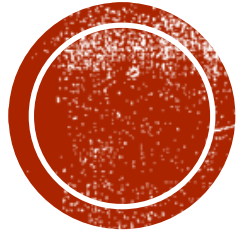


# LIVESTOCK DEVELOPMENT PLAN

Sahiwal Regional Growth Strategy



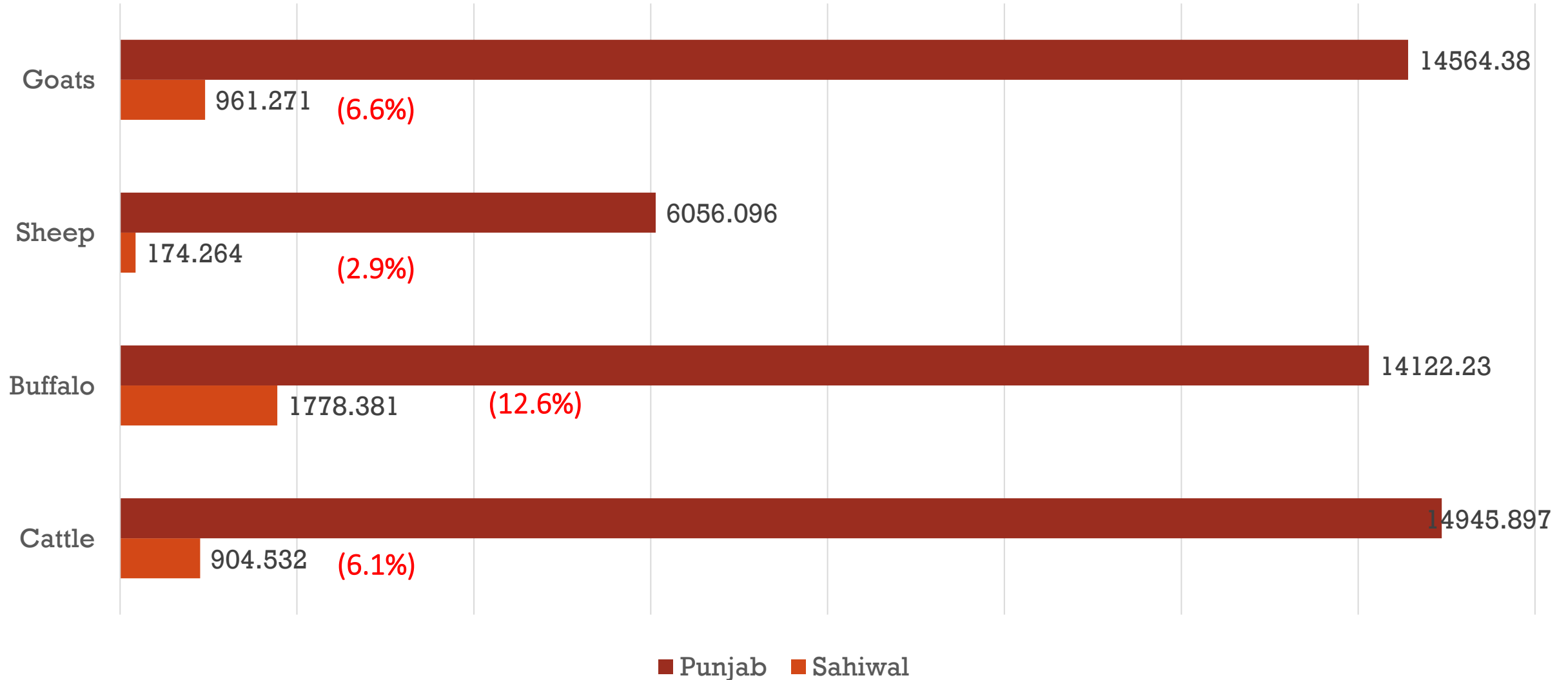
# SECTOR SNAPSHOT



Current Status and Assessment

# LIVESTOCK POPULATION

Total Population = 3,818 Thousand (7.7% of Punjab Population)



# DAIRY



## High Nutrition

Milk produced in Pakistan have more nutritional value than other world having 8 to 12 percent of FAT and 10 to 15 percent of Calcium.<sup>1</sup>



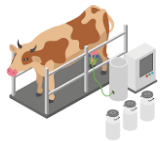
## Low Cost Farming

Farming in Pakistan is mostly linked to the agriculture farmers who have their own inputs.



## International Recognition

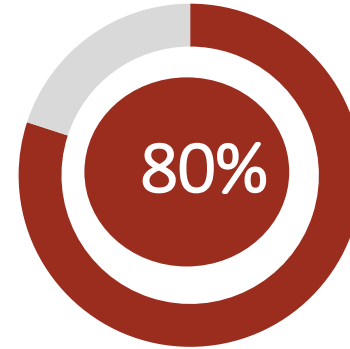
Neeli Ravi is considered the best buffalo breed in the world.



Milk Yield

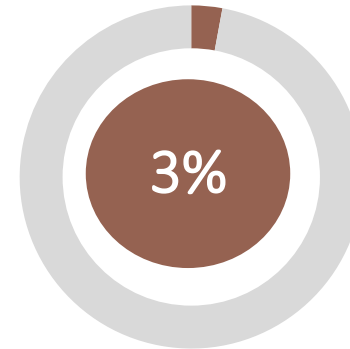
## High Potential

Neeli-Ravi buffalo produced more than 47 liters in 3 milking sessions during a buffalo gala competition in April 2013 at BRI Pattoki. <sup>2</sup>



### Farmers Type

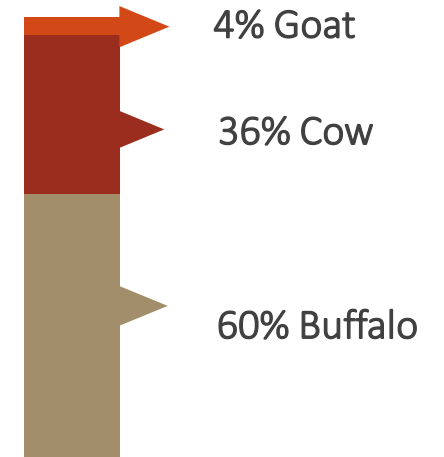
80% milk is produced at small scale<sup>2</sup>



### Value Addition

About 97% milk is marketed in raw form and rest is processed (UHT), with 15 to 20% wastage in some areas<sup>3</sup>

## Milk Composition



# MEAT



## Export Potential

Pakistan has been hoping to export meat and meat preparations worth \$500m by the end of the current fiscal year to Jordan, Indonesia and Egypt<sup>1</sup>



## International Marketing

Being a Muslim state with halal-certified slaughterhouses, there is no reason why we should not be able to carve a big niche for ourselves in the halal global meat business, he says, but laments that the prevalence of the FMD is proving to be a major bottleneck in the way.



## Value Addition

Meat export, like all other export businesses, is a value-added chain — production, processing and marketing — that requires focus on all three areas.

2.68%

### Production

Pakistan is only 2.68% of the world total production, while having the 7th Largest population in the World<sup>2</sup>

0.6%

### World Trade

The country produced at least 4.9 million tones of meat in 2020-21 and Only 2 percent of that is exported.<sup>1</sup>

27%

### Growth

Pakistan's meat industry has grown at a annual rate of 27pc, from \$14 million in 2002-03 to \$339.93m in 2021.<sup>1</sup>

# POULTRY

8<sup>th</sup>

Largest Producer of Poultry

Chicken meat accounts for 32.7% of the total meat production in Pakistan<sup>1</sup>

32%

12%

The poultry sector is one of the productive sectors with the highest annual growth in Pakistan, around 10-12% per year<sup>2</sup>

## Highest Performance

Poultry production in Pakistan has experienced great growth and development in recent years, with a major modernization of farms

## Low Price Nutrition

Consumption of chicken meat is growing steadily in Pakistan because of its low price (beef is over 20% and mutton is over 50% more expensive) and low fat content<sup>1</sup>

## Export Potential

Pakistan were found to be involved in the export of processed and packed chicken meat and egg products including frozen carcasses, ready to cook items and value added meat and eggs; a practice reported earlier in India

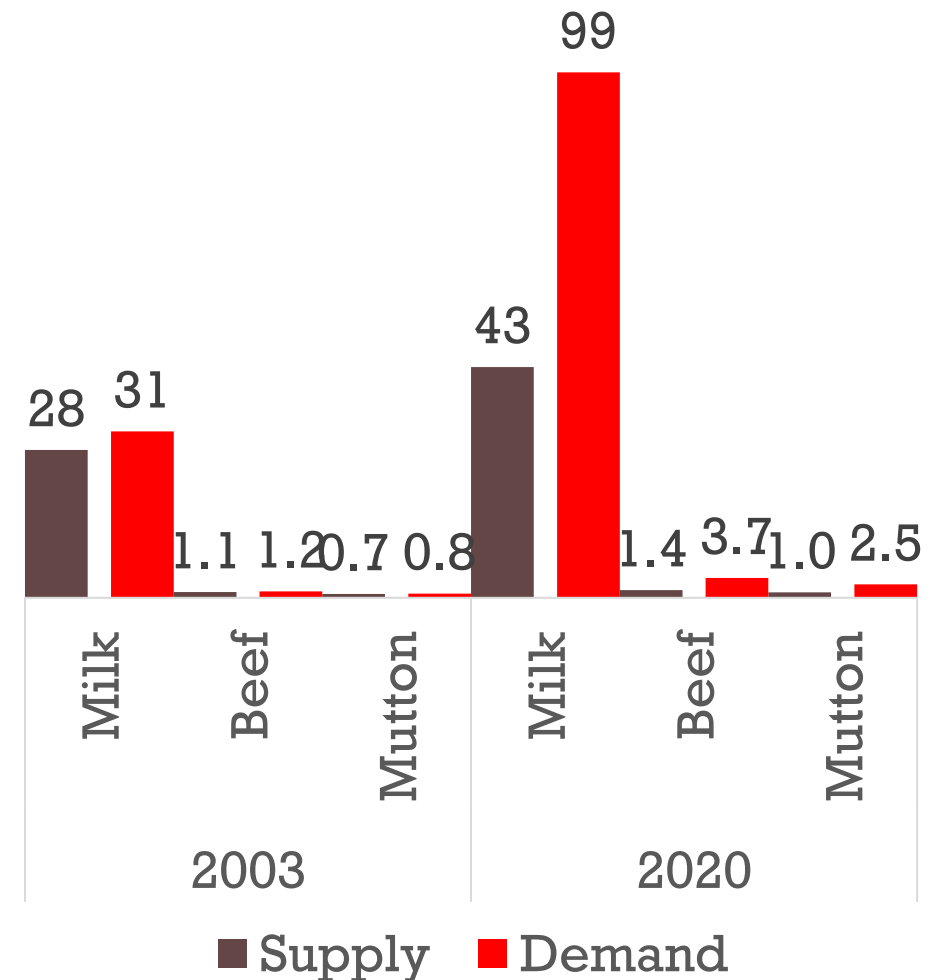
## Food Security

Highest consumed commodity in Pakistan's food basket. 1.94 million tons of chicken are currently produced and 2 million tons of eggs annually<sup>3</sup>

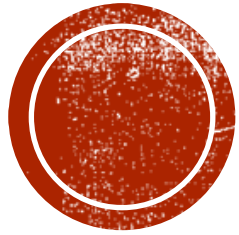
# MARKETING PROBLEMS

- The corporate sector's contribution to the livestock industry is limited to only 1%
- The commercial sector contributes about 4% to the livestock industry, resulting in weak value chain connections, low value addition and processing of meat and dairy products.
- Middlemen exploit livestock producers by charging them varying, lower prices based on the location, as well as the corporate milk collectors.
- Market distortions are caused by low standards, lack of certification, and an inefficient pricing mechanism.

