

## CHAPTER 2

### INDIAN MEAT INDUSTRY

Meat production is estimated at 6.3 million tones (Table 1), standing 5<sup>th</sup> in rank of world's meat production and accounts for 3% of the total world meat production of 220 million tonnes. Buffaloes in India contribute about 31% of total meat production. The contribution by cattle, sheep, goats, pigs and poultry is 31%, 5%, 10%, 10% and 11%, respectively. The share of bovine meat is about 62% as against the small ruminants of 15%. The share of red meat is 77%.

In spite of big potential because of large livestock population, the meat industry has not taken its due share on account of negative perceptions. Although India has acquired number one status in the world, contributing 13% (117 million tones) of the world's total milk production, the meat production which jibes well with dairying, is still lagging behind and is at 5<sup>th</sup> position (6.3 million tonnes).

The trends in livestock population, slaughter rate (number slaughtered as percentage of the population), is given in Table 2.

Meat production has not received adequate attention by the entrepreneurs, policy makers, scientists and politicians, although it is linked with the economic condition of poor farmers, and backward communities. Meat production is intimately linked with quality leather production in which India has acquired second position in the world after Italy. If proper attention is given by the Government, both meat and leather can also acquire Number 1 position in the world like milk.

One of the major constraints in achieving the goal is the unhygienic meat produced for the domestic market in the traditional slaughter houses causing environmental pollution and another is that the industry is with the traditional people who have not been exposed to modern technologies for domestic market.

#### COMPONENT OF MEAT INDUSTRY

There are 12 distinct components of meat and meat byproducts related industries, namely:.

1. Trade in live animals – buffaloes, sheep, goats, pigs, bullock, poultry;
2. Slaughtering the animals for retail domestic market;
3. Slaughtering in municipal abattoirs for both domestic and export markets
4. Slaughtering in integrated mechanized abattoirs (Export Oriented Units) for export;
5. Transportation services for fresh frozen meat in refrigerated containers from the point of production to the ports for export;
6. Marketing of raw and wet blue hides and skins;
7. Marketing of bones for further processing into gelatin, ossein, di-calcium phosphate etc.
8. Production of casings from the intestines;
9. Production of souvenirs from horns and hooves;

10. Marketing of blood for the production of pharmaceuticals from mechanized slaughter houses;
11. Production of meat-cum-bone meal and tallow in the rendering plants from offals and bones;
12. Production of pet foods.

The Indian meat industry is mostly based on production of fresh meat which is produced and sold daily. The export oriented plants produce fresh frozen meat. The processing of meat for value added products is insignificant which is less than 10%, that too is restricted to poultry meat.

### **Livestock Markets**

The live animals, namely, buffaloes, cattle, sheep, goats and pigs are sold in livestock markets which are mostly weekly markets and are owned privately or by trust or local bodies (Panchayat / Municipality / Corporation). The animals are either sold individually (cattle, buffaloes), or are grouped in lots of 10 – 20 (buffalo, sheep and goats). Sometimes, they are sold as truckloads, numbering 14 (buffaloes) to 200 (sheep and goats). Some of the agricultural marketing Departments of the States have bought marketing of livestock under Agricultural Produce Markets Acts (APMA) notified by various States.

All the functionaries in the markets particularly those maintained by local authorities or the State Governments governed by APMA are licensed and annual fee is collected from them.

In most of the markets, the transactions take place after examination of the animals by the buyers, through the brokers / commission agents.

### **Municipal Abattoirs**

For domestic market, there are about 4,000 slaughter houses registered with the Local Bodies and more than 25,000 unregistered premises where animals are slaughtered. Traders / individual butcher buy their animals from weekly livestock markets and bring them to slaughter houses which cater either to domestic market or export oriented units.

### **Retail Meat Markets**

Goat and sheep meat is marketed in the retail meat shops in small towns and in air conditioned shops in the metro towns. Similarly, large animal meat is sold in the retail shops. In metro towns, these shops are licensed to maintain the hygienic conditions.

### **Export Oriented Abattoirs**

Export Oriented Abattoirs (27) are modern integrated units established on the guidelines given by APEDA. They follow world class sanitary and phytosanitary measure having mandatory requirement of HACCP and ISO Certification.

### **Export of Meat**

India's international trade in livestock and livestock products is mainly in live animals, meat and meat products, dairy products and eggs. All the Export Oriented Units (EOU) are registered with the Agricultural and Processed Food Products Export Development Authority (APEDA) of the Government of India after due inspection.

India is the largest buffalo meat exporting country (Carabeeb) globally, with smaller amount of sheep meat. Production and export of meat from India commenced in the year 1969. During the last 42 years, the quantity of meat exported from India has been increasing and so also the number of countries to which it is exported.

Currently India has been exporting quality and safe meat to about 64 countries. Till date, not a single importing country has recorded the outbreak of any disease in livestock as a consequence of the import of the meat from India. Deboned and deglanded (boneless) meat having pH below 6 where no FMD virus can survive is exported. Indian meat exporters are strictly following all the guidelines mentioned in the OIE Terrestrial Animal Health Code, in Volume II (8.5.25).

India has a competitive advantage in the export of buffalo meat. Besides being strategically located with the meat importing countries, the buffalo meat has many positive characteristics. These are:

- The livestock in India is reared on green pastures and agricultural crop residues, thus are raised under green livestock production system;
- There is no practice of using hormones, antibiotics or any other chemicals to promote growth and fattening of livestock;
- The Indian livestock is free from the dreaded Bovine Spongiform Encephalopathy (Mad Cow Disease), Rinderpest and CBPP certified by OIE;
- The Indian buffalo meat is 93% chemically lean and blends very well with other ingredients for value added products;
- Indian meat is free from radiation;
- The animals are slaughtered strictly according to "Halal" method; hence the meat is genuinely "*Halal*".
- Indian buffalo meat blends very well with other meats.
- Indian buffalo meat is low in fat and cholesterol.
- Animal welfare practices are adopted in EOUs which follow the guidelines given in Society for Prevention of Cruelty towards Animals (SPCA) Act of 1960, Animal Welfare Board and Bureau of Indian Standards (BIS), in the transport of animals to the slaughter houses.

The meat exports together with their value (US \$) from India during 2001-2009, are given in **Table 2**. The present export is valued at Rs. 6,000 crores (US\$ 1200 million) annually. There has been a decrease of buffalo meat exports to some of the countries like the Philippines, Malaysia, Angola, Kuwait etc., but increase in Vietnam, Egypt etc. There is an overall increase in the export of buffalo meat since 2006-07 up to 2009-10. It is further going to increase and touch Rs. 7000 Crores in 2010-11. The value-wise there is an increase by 30%. **Table 3 and 4** give the export of meat to top 10 countries of buffalo and **Table 5** gives the average price realization, per kg of buffalo meat exported.

From these Tables, it is noticed that approximately 500,000 MT of deboned buffalo meat is exported which comes to about 800,000 tonnes of meat with bones or approximately 50% of buffalo meat produced in the country is exported. It has more future as new markets are being added each year.