



IMPROVEMENT IN DAIRY SECTOR AND FUTURE STRATEGY

Monday 19th, 2012

The Sector's "Positives" at a glance 1992-2012

1. Increase in milk production.
 2. Improvement in milk collection infrastructure.
 3. Development of corporate farms/commercial dairy farms.
 4. Improvement in animal husbandry practices.
 5. Breed improvement initiatives in the "cross breeding" category and training of small holders.
 6. Involvement of more agencies in dairy development such as Agri-services by dairy industry, PLDDB, SMEDA ,UNDP, CIDA, FAO and many other NGOs
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1. Milk Production Statistics

PRODUCTION OF MILK

(1000 tonnes)

1999-2001	2003-2005	2007	2008	2009
25,575	28,624	32,219	33,270	34,362

Source: Food and Agriculture Organization of the United Nations :Year book 2010

2. Milk Collection infrastructure



From:

Direct Ice Addition



**Chilling
Equipment**



To:



VMC



Milk collection infrastructure

Contd.'



Chilling set-up at a local farm at GOJRA



3. Development of corporate/commercial dairy farms



Feeding Table at a local farm (Punjab)

Corporate/ Commercial Farm



A local commercial farm (Punjab)

4. Improvement in animal husbandry practices

1. The shed design has been adapted for local climate (all three seasons). It includes improved “cow comfort” concept, free access to feed and water and cubicles.
 2. Improved animal cooling systems (Water sprinkling and cooling).
 3. Improved fodder production for animal nutrition.
 4. Launch of corn silage production at large scale.
 5. Improvement in milk yield (*20-22 liters per animal per day. Cow lactation yield 7,000 liters / year*).
 6. Gradual participation of small holders in managing the animal health and disease control.
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4.1 Dairy Farming and husbandry Best Practices in Pictures

Cow Comfort:

Sand Cubicles at a local farm



Improved Shed designs

- Concrete shed at a local farm in Punjab



4.2 Silage Production



Silage production at a large Farm



4.2 Silage Production



* Silage Production at a local farm in Punjab

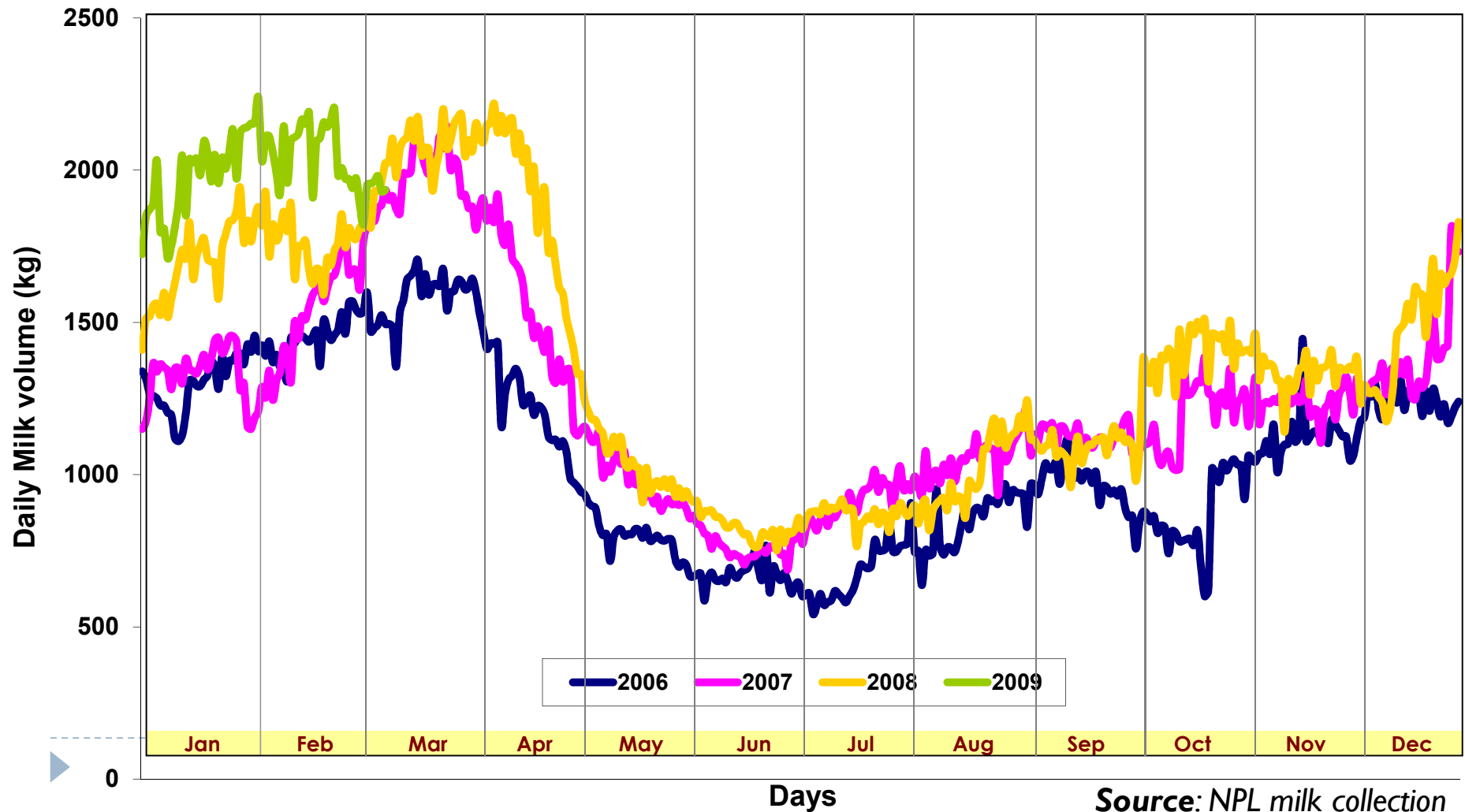
Issues with the dairy sector

1. Are the national data of buffalo and cow populations reliable and is the total milk quantity really 34 billion liters per annum??
2. Complete lack of herd recording, herd book keeping, lactation records, pedigrees and progeny testing of stud bulls, contrary to international best practices.
3. Annual demand for milk is increasing by 10-20%, whereas the milk production is growing approximately 4% per annum only.
4. Pakistan is 4th largest milk production country in the World, however, the fact is that 40,000 tons of dry milk is being imported into Pakistan annually, equivalent to 320,000 tons of fresh liquid milk.



Dairy sector - Issues

- ▶ **Fodder shortage** : Fodder management has not improved. Fodder shortages are still there during seasonal changes (Rabbi and Kharif)



Dairy sector - Issues

4. Yield from local livestock is very low. Animals from small holders have a daily average yield of 3-8 liters.
5. Dairy business awareness, training and market linkages in best farm practices throughout the regions is required to improve the small holders dairy output in general.



Future Strategy

- ▶ There is an urgent need for launching a comprehensive policy for breed improvement of both buffalo and cattle for dairy and beef.
- ▶ Controlled legislation for local cattle semen and buffalo semen production.(SPUs)
- ▶ Improvement in method of data collection to formulate authentic statistics of the livestock sector.
- ▶ Reinforce quality production of local vaccines and ensure proper vaccination of livestock in rural areas.
- ▶ Quality controls to be enforced on raw/loose milk.





About

**Dairy and Rural Development
Foundation**



Brief Introduction of DRDF

- Established in 1996 by interested cattle breeders , extension workers, milk industry.
- A charitable, non-profitable, non-political and non-government organization (NGO).
- Registered under the Societies Registration Act, XXI, 1860 of Joint Stock Companies, Lahore, Punjab.
- Provides a platform to create link between farmers, self employed breed technicians and dairy development agencies working for the dairy sector betterment in the country



Artificial Insemination Technician Training

- Artificial Insemination Technician Training in collaboration with Punjab Vocational Training Council (PVTC)
- Training course duration --- 30 days
- Practical training covered at Large Animal Slaughter House, Lahore.
- Training to other Agencies / Dairy Industry
 - ▶ Nestle Pakistan Ltd.
 - ▶ Livestock & Dairy Development Board (LDDDB)
 - ▶ Plan Pakistan (NGO)
 - ▶ PRSP (NGO)
 - ▶ NRSP (NGO)
 - ▶ Red Cross (NGO)

200 AIT
training
yearly



Breed Improvement through AI



3 liter/day



16 litre/day

DRDF trained AI Technician

Issues
relating to
animal
health!





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DEVELOPMENT FOUNDATION



Dairy Project – DRDF-USAID



Partners in implementation

- **United States Agency for International Development (USAID)**
 - **Nestle' Pakistan Ltd.**
 - **UVAS: University of Vet. and Animal Sciences Lahore (MOU):** Curriculum ,Testing and Certification for LLWs.
 - **DRDF:** Contingency and support services to the buildup during project.
 - ▶ AI: Semen and Liquid Nitrogen Supply.
 - ▶ Vet medicines ,Conc. Feeds, Minerals, supplies to LLW.
 - ▶ Farm Equipment ,supply silage machines
 - ▶ Linkages to markets (stakeholders).
 - ▶ Micro finance
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Overview