**Supply Demand Gap  
(Million Tons)**



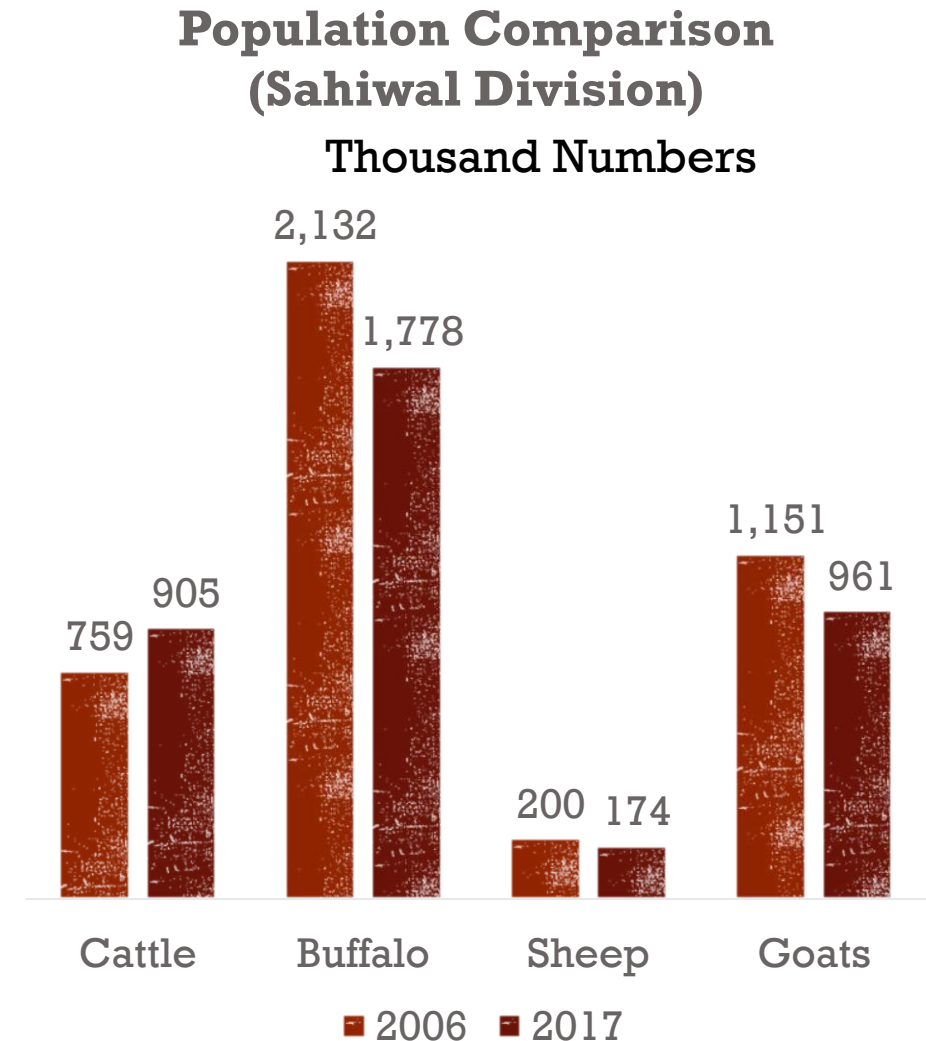
# SITUATIONAL ANALYSIS



Challenges & Issues and Future Trend

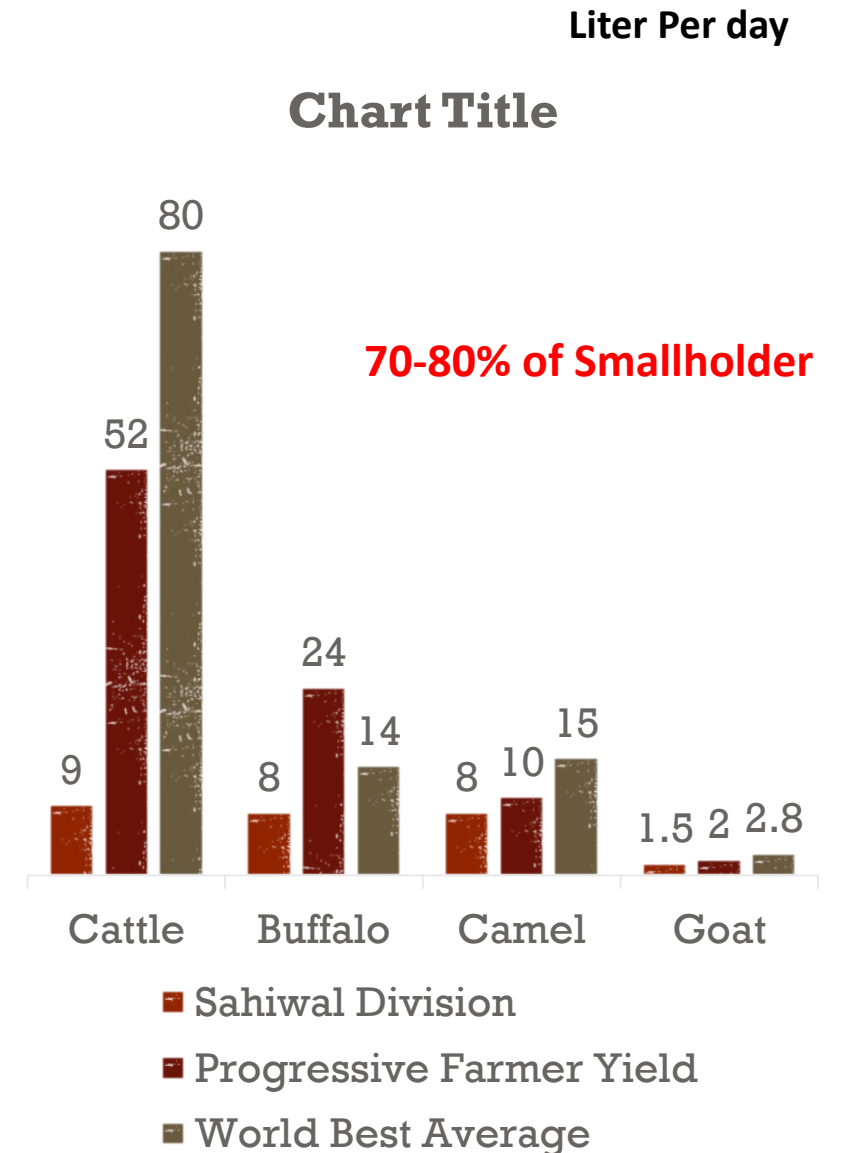
# STATISTICAL ISSUES

- This data compares livestock population statistics from the 2006 and 2018.
- Experts argue that the figures in the Economic Survey of Pakistan based on the 1996-2006 inter-census growth rate do not reflect the actual growth rate of the country's animal population.
- The 2018 census statistics were withheld because of a significant discrepancy between the published figure in the Economic Survey of Pakistan and the actual figure.



# LOW PRODUCTIVITY

- Smallholders produce milk for their own needs at low cost and have limited access to larger milk markets.
- Dairy production are often noncash resources, such as family-owned land and labor.
- Small farmers lack breeding improvement methods and do not keep track of progeny records. Over 80% of their animals are nondescript.
- Uninformed crossbreeding has led to genetic mixing and reduced milk productivity overall.



# INEFFICIENT NUTRITION

- There is gap between the required and availability of feed and fodder for livestock
- Mineral deficiency in animals leads to low productivity and increased susceptibility to diseases.
- The fodder sector is managed by the Agriculture department, but there is no coordination with the livestock nutrition requirements that vary by area, as they are handled by separate departments.

## Mineral Status of Blood, Soil and Fodder

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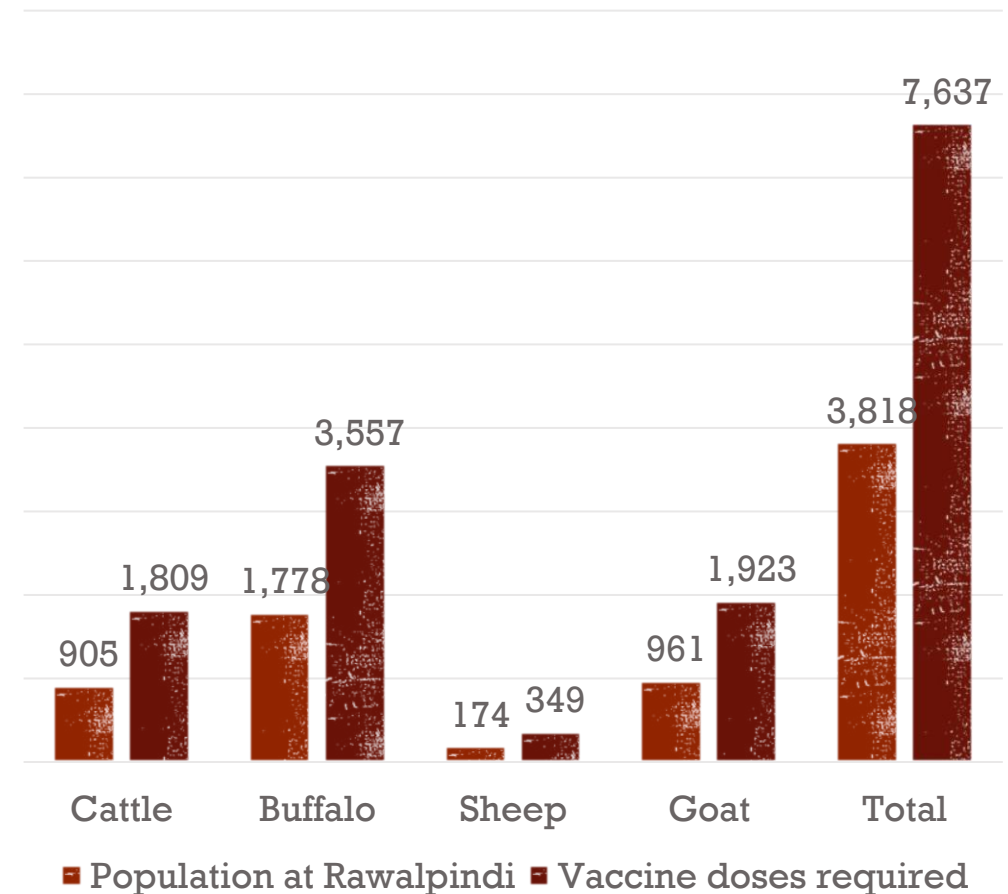
<b>Districts</b>	<b>Deficiency in Blood</b>	<b>Deficiency in Soil</b>	<b>Deficiency in Fodder</b>
<b>Okara</b>	Na, P, Fe	Na, K,	Se
<b>Sahiwal</b>	Na, Ca,, Fe	Na, K, Zn,	–
<b>Pakpatan</b>	Fe	Na, K, Zn, P	–

