



Indian Meat Science Association

IMSA NEWS LETTER

Vol. 1 (No. 1)

November 2014

Editorial

We are happy to bring out the inaugural issue of news letter of Indian Meat Science Association. Theme of the first edition of the IMSA News Letter is 'Vibrance', aimed to showcase vibrant contribution of the Indian Meat Industry to our nationhood. Some of the news items of importance to Indian meat industry and activities of IMSA have also been covered. We thank all contributors and hope to get more contributions for our next edition.

Editors

Message from President, IMSA

India is performing exemplary strides in buffalo meat export. Organized retailing is making big leap. Increasing population and income level is constantly increasing demand for meat. Enhancing production by factoring in welfare, ethics, religious beliefs etc. is a challenge. All the members of IMSA must come together and work together as a team to address challenges faced by Indian meat industry.

V. V. Kulkarni

Meat sector highlights

I. Role of meat sector in livestock productivity

Role of livestock in livelihood, food and nutrition security, employment and foreign exchange earning has been well recognized. But, the role of meat sector development including meat exports in the livestock productivity has not been understood fully as the meat sector has been viewed with a negative prospect. According to Article 48 of the constitution, "Organisation of Agriculture & Animal Husbandry - the state shall endeavour to organise agriculture and animal husbandry on modern and scientific lines...". The unproductive, under productive and excess animals need to be culled by the farmer in order to enhance productivity of farming. Thus, effective culling is the essential basis for livestock productivity improvement and to organize animal husbandry on scientific and modern lines. A number of studies and expert group reports suggest for reduction of unproductive cattle and buffaloes which are a burden to the society in view of the limited resources of feed and fodder.

Meat sector including export meat sector contributes for livestock productivity fetching increased returns to the farmers by way of sustained demand for the culled animals. When the unwanted animals are removed profitably the farmer is encouraged to rear more of the replacement stock which in turn facilitate enhancement of productivity through genetic improvement. It is because of scientific and modern livestock production practices, much higher slaughter rates (35%) and sustained populations of cattle are observed in developed countries than in India (10-15% in cattle and buffaloes). Culled buffalo utilization by the most modern integrated meat plants can fetch higher export earnings in addition to providing byproducts to pet food, leather, poultry feed, soap. The culled buffalo price increased from about Rs 500-1000 in 1970s to 15000-25000 in the current period. While India ranks 3rd in milk productivity after Pakistan and Egypt but in meat productivity India ranks a poor 7th with Egypt as first rank. This suggests a large scope for meat productivity improvement with better culling approaches. Prevention of heavy early age buffalo calf mortality seems to be the most important aspect to improve productivity with higher number of



replacement stock- facilitating higher rate of culling thereby enhanced returns to the farmers as well as sustaining meat sector.

About 87.70 percent of livestock are possessed by marginal, small and semi-medium land holders (131 million holdings) with an average land per holding of 0.83 hectares and possessing average of 1.67 cattle and buffaloes and 0.99 sheep and goat. Thus the policy approach needs to support the resource poor farmers. The livestock policy need to consider pro-utility thereby creating sustained demand for the livestock and their produce but, any interference in the effective disposal of unproductive would be against the farmers interest as it would adversely affect productivity and sustain livestock production. Along with growth in meat exports during the last 3 decades there has been increase in milk production and per capita milk availability which has been possible due to the qualitative improvement of buffalo populations with increasing proportion of milch buffaloes and increase in exotic/cross bred cattle. Meat sector including meat export sector is directly contributing to enhanced productivity and increased farmers returns along with complimentary support to milk, leather, poultry feed etc. sectors and deserves positive policy support in larger public interest.

N. Kondaiah, Hyderabad

II. India's meat export miracle

India accounts for 43% of global carabeef production and 20 % of world's beef export. India exports around 50% of carabeef produced in the country, and exports are growing due to a growing preference for Indian carabeef in both existing and new markets. Buffalo meat has become an important foreign exchange earner for India among the agriculture commodity exports with 31% increase in quantity and 52% rise in value terms during 2013-14. India is now ranked as largest beef exporter in the world with 20-22 % market share. According DGCIS, India's carabeef exports in 2012-13 stood at around 1.2 million tones and 1.5 million tones in 2013-14. India's carabeef production is likely to grow steadily in the next decade due to government's focus to improve the dairy sector and increasing private sector participation. The growth for previous year in quantity and value was 12% and 27%, respectively. DGCIS data shows that export earnings from meat have touched Rs 21,000 crore in 2012-2013 and 27,000 crores in 2013-14. According to the APEDA, the value of India's exports has nearly doubled from \$1.9 billion in 2010/11 to \$3.2 billion in 2012/13. This is about one percent of India's \$300 billion annual exports last financial year.

Suresh Devatkal, Ludhiana

III. Meat eating helped in developing human brain

As per an article "Eating Meat Made us Human" appeared in www.livescience.com, fragments of 1.5 million year old skull from a child found in Tanzania suggest that early hominids were not just occasional carnivores but regular meat eaters. Scientists involved in this project have added that this finding helps in building the case that meat eating helped the human lineage evolve large brains. "I know this will sound awful to vegetarians, but meat made us human" says the article quoting the researcher Manuel Dominguez-Rodrigo, an archeologist at Compluence University in Madrid. It has further mentioned that it is the regular consumption of meat that often is thought to have triggered major changes in the human lineage, the genus Homo, with this high energy food supporting large human brains. Based on the findings, Dominguez-Rodrigo opined " human brain development could not have existed without a diet based on regular consumption of meat."

