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# UNIT 1 SOURCING OF LIVESTOCK AND LIVESTOCK MARKET

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## 1.0 OBJECTIVES

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After reading this unit, you will be able to:

- identify the livestock resource for meat in India;
- indicate the important characteristics of quality meat animals;
- judge the animals that you should buy from the market for good meat yield;
- understand the sourcing of meat animals and the mode you should adopt to; and
- narrate proper transportation of animals purchased for meat purposes.

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## 1.1 INTRODUCTION

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Meat processors are required to purchase good quality animals to prepare good quality meat products. If you are already in business, you might have known how important as well as difficult this task is. You cannot make a very good quality product from a poor quality raw material. To prepare chunks and roasted products, you should get meat from animals that belong to meat breed and have been raised for the specific purpose. Comminuted meat products can be prepared from the meat of dual purpose and spent animals. Newcomers in this business have to understand the intricacies of livestock and meat marketing. They should know the places which can be approached or visited to procure

the right kind of livestock and meat marketing. They have to follow the tips for selecting the suitable meat animals from the available lot and that too at a reasonable price. In this unit, we shall discuss the procedures adopted for the procurement of suitable meat animals, how to segregate them at the livestock raisers premises or in market and the factors which will help in the determination of reasonable price. The considerations are oriented towards your function as a buyer of meat animals rather than seller.

## 1.2 LIVESTOCK RESOURCE

India has the largest livestock population in the world, which exceeds 500 millions. During 2004, nearly 5800 thousand MT of meat was produced from the slaughter of 106.74 million animals and nearly 600 million chickens. Goat and sheep are main meat species of our country and their meat fetches maximum retail price in the home market. Indian poultry industry has made a phenomenal progress in the last few decades. Broiler meat is a true delicacy while it is available at a comparatively lower price than goat meat. Demand for chicken (white meat) is increasing rapidly in the wake of ongoing campaign for low fat, low cholesterol meat. In pig rearing, major role is played by weaker sections of the society. Consumption and acceptability of pork has also increased in the recent years. This has increased the prices of pork and pork products. You can get a comparative picture from the following table:

**Table 1.1: Slaughter Rate, Meat Production and Dressing Yield of different meat animals in India**

Species	Population (million)	Slaughter Rate (%)	Meat Production (Thousand MT)	Dressing Yield (kg/animal)
Goat	120	37.5	475	10
Sheep	62.5	33	239	12
Pig	14.3	99	495	35
Buffalo	97.7	10.5	1483	138
Cattle	185.5	6.5	1483	103
Poultry	425	400	1650	1

Buffalo meat and beef is obtained from the slaughter of unproductive and uneconomic animals after 5-6 lactations. It has a limited acceptability in India due to religious reasons and a major part is exported to foreign countries. Let us discuss goat, sheep, pig and poultry in slightly more detail.

### 1.2.1 Goat

Almost 95% of the goat production belongs to the developing countries of Asia. Goat population is more than double than that of sheep in our country. Out of 20 recognized breeds of goats, important meat breeds are *Sirohi*, *Marbari*, *Black Bengal*, *Sangamneri* and *Ganjam*. Dual purpose (milk and meat) breeds like *Jamunapari*, *Beetal* and *Jhakrana* breeds are large in size and attain 18 to 20 kg weight at 6 months of age, which is ideal for meat yield. The dressing percentage of an animal of good conformation varies from 43 to 48%. *Black Bengal* and *Barbari* are small sized breeds that attain about 12-13 kg of preslaughter weight. However, dressing percentage of *Barbari* is comparatively

high (47 to 50%) because of its compact body and short stature. *Sirohi* and *Marbari* breeds of goat have a meaty conformation. *Marbari* males are specifically reared for meat. Goat meat (chevon) is light red in colour and imparts typical goaty odour. Due to low saturated fat content, the demand for chevon is on the increase.

### 1.2.2 Sheep

India stands third in sheep population in the world with vast genetic resource of as many as 40 breeds. Hairy breeds of sheep are reared primarily for mutton in the entire peninsular region of India. Of these, *Nellore* breed has small bones with well developed musculature and is good only for mutton. *Trichy Black* is a very good breed for mutton. *Madras Red* is reared specifically for mutton only. Out of dual purpose (mutton and wool) breeds, *Coimbatore* and *Marwari* breeds are small whereas *Deccani* and *Magra* breeds are large in size.