---

# DISEASE SPREAD

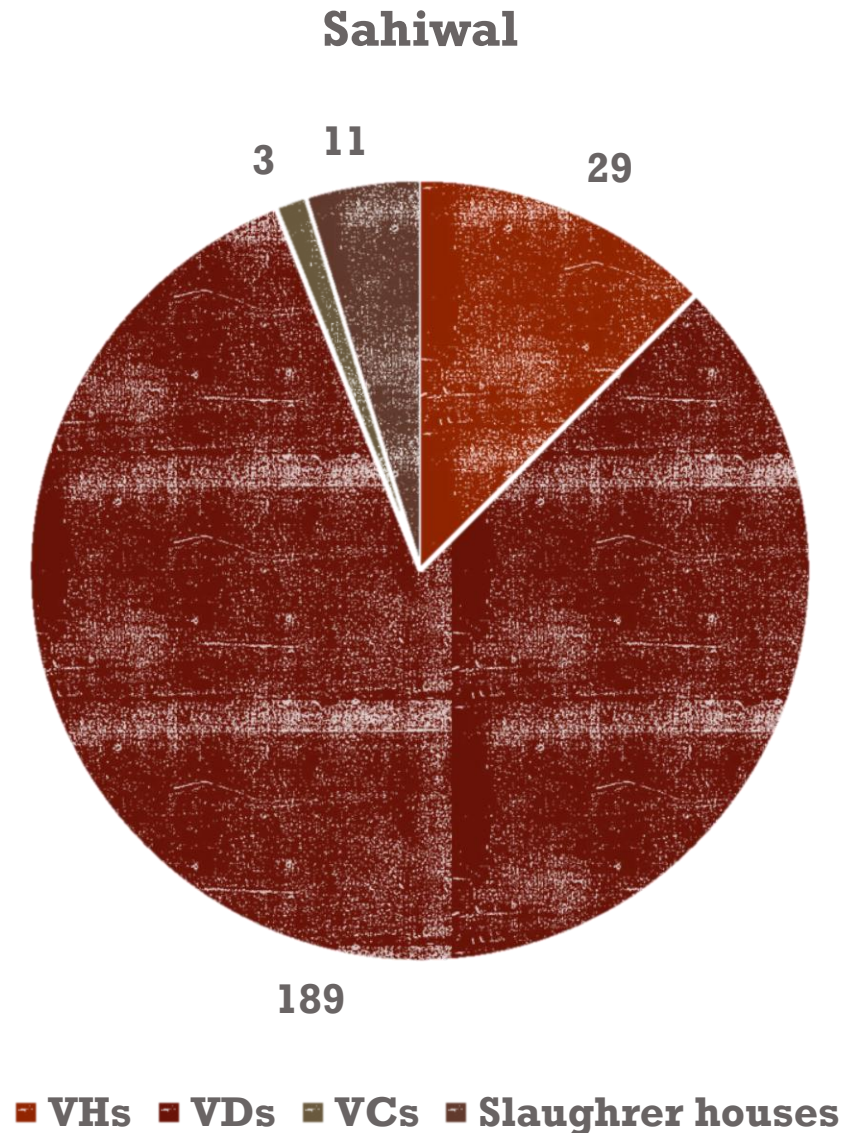
- A huge gap exists between FMD vaccine demand/requirement and local vaccine production
- FMDRC currently producing 8 million of doses per Annum which is less than 1 percent of the total requirement.
- Imported Vaccine – Limited doses only 5 percent of the total requirement.
- L&DD spending 1.8 B Rs per annum for vaccine import

**Vaccination Requirement as Per Population (Thousand)**



# INSTITUTIONAL CAPACITY

- The current facilities are not enough to cater the needs of existing population
- There should be at least a facility in every UC
- The most emphasis is on the veterinary services the extension services are ignored
- There is need to revamp the departmental structure to provide better services



# OTHER ISSUES AND CHALLENGES

## Farm Management

Poor **farming practices** & scarcity of **extension services**, lack of institutional coordination and poor input & financial accessibility

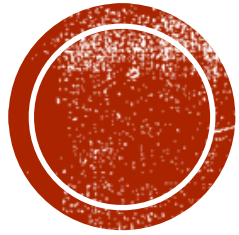
## Markets

Low standards, lack of **certification**, inefficient **price mechanism**, limited access to the global market and under developed **supply chain**

## Value Addition

Low processing & preservation mechanism, lack of product innovation and low product quality & human resource management

# STRATEGIC PLAN



Development Strategy and Growth Potential

# OBJECTIVES

01

**Improving breed, on-farm mechanisms, medical facilities and providing high-quality nutritional feed for enhanced productivity.**

02

**Contribute towards poverty alleviation and economic development through the provision of an enabling environment and farmer support services in the livestock sector**




03

**Incorporating modern processing technologies to move towards high value-added meat and dairy products.**

04

**Strengthen local markets and price mechanism and increase accessibility to the international market by adopting international standards and certification**

# POTENTIAL BREEDS

Sr.	Animal	Potential Breed	
1.	Buffalo	Nili / ravi Kundhi Cross Breed	
2.	Cattle	Sahiwal Cholistani Foreign/Exotic Cross breed	
3	Sheep	Kajli Thalli Buchi	
4	Goat	Teddy Beetal Damani	

# INSTITUTIONAL AND HUMAN RESOURCE DEVELOPMENT



Strengthening and Restructuring livestock Institutions



In-Service and Pre-Service Training Regime.



Strengthening Livestock Research and Academia-Industry Linkages



Creating a Pool of Animal Health Workers



Comprehensive Curriculum Review and Improvement.

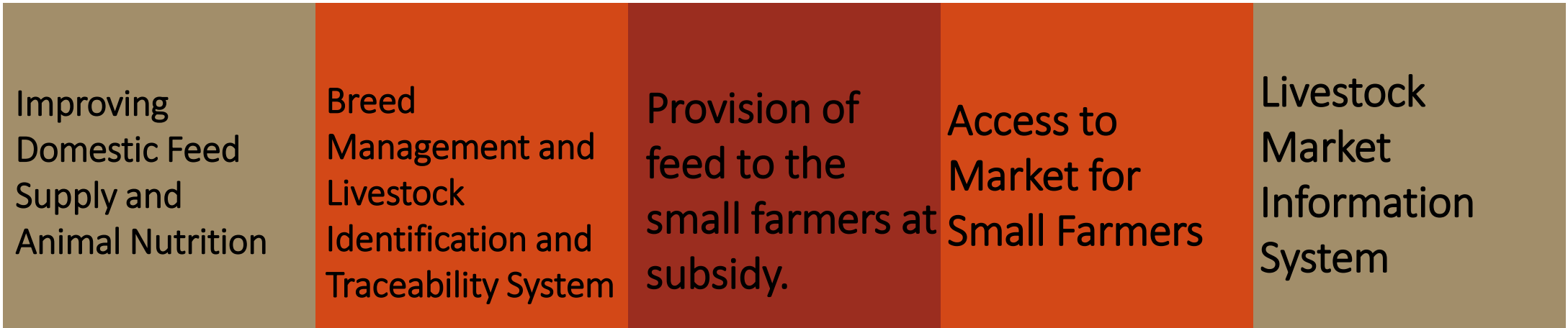


Technology Transfer Offices at Livestock Universities

# DISEASE SURVEILLANCE, ANIMAL HEALTH AND EXTENSION SERVICES



# LIVESTOCK PRODUCTIVITY ENHANCEMENT & MARKET ACCESS



Production

2x



The output will increase from **261 Billion** to **516 Billion** Estimated.