U.K. Pal, Pondicherry

Meat newsbytes

Solar powered cold storage – A new hope for meat retailing: Meat is a highly perishable product. Open retailing of meat on road side is a common phenomenon across India. Lack of uninterrupted power supply and unwillingness of retailers to meet the running cost of chillers is promoting wet meat market in the country. But there is a breakthrough..... Young engineers of IIT, Kharagpur have developed a unique solar-powered cold storage system which works at almost zero running cost. It is a first of its kind in the world and units have been successfully tested in Karnataka farmland. Group is gearing up to start a manufacturing at Pune under the banner of Ecofrost Technologies. Products are expected shortly. Hope they are affordable to our stakeholders!!!!

Russia calling: ‘Export of buffalo meat to Russia’ - New buzz in Indian meat industry! With the banning of import of meat especially beef from European Union, USA, Canada and many other countries due to political reasons, Russian market is open for new players. Argentina and Brazil are witnessing huge export surge to Russia due to this development. Argentina is expected to double its meat export to Russia banking on this opportunity. Indian export firms are striving to market Indian buffalo meat to meet the requirement. Hope Russian consumers develop taste for buffalo meat!!!!

Can we learn from Argentina?: United States of America has recognized northern regions of Argentina comprising Pantagonia South and Pantagonia North – B as free from FMD and agreed to import meat produced in that area. India, reeling under occasional FMD outbreaks must learn lesson from this, study the efforts of Argentina in achieving FMD disease free status and must make a focused effort to develop Disease Free Zones which can be recognized by developed countries for import of meat.

Indian livestock population shrink: As per the 19th livestock census released recently livestock population in the country shrunk by 3.33 %. It is a matter of concern that population of cattle, sheep, goat and pig declined by 4.01, 9.07, 3.82 and 7.54 % respectively in 19th livestock census (2012) as compared to 18th livestock census (2007). However, population of buffaloes and chicken increased by 3.49 and 12.13 % respectively.

US wins over India in WTO: Recently, WTO panel rejected the measures taken by India restricting import of poultry meat from USA. Ban was put forth in the backdrop of Avian Influenza scare. Panel noted that these measures are not in tune with the Sanitary & Phytosanitary Measures (SPS) agreement of WTO.

Overview of IMSA activities

- **Executive committee meeting:** Executive Committee meeting of IMSA was held at NRC on Meat, Hyderabad on 3rd August, 2014. The EC meeting was convened under the chairmanship of President, IMSA.



IMSA Executive Committee meeting held on 03rd August 2014 at NRC on Meat, Hyderabad



- **IMSA participated in Meat Tech-2014 held at Chennai:** Indian Meat Science Association partnered with Tamil Nadu Technology Development and Promotion Centre (TNDPC) of Confederation of Indian Industry (CII) and National Research Centre on Meat, Hyderabad as partner association for organizing Meat Tech-2014 at Hilton, Chennai on 27th June, 2014. The event was attended by several meat processors, entrepreneurs, industrialists, academicians, students, equipment manufacturers and suppliers etc.



Members attending Meat Tech-2014 at Chennai

- **IMSA collaborated with NRC on Meat for organizing National Workshop:** One day workshop on 'Implementation of livestock/ meat traceability in India' was organized at National Research Centre on Meat, Hyderabad on 04th August 2014. Workshop was arranged in collaboration with Indian Meat Science Association (IMSA), Hyderabad. Representatives from various export abattoirs, cooperative societies (National Dairy Development Board, Gujarat), researchers and academicians participated in the workshop.



IMSA participated in National Workshop held on 04th August 2014

- **J. Meat Science with NAAS impact factor 3.53**

Dear contributors, J. Meat Science, an official publication of IMSA is receiving large number of research papers for publication. It is requested to strictly follow the author guidelines and adhere to the Journal format.



Upcoming events

- **IMSACON 2014:** VI Conference of Indian Meat Science Association (IMSACON-VI) and "National Symposium on Sustainable Meat Production for Nutritional Security and Consumer Well-being: Challenges and Strategies" scheduled to be held at veterinary college, Mathura from 28-30, November, 2014. The IMSA heartily welcomes all its members and other participants.

IMSA Executive Committee

President : Dr. V.V. Kulkarni

Vice Presidents : Dr. S.K. Mendiratta, Dr. George T. Oomen

Secretary : Dr. B.M. Naveena

Joint Secretary : Dr. P.K. Mandal, Dr. Dr. NarendraBabu, Dr. Ramen Borpujari

Treasurer : Dr. M. Muthukumar

Members : Dr. Sunil Kumar, Dr. Suresh Kumar, Dr. G. Kandeepan, Dr. Girish Patil, Dr. K. Jayathilakan, Dr. Meena Goswami, Dr. A.K. Das, Dr. P. Cholan, Dr. R. Narahari

Our Corporate Members: Allanasons Ltd., Mumbai, Griffith Laboratories Pvt. Ltd., Bengaluru, Qureshi International Pvt. Ltd., Hyderabad

Compiled and edited by:

Dr P. K. Mandal, Pondicherry (mandalpkm@gmail.com)

Dr Girish Patil, Guwahati (girishlpt@gmail.com)

PS: Please send your contributions for the newsletter to editors

INDIAN MEAT SCIENCE ASSOCIATION (IMSA)

(Reg. No. 307/2001)

National Research Centre on Meat, Chengicherla, BodUppal Post, Hyderabad-07

Website: www.imsa.org.in e-mail: imsanrcm@gmail.com