

# **Cattle Feed Business: Opportunities & Challenges**

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Rs. 25,000,000,000

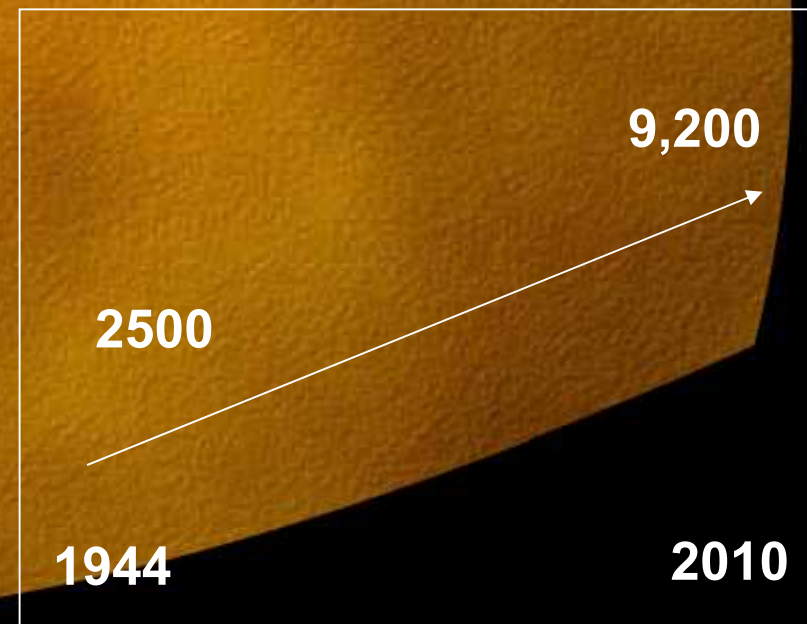
# Pakistan Vs USA Livestock

- **Pakistan**
- 65,000,000? Cows/Bufaloes – 6<sup>th</sup> Largest in the World
- One of the Lowest Yield/Animal in the World – <2,000L

## USA

	1944	2010
Cows	25.6 MM	9.2 MM
Milk Prod	64 BN	82.5BN

## Milk Yield Per Milking Cow



# Economic Opportunity

- Improving milk yield and reducing Livestock population by 1 million animals will result into:
  - 2,450,000 **less** tons of feed
  - 520,000 **less** acres of land
  - 1,320,000,000 **less** gallons of water
  - 1,800,000 **less** metric tons of carbon footprint

**Genes**

**Nutrition**

**Healthcare**

# Commercial Opportunity

Milk Processors collect:

5 millions liters a day

2 billion liters a year

Equals:

1 Billion Liters of Feed

**Rs. 25 Billion Revenue**

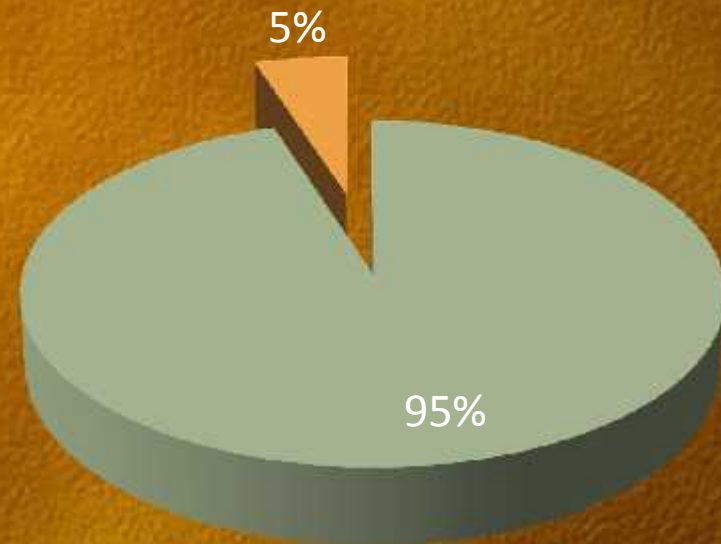
- Current Share of Compound Feed

- Khal/Chokar 95%

- Compound Feed 5%

### Share of Compound Feed

■ Khal/Chokar   ■ Compound Feed



# ILL EFFECTS OF KHAL

- Produced once a year and stored
- Long storage & moisture leads to high Alfa toxin
- Our testing reflect an avg of 300 ppm aflatoxin;
- This has serious impact on cow reproduction calf in 2 year) ;
- Also leads to toxin in milk(M1 toxin)-
- Toxic to children, continous milk average decrease in pakistan.



# CORPORATE FARMS OWN FEED

- Feed manufacturing is a sensitive task
- consume time and energy;
- focus on farm diverted to other side activities;
- less know of how quality and middle man tactics; more variation in production curve(daily);
- no feed testing so mycotoxin problems-  
diseases/immunosuppression;

**Large farms in USA and Europe generally  
do not produce feed**

# CHALLENGES

- Absence of Feed Standards
- Tax Evasion by Unscrupulous Players
- Unhealthy Competition
- Unorganized Raw Materials Suppliers
- Small Farm Holding and Cost to Reach
- Slow conversion from Khal to compound feed