

Status of Broiler Chicken Industry in India-SWOT Analysis

Sivakumar S*, Ramasubramanian V and Gunaseelan V.

National Academy of Agricultural Research Management, Rajendranagar-500 030, Hyderabad, Telangana, India

Corresponding Author: drshiva2003@yahoo.com

Introduction

In India, Broiler integrators are the pillar of poultry industry and control the production, breeding day-old chicks, processing and delivering chicken meat. Broiler integrators supply the farmers with chicks, feed, technical support and safeguard the production and quality. Broiler meat indicates to the type of chicken that is produced for meat purpose. The demand for poultry meat is increased due to population growth, urbanization, and changing consumer preferences focussing towards more processed and ready-to-eat poultry products, have determined the rising demand for chicken as a protein source. The chicken meat industry involves feed mills, hatcheries, growing farms, and processing plants. Environmentally controlled sheds usage with automated feeding & climate control systems and advanced breeding techniques has enhanced the growth efficiency, lowered mortality rates and disease resistance in broiler chickens. As per the present status, 90% of chicken is sold in wet markets, here live birds are slaughtered and sold fresh. The broiler traders play an important role in supply chain, linking the integrators with retailers and guaranteeing that chicken reaches to the consumers.

World Scenario

The world's broiler meat production was 103.5 million metric tonnes (2023) which increased to 104.2 million metric tonnes (2024). As per 2023 data, the United States (21 million metric tonnes) the top producer of chicken meat in the world and the next position occupied by Brazil (14.9 million metric tonnes) of chicken meat in that year. The consumption of broiler meat in the U.S. was 99.5 pounds per capita in 2023 and increased to 102 pounds at the end of 2024. Even though lot of countries import the broiler meat, Japan occupied the number 1 importer position in 2022. Brazil (4.6 million metric tonnes) and the United States (3.36 million metric tonnes) are the two top exporters of broiler meat in the world.

Indian Scenario

India is one of the largest poultry markets in the world and the production volume of poultry meat

in India was 1.5 million metric tons (2008) which was increased to 4 million metric tons (2020). In the year 2020, Maharashtra was the largest contributor of poultry meat produce followed by Haryana. After 2003, the population of the poultry sector has grown as compared to previous scenario where poultry and livestock population is almost the same. In 2019, the population of poultry (800 million), this was 16 % hike over the previous five years. Further, the Tamil Nadu had the largest poultry population (more than 100 million) of country. In India, poultry meat mainly exports to Middle East and Southeast Asia. The leading companies in India, along with their Head Quarters (HQ) specializing in the production and supply of high-quality chicken and poultry products etc are as follows Bharati Poultry Pvt. Limited, (Bankura, West Bengal), IB Group (Rajnandagoan, Chattisgarh), Mulpuri Group (Nuzvid, Andhra Pradesh), RM Group (Panipat, Haryana), Simran Farms Limited (Indore, Madhya Pradesh), Skylark Hatcheries Pvt. Ltd. (Jind, Haryana), Sneha Group (Hyderabad, Telangana), Suguna Foods Private Limited (Coimbatore, Tamil Nadu), VH Group (Pune, Maharashtra).

Critical Analysis of Broiler Chicken Industry

India has a competitive advantage in terms of low production costs, mainly due to lower labour and feed costs. The government also offers many incentives and subsidies to promote the poultry industry through National Livestock Mission. The broiler chicken industry has a well-established distribution network, with the presence of integrators, processors, and retailers. This industry faces the problems like disease outbreaks, feed availability and quality, lot of small-scale broiler farmers in India lack access to modern technology, marketing and branding, regulatory guidelines which can leads to significant losses in production and profitability. Organic, specialty poultry products and different value products which can provide opportunities for players to earn the more money and differentiate themselves. In broiler industry, the contract farming is defined as an agreement between small-scale farmers and larger players to enhance their productivity and

profitability that sets the terms and conditions for the production and marketing of agricultural products. These conditions usually specify the price to be paid to the farmer, the quantity and quality of the product demanded by the buyer, and the date for delivery to buyers. The advantages of contract farming are guaranteed market for farmers, financial security and reduces the post-harvest losses to the farmers. The different models of contract farming are as follows; Centralized model, Nucleus estate model, Multipartite model, Informal model and Intermediary model depends on the commodities the terms and conditions will vary. Feed conversion ratio (FCR) measures the efficiency of converting feed into body weight gain in livestock or poultry. Based on FCR the price per kg of bird is fixed, lower FCR gives high price per kg and High FCR gives less price per kg. The company operates on a contract farming model, empowering farmers with technical support, feed, and assured buy-back arrangements. The Model Agricultural Produce and Livestock Contract Farming and Services (Promotion and Facilitation) Act, 2018 was introduced to streamline contract farming practices. The poultry industry generates substantial waste triggering soil and water pollution due to methane, CO₂, water effluents, and solid waste present in it. Too much manure gathering go beyond land capacity, leading to pollution and breeding bases for disease vectors like flies and mosquitoes.

Conclusion

Digitalization and technology adoption helps to improve its efficiency, productivity and play a key role in shaping the industry's future. IoT-enabled farm supervision to blockchain-based supply chain

tracking, innovations are transforming helps to know the details of chicken production and sold. Further, the biggest challenge is to implement the technologies should reach every corner of the broiler chicken supply chain. Competition from other protein sources such as fish, eggs, consumer preferences, climate change, environmental concerns, feed availability, production costs, regulatory policies and trade agreements can influence the Indian broiler chicken industry, particularly in terms of exports and imports. The stakeholders like consumers, policymakers, and industry players, must adopt collaboration, focus on innovation and sustainability of the broiler chicken industry.

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