

JOB ROLE – ANIMAL HEALTH WORKER

Sector – Agriculture

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Class X



PSS Central Institute of Vocational Education
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UNIT 2: Development Programme Implementation and Marketing in Livestock Sector

Session 3: Marketing of Livestock Products

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Session Objectives

The student will get knowledge about the

1. live animal marketing including
 - Methods of buying and selling live animals
 - Their price determination
 - Web portal and e-pashuhaat
2. Marketing of livestock products and which would include
 - Marketing high value food produce including meat marketing, broiler marketing and egg marketing.
3. Commercial livestock marketing
4. Constraints in livestock marketing
5. National Agriculture Market (e-NAM)

Introduction

- Business activities which direct the flow of goods and services from producers to consumers are called marketing.
- In case of livestock, it comprises two components, that is, live animal marketing and livestock product marketing

Marketing of Livestock Products

Business activities which direct the flow of goods and services from producers to consumers are called marketing. In case of livestock, it comprises two components, that is, live animal marketing and livestock product marketing.

Live Animal Marketing: In India, animals are primarily kept as a supplementary source of income. Approximately 75–80 per cent of the dairy animals are kept in an average animal holding size of 2–8 animals. Thus, livestock farming in India is mostly a small farmer phenomenon.

Methods of Buying and Selling of Live Animals

- Buying and selling are essential requisites for the establishment of a new farm and running an established livestock farm.
- Various groups involved in the buying and selling of animals are discussed below.
- Breeders are professionals, whose principle occupation is breeding and rearing cattle. People who breed animals as a side occupation are also included in this group.

Price Determination

Price determination of live animals is done through one of the following methods.

- Private treaty is when all negotiations are done through brokers. The buyers and sellers do not come in contact.
- Negotiation under cover where the buyers touch the fingers of the brokers under a covered cloth to keep secrecy from other buyers when there is more than one.
- Auctions are when an animal is given to the highest bidder who has examined the animal earlier.

Webportal or e-pashuhaat

At present, there are many shortcomings in animals' trade market, such as,

1. there is no authentic organised market.
2. it is very difficult to get quality disease-free animal of high genetic merit.
3. there is misleading valuation due to lack of knowledge of the past history of the animals.
4. other malpractices include removal of horns and filling of teeth to give a misleading impression of the real age of the animals.

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A web portal 'e-pashuhaat' has been developed by the Government of India under the National Mission on Bovine Productivity.

(i) promotion of e-trading

(ii) to act as a market portal for livestock germplasm and additional related services

(iii) to connect farmers with breeders, central, state cooperative, milk federations, and private agencies

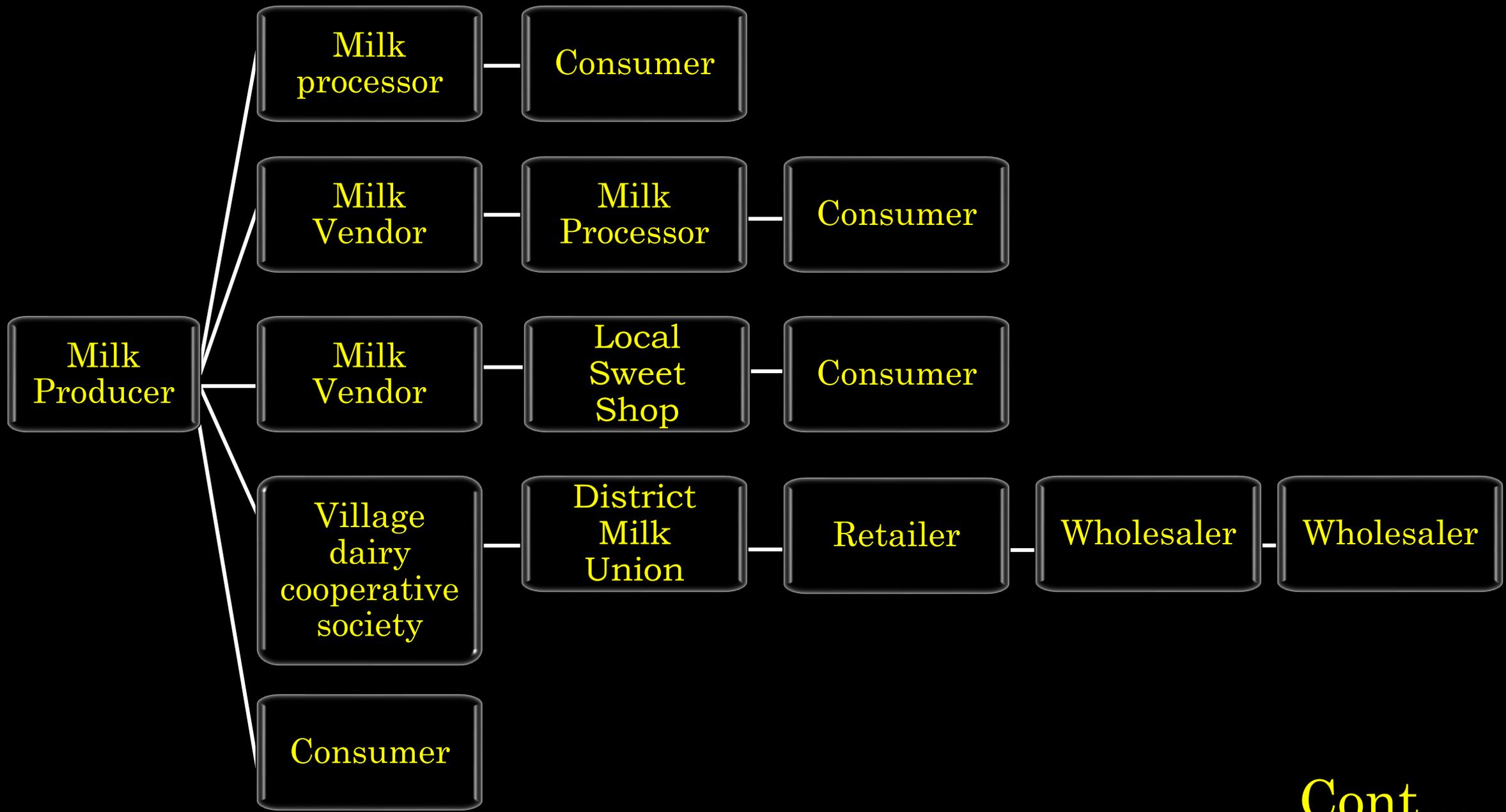
(iv) to provide real time authentic certified information on availability of germplasm