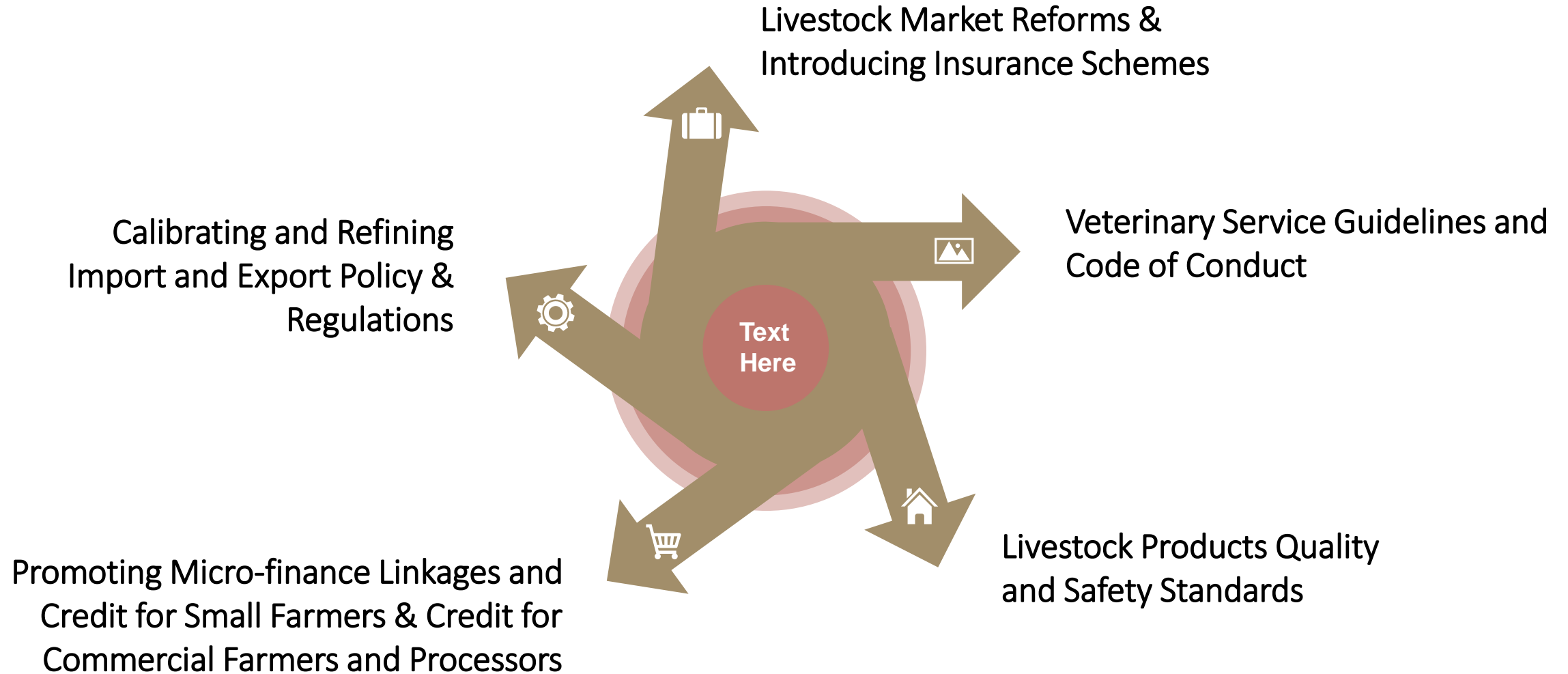


2x

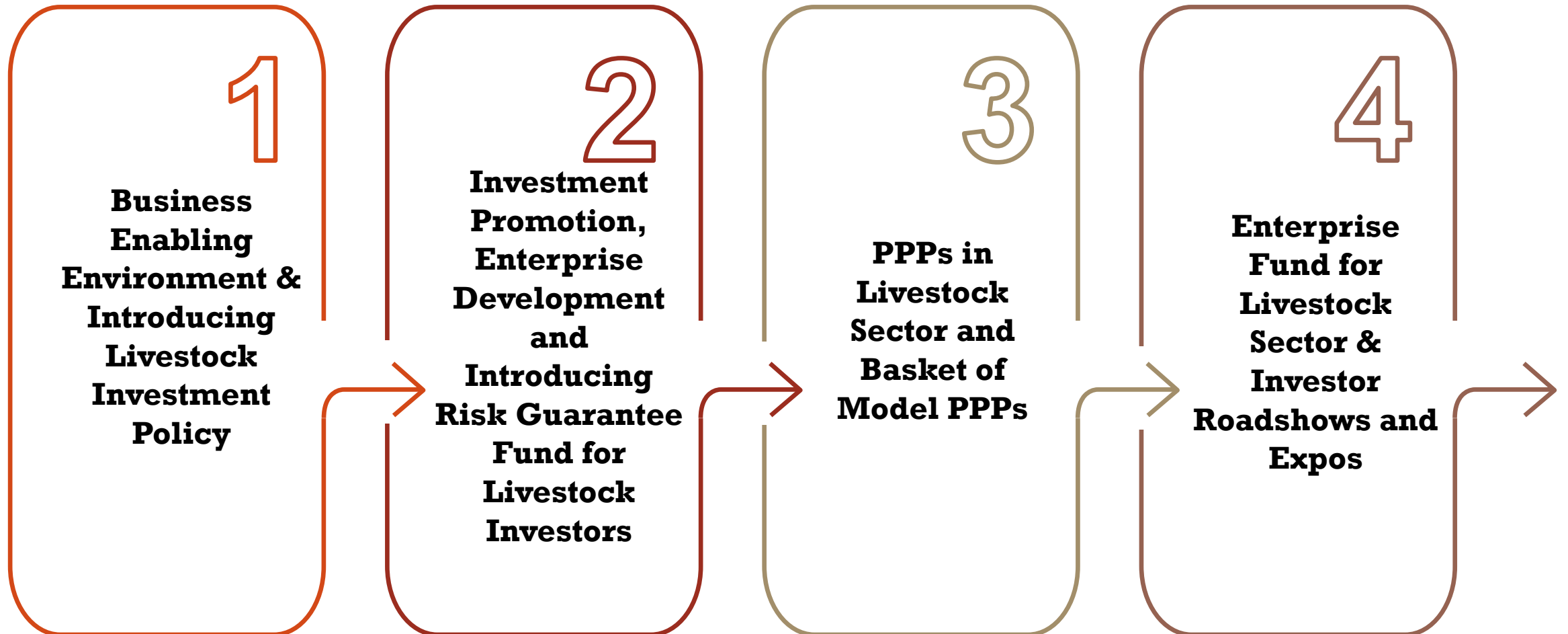
Farmer's Income

These interventions could lead to an increase of the Farmers income from **76 thousand** to **150 thousand per month** in the Livestock Sector

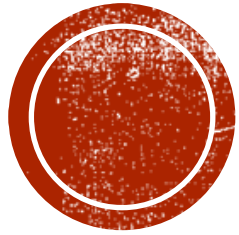
# ACCESS TO FINANCE, SUSTAINABILITY, REGULATIONS & COMPLIANCE REGIME



# INVESTMENT PROMOTION AND ENTERPRISE DEVELOPMENT



# VALUE CHAINS



# Sector

## Dairy



### Breed Improvement

- Conservation and preservation of indigenous breed
- Provision of Stress free environment
- Tagging, tracking and acquiring of elite male of Dhanni breed for Semen production
- Provision of high yield breeder at community level for enhance breeding



### Nutrition and Feed

- Provision of Grazing spaces at community level with draught tolerant varieties
- provision of silage making machine at community level
- Providing feed (wanda) at subsidized rate at village level to ensure nutritional level in the animals



### Farm Management

- Farmer training programs with the help of private sector to ensure proper livestock management
- Excluding extension services from veterinary services and establishing a separate Institute for extension services of farm management and nutritional enhancement



### Marketing

- DE capping or ensuring market competitive pricing of the milk
- Price flooring could be introduce for milk famers to sustain
- Grading and Packing facilities and acts for buffalo milk



### Value addition

- Establishing milk collection points at community level for farmers to eliminate middle man from milk sale
- Incentivize private sector to introduce value addition and exports in Dairy Sector I,e Cheese,



# Sector

## Meat



### Breed Improvement

- Import of Exotic A2A2 Semen for the non-descript animals to enhance production.
- Establishment of specialized breed and semen production unit for high milk yielders



### Nutrition and Feed

- Goat & Sheep fattening program should also be introduced
- Feed subsidy program for goat farmers could be introduced
- Specialized fodder crops could be introduced to fulfill nutritional requirements of the livestock



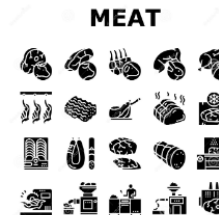
### Farm Management

- Farmer training programs with the help of the private sector to ensure proper livestock management
- Excluding extension services from veterinary services and establishing a separate Institute for extension services of farm management and nutritional enhancement



### Marketing

- Small cattle mandis could be introduced to increase farmer outreach in the market
- Price de-capping or quality grading should be introduced
- Modern slaughterhouses with packing facilities need to be introduced



### Value addition

- Incentivize the private sector to introduce value addition and exports in the meat sector.



# Sector



## Breed Improvement

- Poultry research center should be introduced in the division to enhance poultry breed
- Household poultry programs should be introduced and increased units in the existing programs



## Nutrition and Feed

Availability of Raw materials for commercial poultry should be ensured to cope price shocks in the poultry market I.e. GMO Soybean



## Disease Control and Prevention

- Strict enforcement of control measures such as biosecurity and vaccination at the national level to control and manage farm level endemic H9N2 AI outbreaks successfully.



## Marketing

- Involve private sector to introduce poultry meat packing and slaughtering units to ensure end level consumer health



## Value Addition

- Incentivize private sector to introduce value addition and exports in poultry sector.

## Poultry



# RECOMMENDED INTERVENTIONS FOR LIVESTOCK (7,349) MILLION)

## Breed Improvement

Genetic Improvement | Quality Labs | Germ Plasm | Livestock Database | Production Techniques

(1,649 Million)

## Nutrition & Feed

Exotic Grasses Production | Nutritional Enhancement Programs

(750 Million)

## Disease Control & Prevention

Molecular Research Center | Strengthening of Disease Diagnosis | Quality Labs | Enhancement of Vaccine Production & Access

(2000 Million)

## Extension Services

Upgradation and Revamping of Livestock Directorate and Facilities | Integrated Farming System | Farmers Trainings | Strengthening Extension Services

(800 Million)

## Markets

Community Farming | Cold Chain | Slaughter House | Markets

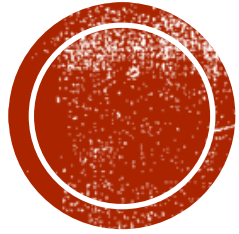
(1550 Million)

## Value addition

Incentivizing Private Investment | Processing Units

(600 Million)

# PROPOSED PROJECTS



Short, Medium and Long Term

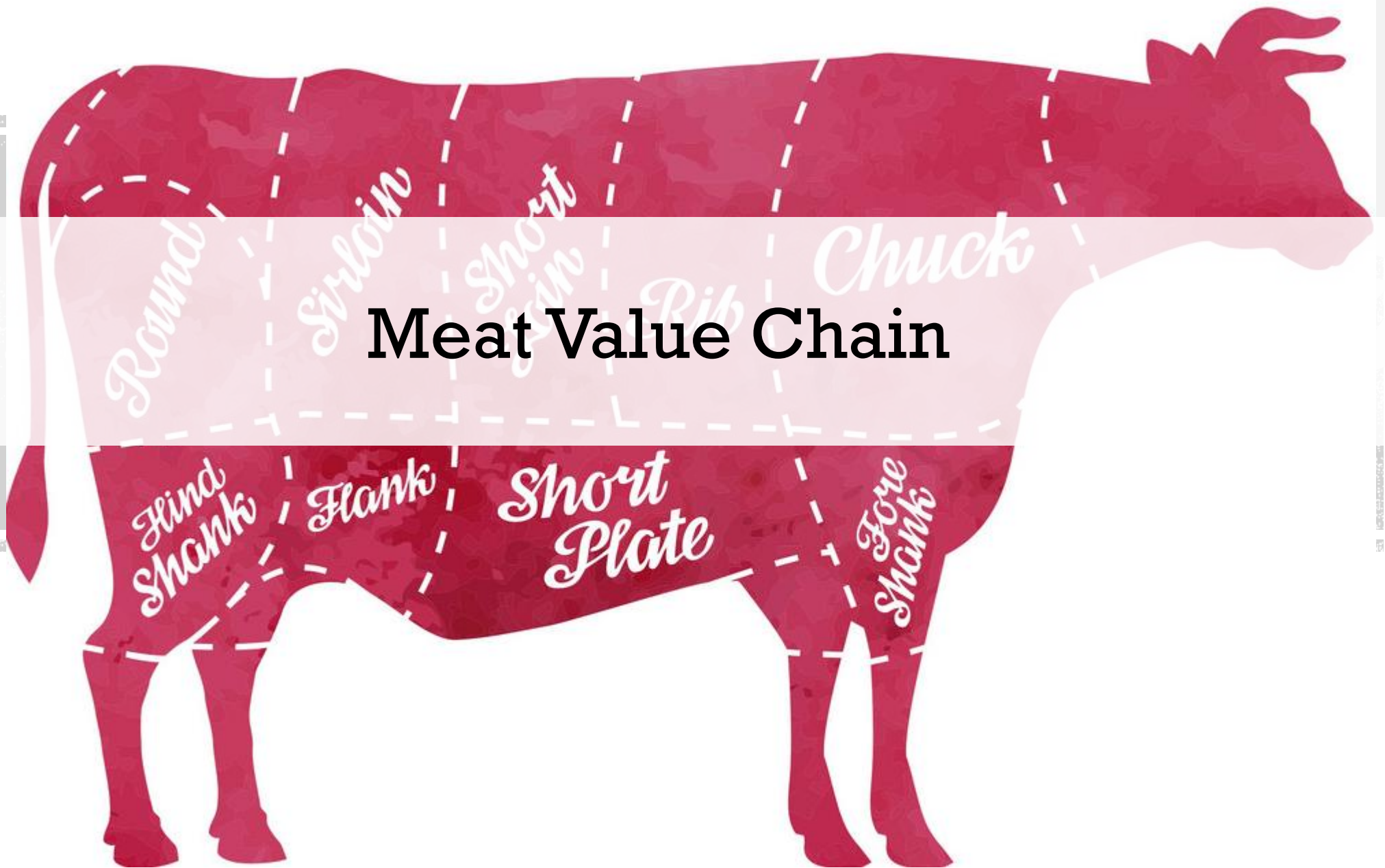
# RECOMMENDED INTERVENTIONS FOR LIVESTOCK (7,349) MILLION)

