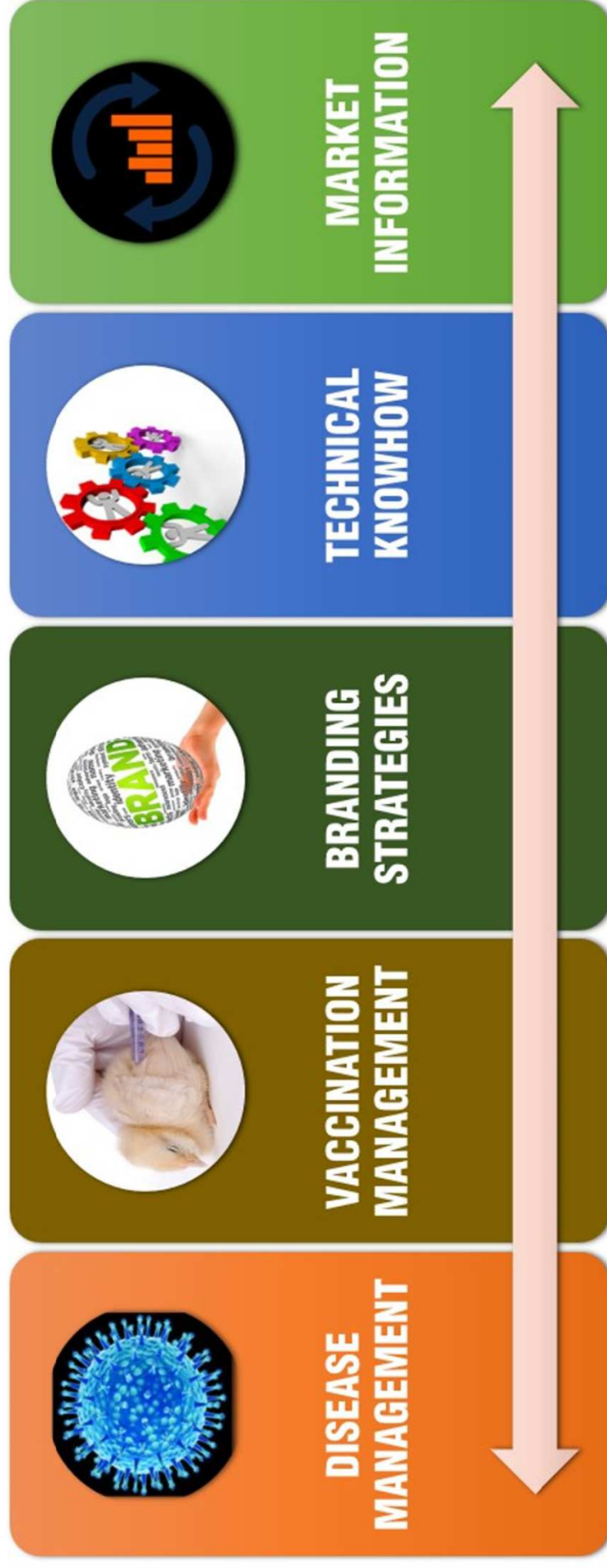


Benjamin Ruiz es
editor en jefe de
Industria Avícola.

HOW WE CAN GET BENEFITED BY SHARING KNOWLEDGE WITH EACH OTHER



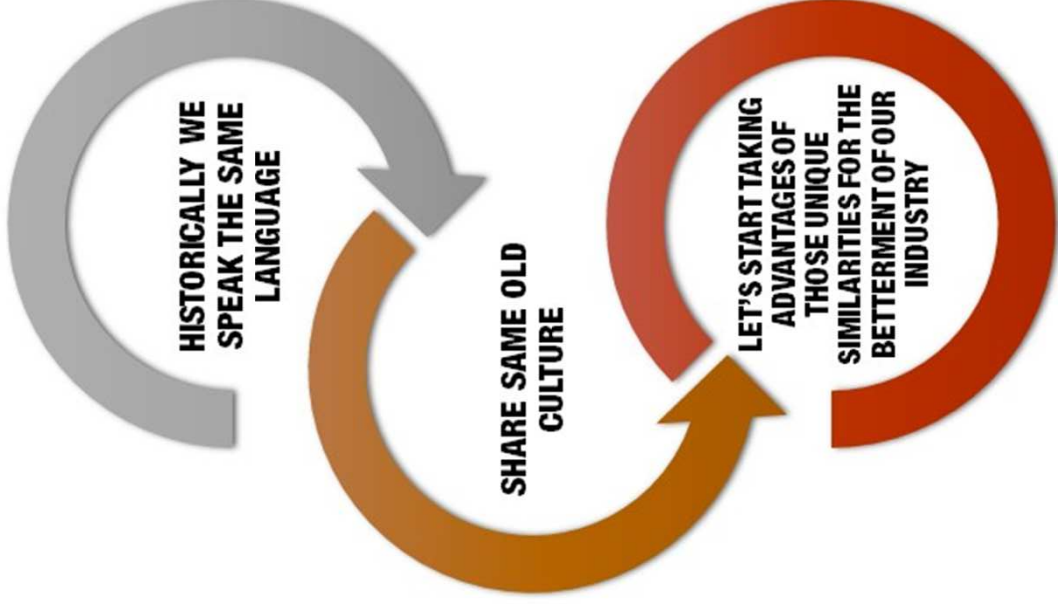
FOR KNOWLEDGE SHARING:



FOR JOINT COLLEBERATION:



	WHY GOD ALMIGHTY HAS BLESSED US WITH LANGUAGES ?
	BEING ABLE TO COMMUNICATE WITH EACH OTHER
	FORM SOCIAL BONDING & RELATIONSHIPS
	IT'S WHAT SEPERATES HUMANS FROM OTHER ANIMAL SPECIES.
	COMMUNICATION DRIVES OUR LIVES AND BETTER OURSELVES



**LET'S SHARE THE
SPIRIT OF**

International Mother Language Day



**THANKS FOR YOUR
TIME
& PATIENCE**

