

POULTRY

Sector Brief

POULTRY



P O U L T R Y



**Sindh Board of
Investment**
Government of Sindh



INTRODUCTION

Poultry in Pakistan was kept as backyard business for household needs. In early sixties, need for commercial poultry was felt and in 1963, a national campaign was launched to enhance the production of feed products in the country.

Under this campaign the government announced 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.

Although three poultry estates exist in Sindh which are at Gadap, Karachi, Dumlottee/Memon Goth Malir and Sukkur, but the huge gap between supply and demand still exist. There is also room for topographical up gradation.

MARKET ANALYSIS

Poultry Sector is one of the vibrant segments of agriculture industry of Pakistan with more than 530 million birds produced annually. This sector generates employment (direct/indirect) and income for about 1.5 million people. Its contributes 5 % in agriculture growth is 5 % and 10 % in livestock growth. Poultry meat contributes 19 % of the total meat production in the country. Poultry sector has shown a robust growth at the rate of 8-10 percent annually which reflects its inherent potential.

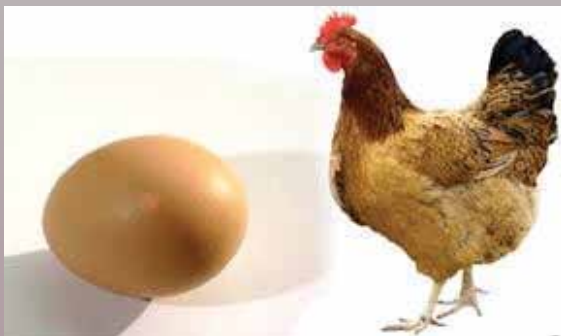
Poultry industry, estimated to have an investment of more than

Rs. 70 billion. Its annual turnover is almost Rs. 193 billion. The sector consists of 280 hatcheries, 139 feed mills and more than 20,000 layer, broiler and breeding farms. Pakistan's poultry industry is importing 100,000 Grand Parent (GP) chicks annually from Holland, Germany and USA. This GP is producing 7.5 million birds of parent flock giving rise to 810 million commercial broilers, producing almost 700,000 metric tons of poultry meat. In this way, poultry sector is contributing its major share to provide animal protein to the masses and is striving hard to fill the gaps of animal protein in the country.

A number of different commercial broiler farms are found in Pakistan and these can be divided into two production groups i.e., private poultry farms and government poultry farms. Consumption of white meat is increasing due to growing health consciousness in the middle class.

Production of Broilers in Pakistan 1999 to 2008 Year	Production in millions
1999-2000	184.7
2000-2001	253.3
2001-2002	264.4
2002-2003	227.2
2003-2004	280.1
2004-2005	292.1
2005-2006	337.0
2006-2007	370.70
2007-2008	407.77

Despite a large poultry production base in Sindh a substantial quantity of poultry meat and eggs are supplied from Punjab.



INVESTMENT OPPORTUNITIES

The ever growing demand of chicken, driven by the increasing per capita GDP and the large gap in supply provide excellent opportunity for investment in Sindh's poultry sector. Such investments in modern poultry facilities in Sindh will have competitive advantage over the supplies from upcountry due to savings in transportation costs and over the present farms due to higher productivity.

The investment areas with excellent profitability are:

- i) Controlled poultry Sheds
- ii) Poultry Hatcheries
- iii) Poultry meat processing and packaging



POULTRY BREEDING PROJECT

In poultry breeder farm, Day Old Chicks (DOCs) of commercial parent breeders are reared to laying stage of egg production. These farm house birds produce fertile eggs for hatching. At the end of their productive life, approximately 67 weeks, the birds are removed for chicken meat processing. After each breeding cycle, the used litter and manure is also removed from the breeder sheds. Laid fertile eggs are transported to a hatchery, where they are artificially incubated. Hatched day old chicks are then provided to commercial farms for raising broiler meat.

The proposed project will generate revenues from sale of Day-Old Chicks of parent line for broiler production. The farm would focus on the production of Day Old Chicks for marketing, additionally, the litter will be sold in local market as manure. The old breeding birds can be sold in the market for meat at the end of its production cycle. Farm having 5,000 birds of parent line in each cycle of 16 months will produce 648,000 day old broiler chicks for sale to broiler units

Suitable Location

Sub-urban and rural areas around the major cities are recommended for starting such a farm. Setting up a farm at an isolated place will minimize the risk of disease outbreak.



Sindh Board of Investment

is the primary investment promotion agency of the Province positioning Sindh as an attractive destination for investment.

SBI strives to find new avenues for public private collaboration, develop investment opportunities for large, medium and small investors and facilitate investment projects.

IMPORTANT CONTACTS

Sindh Board of Investment

Government of Sindh
108 – F, PECHS-II, Karachi, Pakistan
Tel: 021 – 34300971 – 3
Fax: 021 - 34300974
Email: info@sbi.gos.pk
Website: <http://www.sbi.gos.pk>

Sindh Development Fund (SDF)

F-46/A, Street No. 4, Park Lane,
Block 5, Clifton, Karachi
+92-21-3583 0593 (Land Line)
Tel: +92-21-3429 8575 (V-Phone)
Fax No.: +92-21-3583 0594
Email: info@sindhdf.org.pk
URL: www.sindhdf.org.pk

Livestock & Fisheries

Department Block 4-B, Barrack # 90,
Opp. Sindh Assembly
Building, Karachi
Ph: +9221 99203299

Trade Development Authority of Pakistan (TDAP)

5th Floor, Block "A", Finance & Trade Center,
Shahra-e-Faisal, Karachi - Pakistan
Tel: (92-21) 9206462, Fax: (92-21) 9206461

SMEDA

6TH Floor, LDA PLAZA, Egerton Road, Lahore
Pakistan, Tel: 042-111 -111-456
Fax No. 042-6304926, URL: www.smeda.org.pk

Zarai Taraqiat Bank Limited

Head office: 1 Faisal Avenue
P.O Box No. 1400
Islamabad Pakistan
Tel: +92-51-9252805
Email : contactus@ztbl.com.pk



**Sindh Board of
Investment**
Government of Sindh