Area of Intervention	Category	Intervention	Cost (Million)
Breed Improvement	Short term	Production wing of the livestock department to introduce a specialized program to Import Exotic A2A2 Semen for the non descript animals to enhance production.	600
		Establishment of specialized breed and semen production unit at LPRI Bahdarmagar for high milk yielders	150
		Establishment a specialized R&D unit with integration of international research center on the breed improvement especially on Sahiwal Cattle at LPRI Bahadurnagar Okara	200
	Medium-term	Establishment of a record keeping unit at every district for Tagging, tracking and acquiring of elite male of Sahiwal and Neeli Ravi breed for Semen production	200
		Initiative of Backyard poultry to provide household poultry units for rural households.	349
	Long term	Establishment of R&D unit on the goat and sheep breed with collaboration of international institutes at LPRI Bahadurnagar Okara	150
Nutrition and Feed	Short term	Introdction of Specialized Unit for feed and nutrition with integration of Fodder research Institute at livestock directorate	200
		Provision of subsidized feed (wanda) at the village level during the winter to ensure nutritional levels in animals when fodder is unavailable.	250

Area of Intervention	Category	Intervention	Cost (Million)
Nutrition and Feed	Medium-term	Introduction of Goat and Sheep fattening program for Sahiwal division	100
		A R&D unit on specialized fodder crops at LPRI Bahadarnagar, Okara, relevant to local environment to fulfil nutritional requirement of the livestock	200
Disease Control and Prevention	Short term	Strengthening of Disease Diagnosis, Reporting, Surveillance System, and ISO Certification of Diagnostic Labs	200
		Establishment of vaccine production unit for Livestock & Poultry.	350
	Long term	Establishment of Research Center for Molecular investigations of field strains of the FMD, HS, ETV, PPR, Mycoplasma, Brucella, ND, and Avian Influenza.	250
		Establishment of technical route epidemiological survey, compulsory immunization, barrier system for controlling livestock movement	1200
Extension Services	Short term	Farmer training programs with the help of private sector to ensure proper livestock management	100
		Establishing a separate Institute for extension services of farm management and nutritional enhancement	200
	Medium-term	Upgradation of the livestock directorate Sahiwal and Solarization of the facilities	500

Area of Intervention	Category	Intervention	Cost (Million)
Marketing	Short term	Establishment of milk collection points at community level for farmers to eliminate middle man from milk sale	300
		Grading and Packing facilities and acts for buffalo milk	150
	Medium-term	Establishment of Small cattle mandi to increase farmer outreach in the market	100
	Long term	Establishment of Modern slaughter houses with packing facilities needs to be introduced	800
		Introduction of poultry meat packing and slaughtering units by Involving private sector to ensure end level consumer health	200
Value addition	Long term	Incentivize private sector by providing infrastructure, rebates in tax and import duties on machinery to enhance value addition in dairy sector.	200
		Incentivize private sector by providing slaughtering, processing units and machinery at subsidize or tax free rates.	200
		Incentivize private sector to establish poultry processing and value addition units especially in SEZs	200
Soft Interventions	Short term	Provision of Stress free environment to the animals	Soft
		DE capping or ensuring market competitive pricing of the milk	soft
		Price flooring could be introduce for milk famers to sustain	Soft
		Ensuring an Adequate Supply of Raw Materials for the Commercial Poultry Industry to Mitigate Price Volatility, such as GMO Soybeans.	Soft

Economic Impact									
Product	Population	Animal in Production	Yield	Output (tons)	Price	Value in PKR	Potential Yield	Potential Output (Tons)	Potential Value (Pkr)
Milking Cow	904,532	408,572	9	1,121,529	85	95,329,963,307	20	2,492,287	211,844,362,904
Milking Buffalo	1,778,381	803,284	8	1,606,568	95	152,623,927,941	15	3,012,314	286,169,864,889
Meat (Cow)	904,532	22,800	135	3,078	800	2,462,400,000	200	4,560	3,648,000,000
Meat (Buffalo)	1,778,381	41,400	157	6,500	700	4,549,860,000	180	7,452	5,216,400,000
Sheep	174,264	10,900	47	512	1,300	665,990,000	65	709	921,050,000
Goat	961,271	105,400	40	4,216	1,500	6,324,000,000	58	6,113	9,169,800,000
Total				2,742,403		261,956,141,247		5,523,435	516,969,477,792



# Meat Value Chain

# Sahiwal Breed meat potential

## **Adaptability:**

- The Sahiwal cattle breed also has a higher immunity and is able to withstand harsh weather conditions
- Known for its heat tolerance, making it suitable for regions with high temperatures.

## **Physical Characteristics:**

- Medium to large-sized cattle with a distinctive red or reddish-brown coat.
- Well-developed hump on the back, typical of zebu cattle breeds.

## **Meat Quality:**

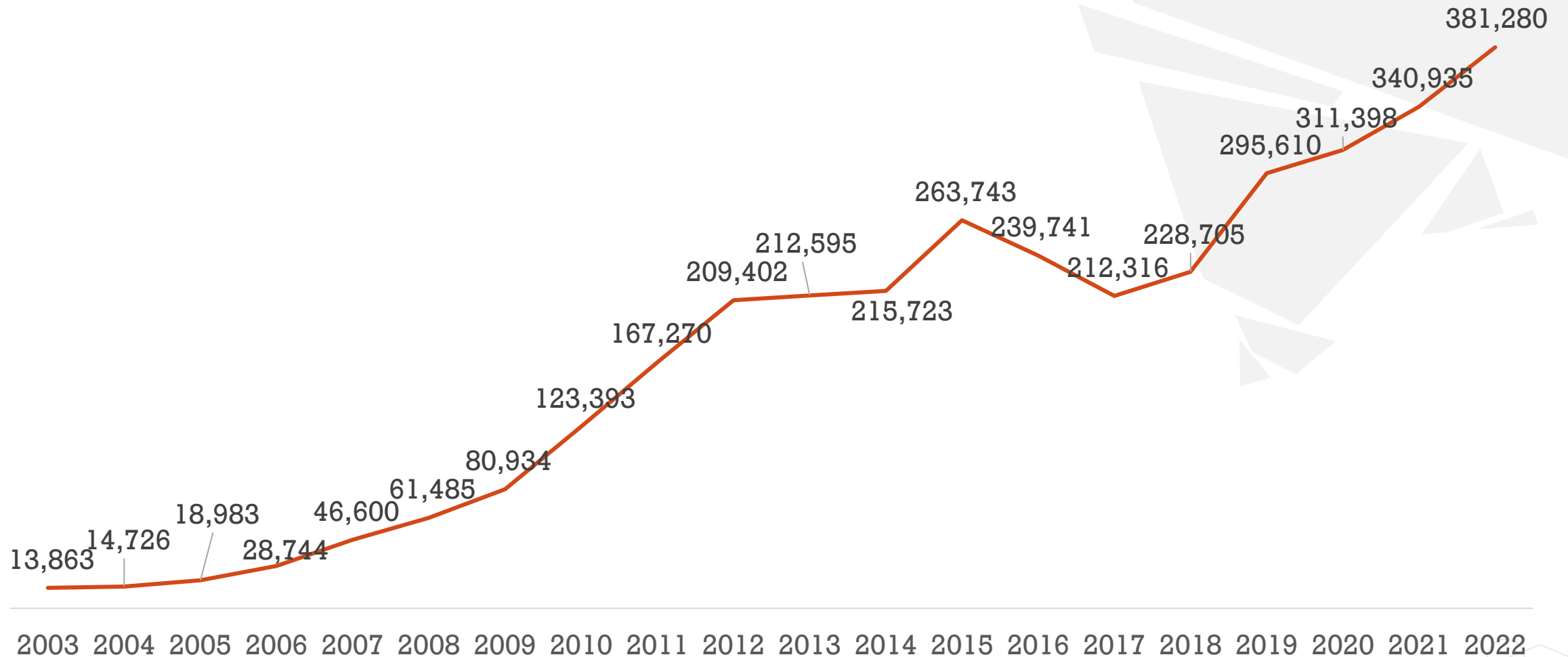
- The meat from Sahiwal cattle is known for its tenderness and flavor.
- It has a good balance of lean meat and moderate fat content, making it desirable for consumers.

## **Market Demand:**

- Sahiwal meat is sought after in certain regions due to its quality, and the breed has gained popularity in the beef industry.



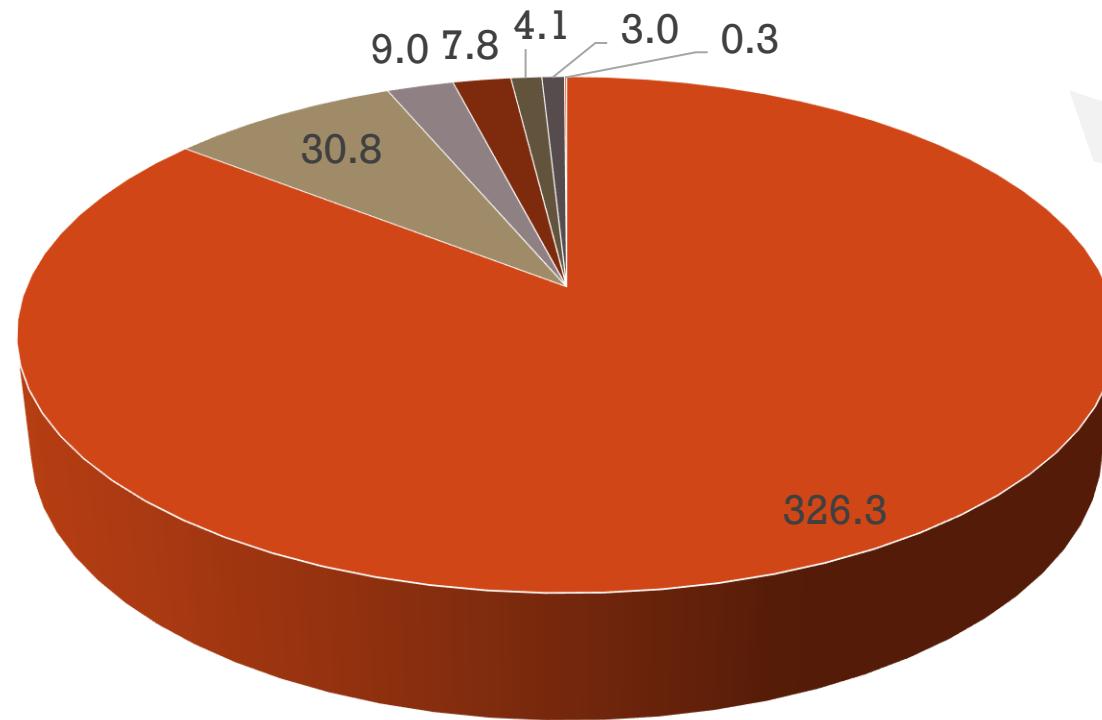
# Pakistan Meat Exports Trend (US\$ Million)