- 1. Target Areas:** *Punjab Province*, Southern Punjab i.e. Sahiwal, Bahawalpur, Multan, Okara, Rahimyar Khan etc.
 - 2. Proposed Time Frame:** *3 years*, (June 2011 to June 2014)
 - 3. 9,000** Famers to be trained in best dairy farm practices out of which 100 Farm Managers to be trained for mechanized and modern large dairy farms.
 - 4. 2,000** A.I Technicians self employed ,breed improvement.
 - 5. 5,000** Lady Livestock workers(LLW) to be trained as animal nurse and Small Business Entrepreneur (SBE).
 - 6.** Mass Awareness Program for Farmers in best Farm Practices through Electronic, Print media and Mass awareness tools.
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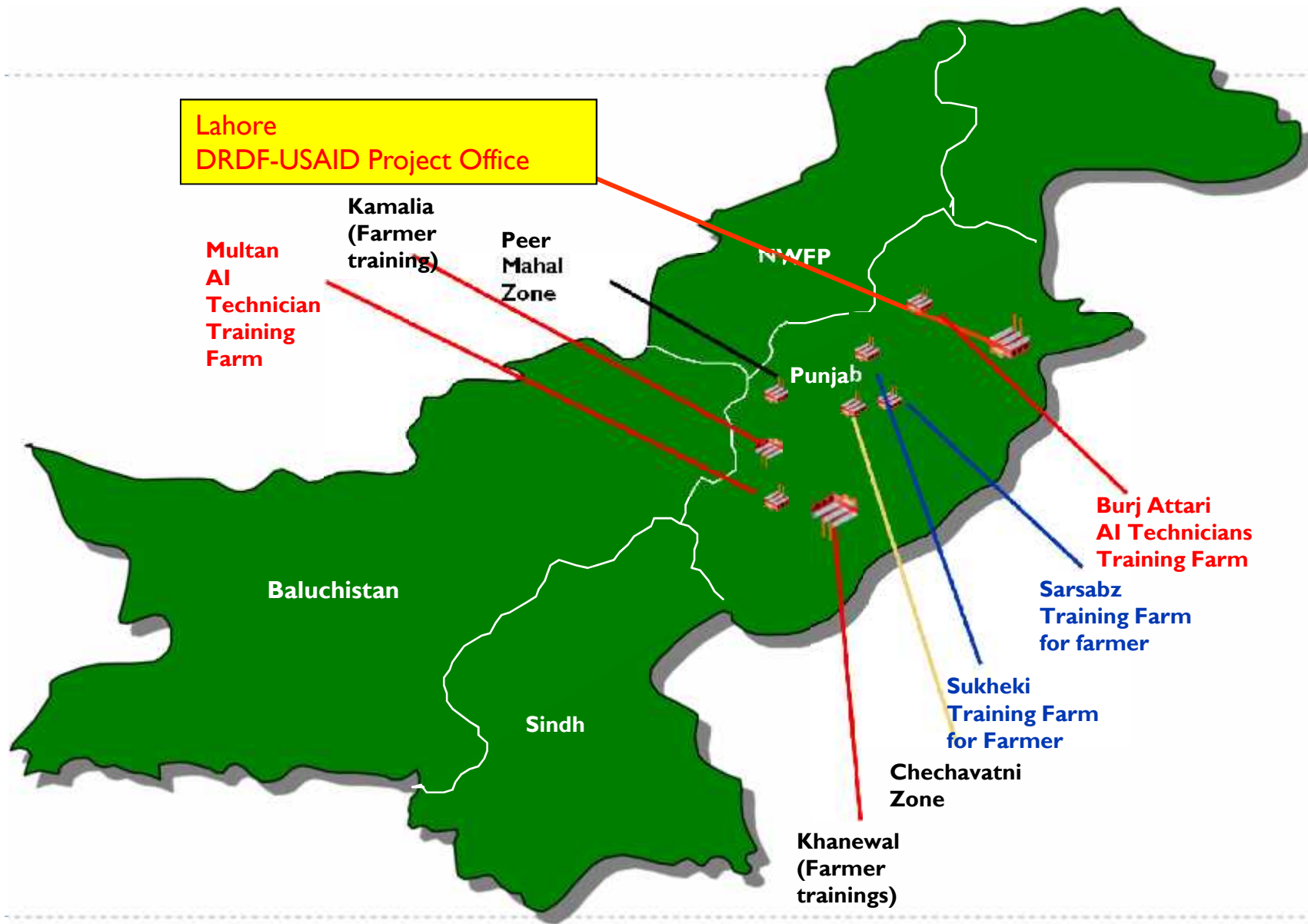


Overview

- A.I training in :Burj Attari (Lahore) and South Punjab (Multan).
- Farmers and LLW's :Training in NPL Sukheki, NPL Sarsabz, Kamalia, PirMahal and Chichawatni.
- Project is expanding its operations over other areas of South Punjab and will cover some portion of Baluchistan and Sindh towards the end of the Project.



Project Coverage Map



Training at Burj Attari





Thank you