Livestock Products Marketing

In India, almost all livestock products are marketed through the unorganised sector. Only in the case of milk and eggs, there are partially organised markets. Unlike crops or horticultural produce, most of the livestock products are highly perishable and have very low shelf life.

Marketing of high value food produce

Milk and Milk Products Marketing: The milk market is largely informal. Only 15 per cent of the milk is marketed through formal channels. Nearly 45 per cent of the milk produced in the country is retained by rural producers and the rest is marketed as fresh milk.



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Meat Marketing: Marketing of meat is totally operated by the unorganised private sector. The role of the government or any regulatory agency in the marketing of meat is negligible. Marketing of meat, starting from procurement of animals in the villages, to the sale of meat to consumers at retail shops, is entirely in the hands of middlemen.

Broiler Marketing: In Indian broiler industry, there are several large-scale private players. They enter into contract farming with the producers.

Egg Marketing: The National Egg Coordination Committee (NECC) declares the prices of eggs after monitoring the supply and demand situation. It is not a government organization and is a producers' association. Egg prices are generally fixed twice a week by the various regional centres.

Here the primary problem is that the prices are not determined on the basis of cost of production but on demand-supply scenario, which can cause losses to layer poultry farmers.

Commercial Livestock Products Marketing

These products are generally considered as by-products of livestock production. They also constitute income for livestock owners.

Marketing of Wool: In India, wool procurement is generally made through private traders and government agencies. Also the wool produced, being coarse, is used in the carpet and khadi industry. In India, as currently sheep is primarily reared for meat, the wool market has not developed over time.

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Marketing of Hides and Skins: The sale of hides and skins in villages occurs through various levels of middlemen. They operate at the village and block levels to the terminal markets, from where they reach the tanneries. In the urban areas, slaughterhouses act as a source of hides and skins.

Constraints in Livestock Marketing

1. Most of the products are of highly perishable nature.
2. Poor market information systems.
3. Livestock farms are scattered, unorganised and unregulated.
4. Livestock products are mainly produced in rural areas have a major market in the urban areas.
5. There is seasonality in demand of livestock products.
6. The absence of grading and standardisation in products.
7. The lack of awareness about hygienic production of animal products and the processing environment.

National Agriculture Market (e-NAM)

The Ministry of Agriculture and Farmers' Welfare, Government of India, has created this online electronic trading portal, which networks the existing APMC (Agricultural Produce Market Committee) mandis to create a unified national market for agricultural This portal gives an opportunity to 'plug-in' to various markets (whether regulated or private), existing in a state commodities all over the country.

Summary

In this session you have learnt:

1. live animal marketing including

- **Methods of buying and selling live animals**
- **Their price determination**
- **Web portal and e-pashuhaat**

2. Marketing of livestock products and which would include

- **Marketing high value food produce including meat marketing, broiler marketing and egg marketing.**

3. Commercial livestock marketing

4. Constraints in livestock marketing

5. National Agriculture Market (e-NAM)

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