Source: Trademap, 2022 Your Logo or Name Here



# Pakistan Exports, US\$ Million, 2022



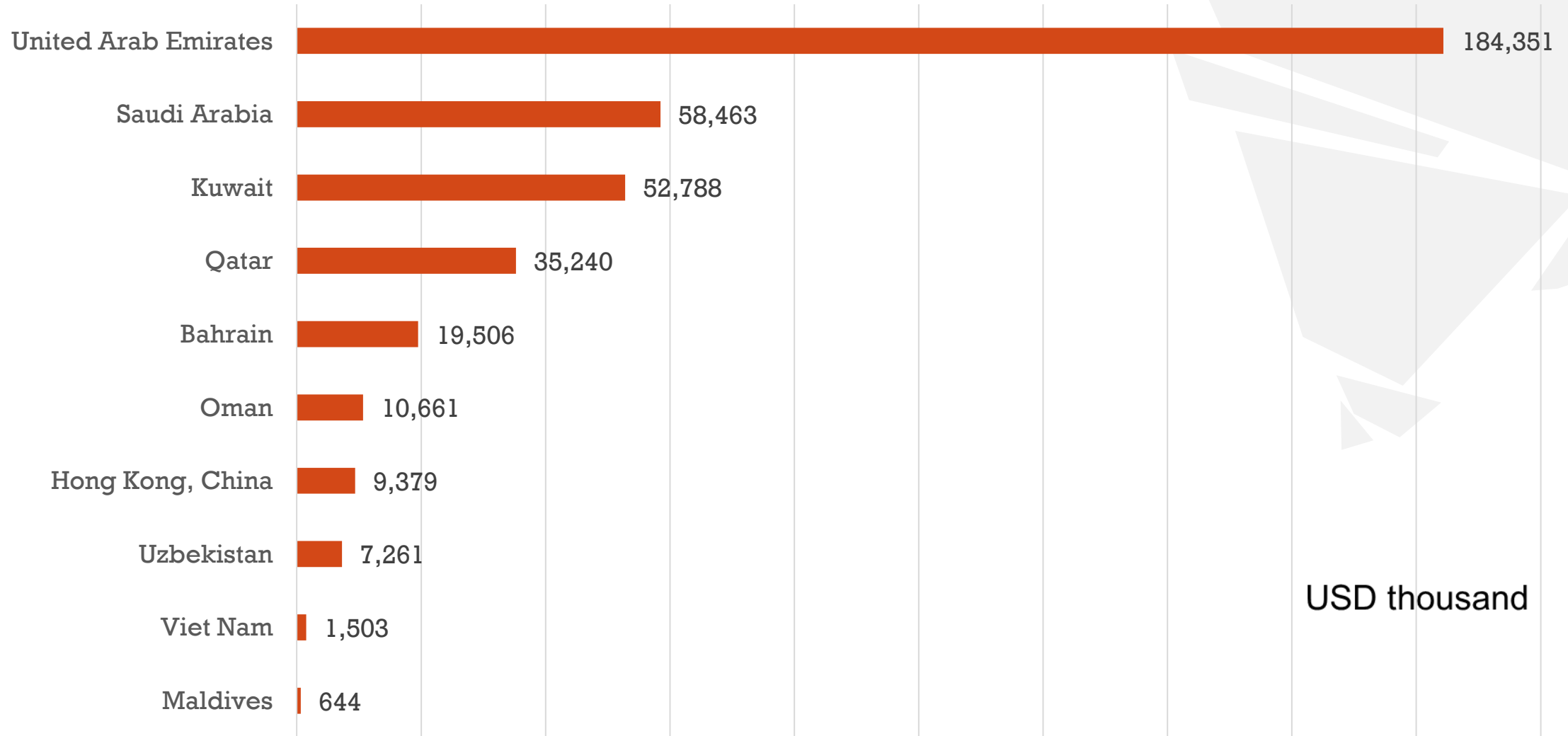
- Meat of bovine animals, Fresh
- Meat and edible offal, Salted, Dried
- Edible offal, fresh, ...
- Meat and edible offal of fowls of the species Gallus
- Meat of sheep or goats All type
- Meat of bovine animals, Frozen
- Meat and edible offal of rabbits, hares, pigeons etc

Your Logo or Name Here

Source: Trademap, 2022



# Pakistan's Top Ten Exporting Countries



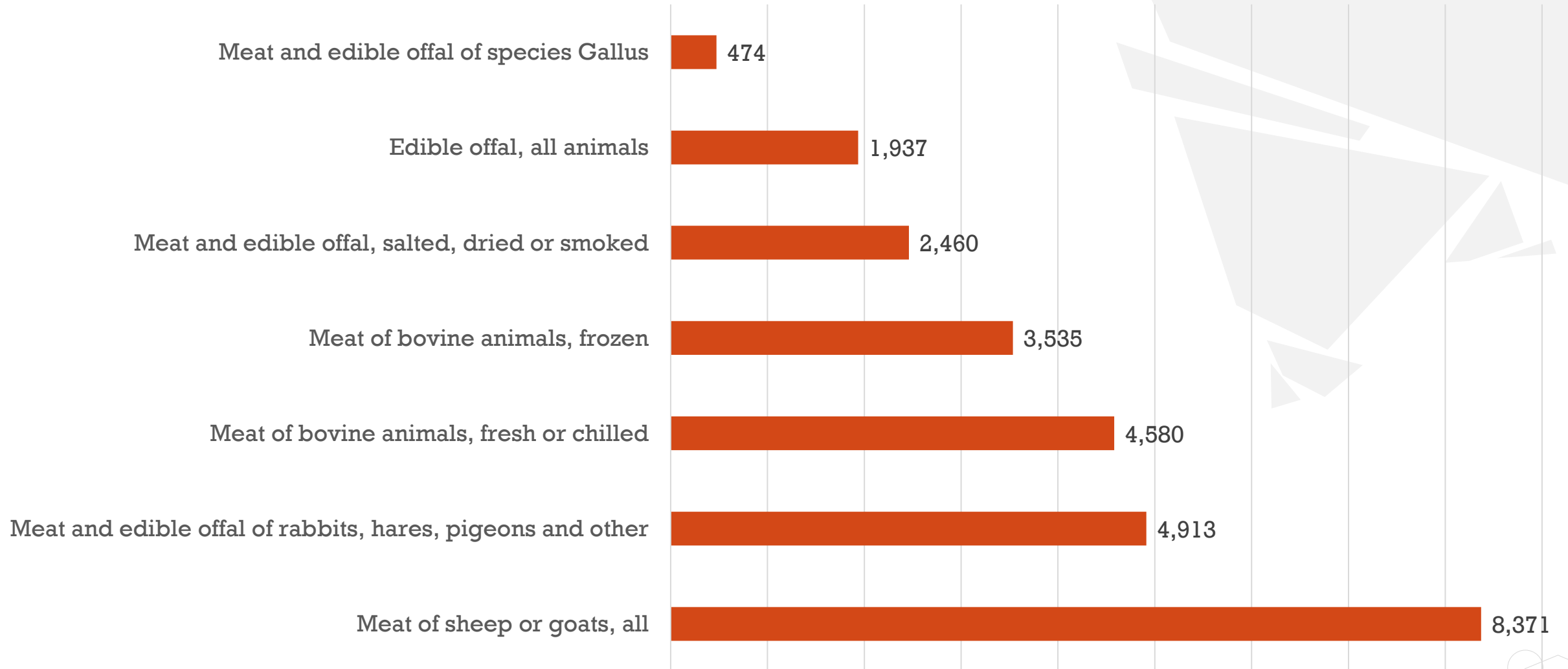
USD thousand

Source: Trademap, 2022

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# Pakistan's Export Value (USD/Unit)

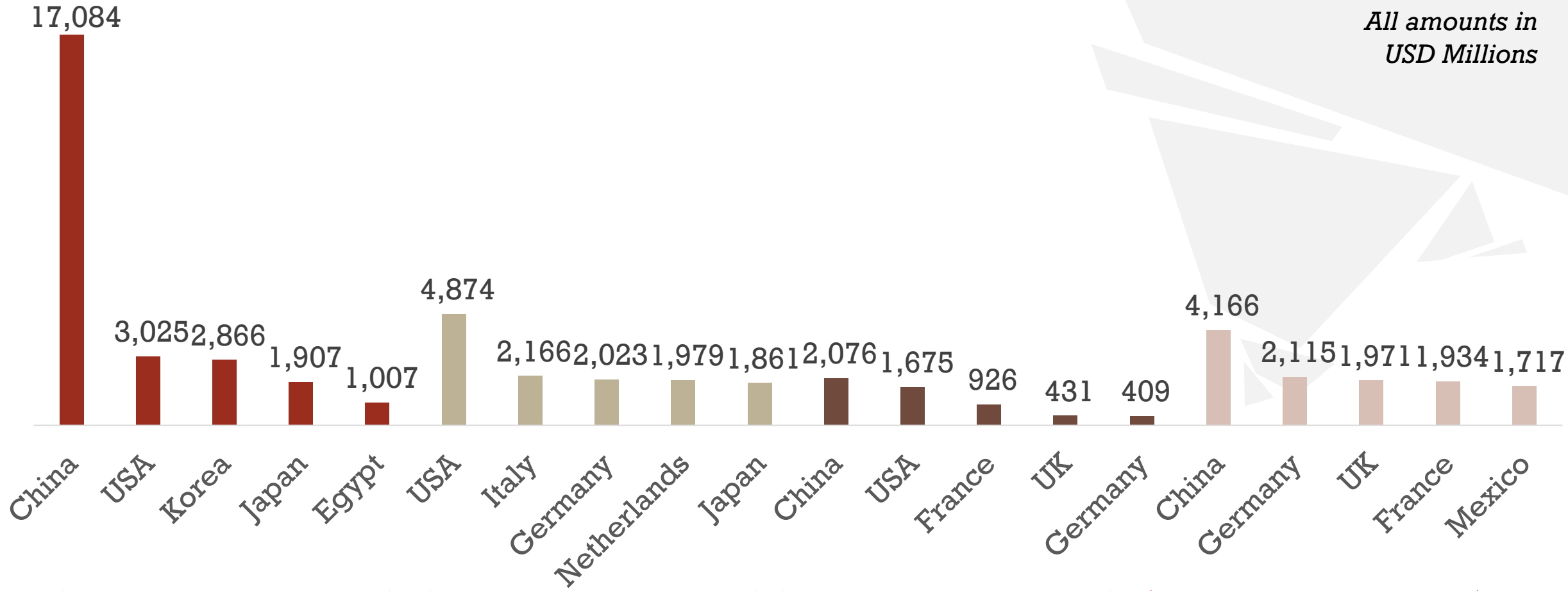


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# Importing Countries by Category

*All amounts in USD Millions*



**Meat of bovine animals, frozen**

**Meat of bovine animals, fresh**

**Meat of sheep or goats**

**Meat and edible offal of Poultry, ducks, turkey**

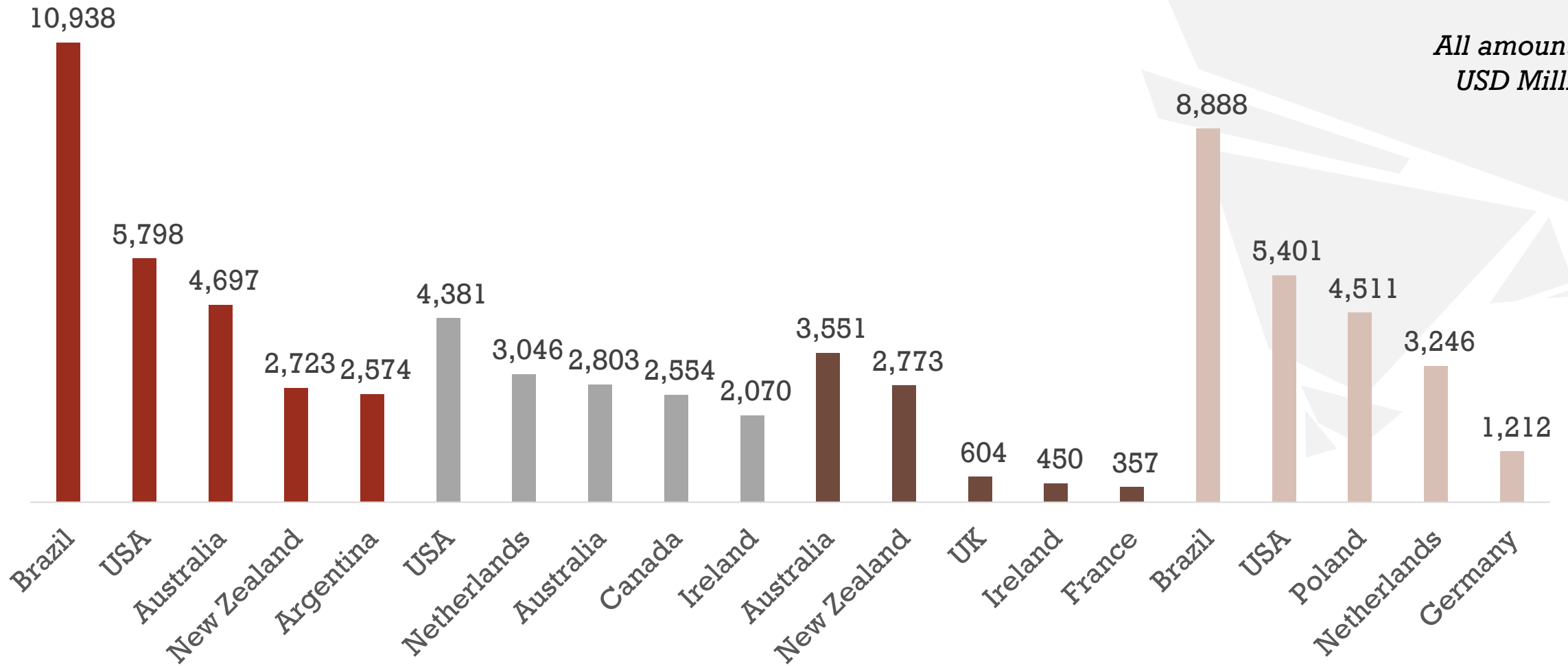
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Source: Trademap, 2022



# Exporting Countries by Category

*All amounts in USD Millions*



Meat of bovine animals, frozen

Meat of bovine animals, fresh

Meat of sheep or goats

Meat and edible offal of Poultry, ducks, turkey

Your Logo or Name Here

Source: Trademap, 2022



# Global Meat Preferences

The past ten years have seen unprecedented growth in animal protein demand across the globe.

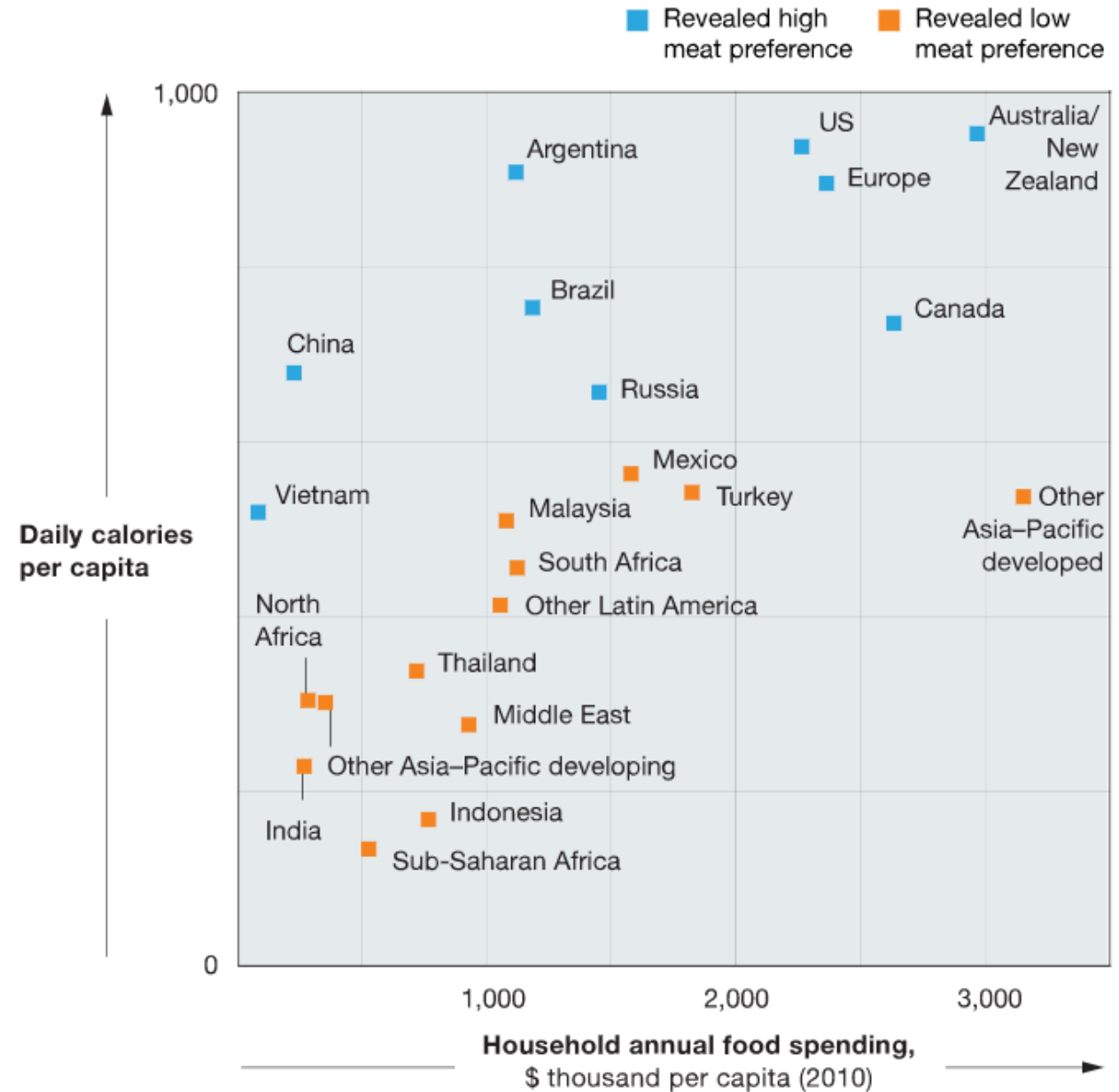
Total global meat consumption rose by about 2 percent a year, nearly half of which came from China.

Growth in aggregate population and per capita income are expected to continue to propel global demand for meat proteins.

One set of countries—notably Anglo-Saxon markets, Argentina, Brazil, and China—displays a strong preference for meat.

On the other hand, most countries in Asia–Pacific, much of the Middle East, Mexico, and the rest of Latin America show a low meat preference, with a higher share of protein coming from non-meat sources such as legumes and seafood.

Livestock-product consumption by region<sup>1</sup>



<sup>1</sup>Includes livestock derivatives (dairy, egg).

Source: OECD-FAO Agricultural Outlook 2012–2021; World Development Indicators 2012, World Bank



# World Demand for Animal Protein

China and middle east countries are expected to contribute more than 20 percent of incremental demand for beef and poultry

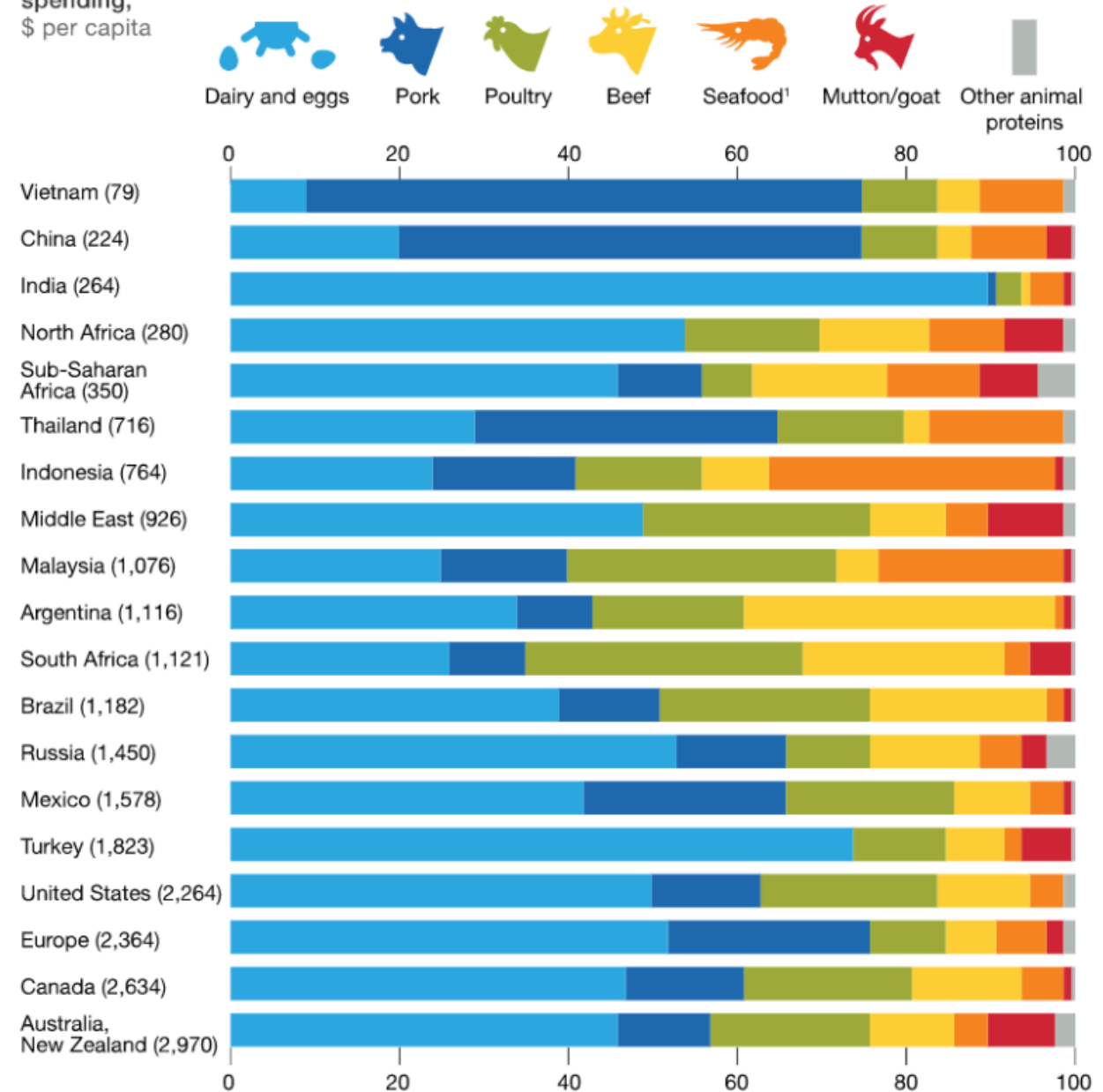
China is expected to contribute nearly 50 percent for pork and sheep meat

Although China's household spending share per capita is less than many countries in beef and poultry but its larger market size (1.386 billion) makes it the largest consumer in the world

Some growth pockets are driven largely by a cultural preference—for example, mutton and goat in the Middle East and Africa, or seafood and alternative proteins in Southeast Asia

Household annual food spending, \$ per capita

Animal protein calories by food source, by key region, %



<sup>1</sup>Seafood and alternative proteins.

Source: OECD-FAO Agricultural Outlook 2012–2021; World Development Indicators 2012, World Bank

# Logistics for Animal Protein Export

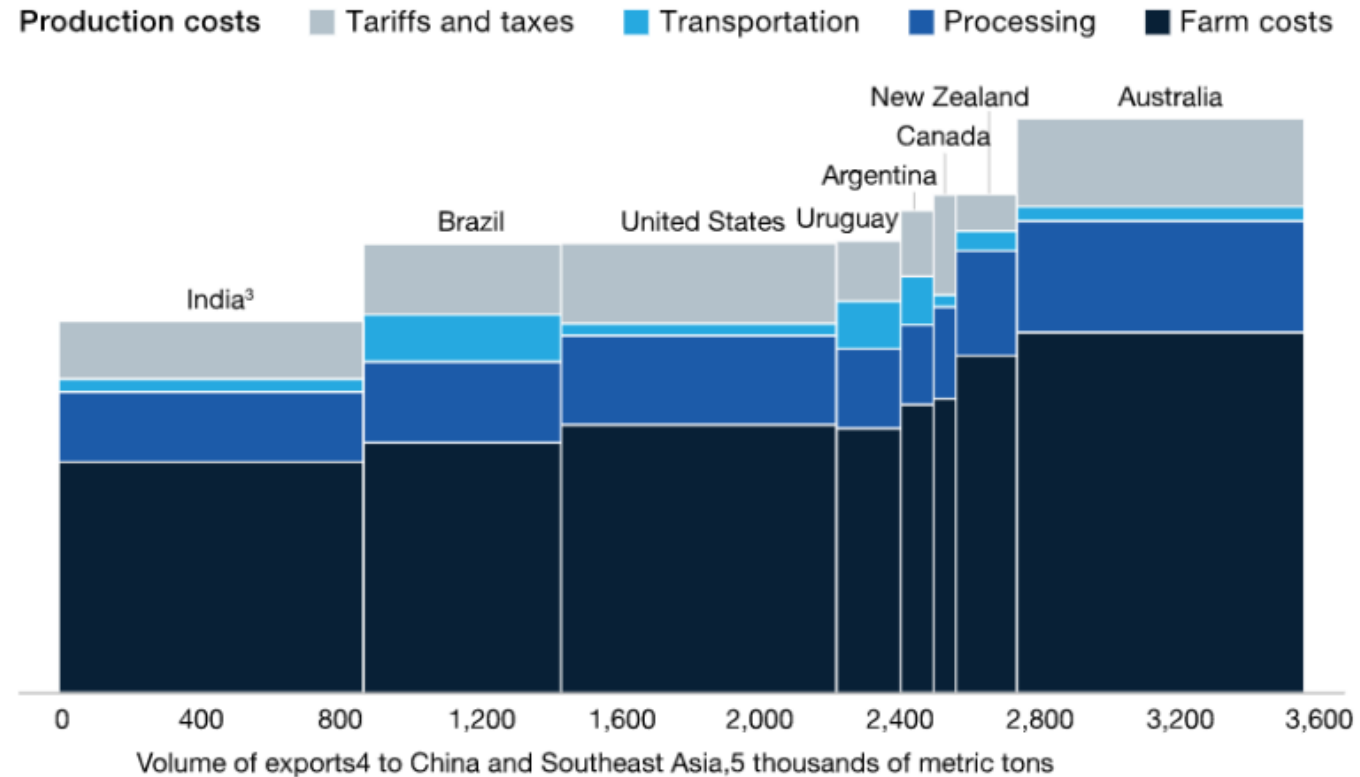


At present, there is little difference in costs of delivered beef to Asia across producers in North and South America

Logistics costs for Brazil, Argentina, and Uruguay are higher so this creates demand for exports from Pakistan to Middle East and China

All in costs vary by less than \$5 per 100 kilograms so there is little margin in processing and production.

Beef livestock all-in delivered cost curve, by country,<sup>1</sup> \$ per 100 kilograms of beef (carcass weight) sold, 2016<sup>2</sup>



<sup>1</sup>Top exporters to China and Southeast Asia.

<sup>2</sup>Production cost data for Uruguay from 2014 (latest available data); data for India estimated as proportional to Latin American producers; all others from 2016.

<sup>3</sup>India's production is almost entirely buffalo and not cattle beef.

<sup>4</sup>Beef exports considered within cost curve include fresh, frozen, and dried meat (cuts and carcasses), as well as edible offal (harmonized system codes 201, 202, 20610, 20621, 20622, 20629, and 21020).

<sup>5</sup>Southeast Asia = Brunei, Cambodia, China, Indonesia, Japan, Laos, Malaysia, Myanmar, Philippines, Singapore, South Korea, Thailand, and Vietnam.

**Source:** agri benchmark; expert interviews; FAOSTAT; UN Comtrade; World Trade Organization; Agricultural Commodity Research Engine by McKinsey

# Issues & Challenges



Breed	Nutrition & Disease	Production	Marketing	Processing of Meat	Export Market
<ul style="list-style-type: none"> <li>➤ Unavailability of indigenous meat breeds</li> <li>➤ Lack of proper animal husbandry practices</li> <li>➤ Absence of R&amp;D in meat breeds especially in red meat.</li> </ul>	<ul style="list-style-type: none"> <li>➤ The most prominent challenge for Pakistan to export meat is the disease outbreak especially FMD.</li> <li>➤ The unavailability of Vaccination to population ratio.</li> <li>➤ Inefficient nutrition and feed</li> <li>➤ Small scale farmers have low access and information to required feed.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Traditional farming practices.</li> <li>➤ lack access to extension services</li> <li>➤ lack of access to information and training</li> <li>➤ limited resources</li> <li>➤ lack of farmer participation</li> <li>➤ Small scale farmers with less than 5 heads.</li> </ul>	<ul style="list-style-type: none"> <li>➤ lack of cold storage facilities</li> <li>➤ transportation inefficiencies</li> <li>➤ Inadequate market infrastructure</li> <li>➤ Lack of farmer's access to markets</li> </ul>	<ul style="list-style-type: none"> <li>➤ Outdated infrastructure and a lack of advanced technology.</li> <li>➤ Issues related to sanitation, equipment maintenance, and training of personnel at slaughter houses.</li> <li>➤ Few processing facilities</li> <li>➤ Halal Certification and Compliance</li> </ul>	<ul style="list-style-type: none"> <li>➤ Quality Control and Standards</li> <li>➤ Diverse and complex regulations</li> <li>➤ International markets demand traceability in the supply chain to ensure the safety and quality of meat products</li> <li>➤ Lack of Cold chain infrastructure</li> <li>➤ Market Access and Trade Barriers</li> <li>➤ Documentation and Paperwork</li> <li>➤ Competitive Pricing</li> </ul>



# Strategy Interventions

The Strategy intervention for livestock to achieve growth and development is comprised of five important pillars

Pillar I

**Productivity  
Enhancement**

Pillar  
II

**Nutrition  
Improvement  
and Disease  
Prevention**

Pillar  
III

**Extension Services**

Pillar  
IV

**Technological  
Development**

Pillar  
V

**Bilateral  
Investment &  
Trade**

Your Logo or Name Here



# Recommended Actions

Pillar	Action	Short Term	Medium Term	Long Term
<b>Productivity Enhancement</b>	➤ Increase productivity by adapting modern breeding practices	➤ Increase impostor production of quality semen	➤ Production of exotic meat breeds meeting global specifications for value-added products.	➤ Collaboration with international institutes to develop high yield local breeds
<b>Nutrition Improvement and Disease Prevention</b>	➤ Improvement of nutrition by incorporating advance fodder (silage) technologies.	➤ FMD vaccine production unit	➤ Establishment of a research center/ institute for livestock nutrition & forage research	➤ Establishment of disease-free zones under joint collaboration
<b>Extension Services</b>	➤ Evolve the extension services to benefit livestock technology and innovative approaches for extension services	➤ Capacity building program	➤ Upscaling of existing knowledge of staff of L&DD department	➤ Innovative approach (whole family extension approach) should be replicated for the uniform understanding.
<b>Technological Development</b>	➤ Establishment of research and development institutes to attract large scale investments.	➤ Establishment of center for quality examination and standardization	➤ Exchange of technology for value addition in meat products to enhance exports.	➤ Establishment of research and development centers for the development of new breed varieties and forage
<b>Bilateral Investment &amp; Trade</b>	➤ Creation of business-friendly environment and encouraging B2B collaboration for local and international companies to indulge in livestock products value addition.	➤ Incorporating and incentivizing meat and poultry processing units in SEZs	➤ Certification of meat and poultry products according to the international standard.	➤ Enhance cooperation between industries and institutions for research, development.