In general, sheep weigh 13 to 16 kg at 6 months of age except for *Deccani* and *Magra* which weigh about 20 kg. At 12 months of age, sheep weigh 18 to 22 kg except for *Muzaffarnagri* and *Magra* which weigh 25 and 28 kg, respectively. A healthy sheep should give a dressing percentage of about 45 to 48. A sheep carcass having less than 40% dressing percentage is viewed with suspicion. Meat from sheep of less than 12 months of age has comparatively better texture. Male sexual odour is sometimes felt. Sheep carcass has less quantity of fat around its typical bean shaped kidneys.

### 1.2.3 Pig

Pigs are reared for the production of pork. These are highly prolific producing two litters per year. Their growth is very fast. Pigs have the capacity to convert inedible feeds and garbage into nutritious and costly meat. Pig rearing has traditionally provided livelihood to millions of landless and downtrodden people where it served as a landless enterprise. Indigenous or desi pig formed the basis of farming. These are small in size. However, in the last three decades, breeding with two imported breeds – *Yorkshire* and *Landrace* have been widely used for crossbreeding in India and breeding programs have shown very good results around bacon factories. Further breeding of desi pig with these crossbreeds has brought about a significant improvement in the overall stock within the country. Middle sized crossbreeds now form the basis of pig production in our country.

Pigs should be slaughtered at 6 to 7 months of age. An ideal slaughter weight is approximately 50 kg for desi pigs and 60 to 70 kg for crossbred pigs. Dressing percentage varies from 65 to 70 in case of desi pigs and 70 to 75% of the live weight in case of crossbred pigs. Almost 99% of pig population is slaughtered every year which contributes to about 12% of the total meat production. The yield is more from pigs due to the presence of skin on the carcass. Pork is grey pink in colour with very soft consistency. There is a huge subcutaneous deposition of fat, which is white in colour and soft greasy in consistency. Consumption of pork is religiously prohibited for Muslims.

### 1.2.4 Poultry

Indian poultry industry has made a phenomenal progress in the last few decades. Traditional breeds have lost their commercial importance and modern chicken

is the product of crossbreeding and strain crossing. *White Leghorn* forms the backbone of egg industry with hen house production of 260 eggs per annum. These days live weight of broilers at the age of 6 weeks and 8 weeks are about 1.2 kg and 1.6 kg respectively. The market classification of poultry is generally based on age and live weight. Going from smaller and younger to larger and older birds, the following designation are given to chickens:

- 1) Broiler or fryer,
- 2) Roaster,
- 3) Capon,
- 4) Stay,
- 5) Stewing chicken, and
- 6) Older rooster.

The broilers have a dressing percentage of 65 to 68, whereas *White Leghorn* have a dressing percentage of nearly 70. Broiler meat is a true delicacy while it is available at comparatively lower price than goat meat. Cockerel raising is emerging as an alternative to persistent shortage of broilers. These birds can be raised to 10 weeks to get a desired weight of 1 kg or even more. Lot of *white Leghorn* spent hens are available in the market before the onset of winter season at a much cheaper price.

### **1.2.5 Buffalo and Cattle**

In India, cattle and buffalo are fairly distributed all over the country. India ranks first in buffalo population and second in cattle in the world. Total cattle and buffalo population is 185.5 million and 97.7 million, respectively (2003). Cattle constitute about 38.2% and buffalo constitutes about 20.2% of the livestock population in the country. Within cattle, crossbred cattle constitute 13.3% whereas 86.7% are indigenous cattle. Crossbred cattle have grown at a much faster rate than the indigenous stock. Maximum meat production in India comes from buffalo. However, male calves born in the suburban areas (City Dairies) die due to starvation and negligence. They could be saved and reared for meat production. These calves remain underutilized for meat production, as cattle slaughter is not permitted in most of the states.

Buffalo meat is usually eaten in all countries of far and near-east Asia and European countries. Buffaloes generally command a ready sale though sometime it is regarded as inferior to beef and is sold at lower price. Buffalo meat in most countries is produced from old buffaloes. The dressing percentage in such case is low, around 45 per cent. In certain European countries buffaloes are slaughtered at the age of 16 to 20 months when they weigh 350-400 kg. The dressing percentage is 50 to 60 per cent. Meat quality is good and flavour is indistinguishable from beef. In India, a dressing percentage is around 60 per cent in 180 kg group. Buffalo veal is considered to be a delicacy. Calves are usually slaughtered for veal between 3 and 4 weeks of age and the dressing percentage is around 60 per cent.

## 1.3 JUDGING AND GRADING OF LIVESTOCK FOR MEAT

Judging and grading of meat animals ready for slaughter is a widely practiced art for evaluating their value at the market. It is based on the visual appraisal and body measurement in live animals for desired carcass characteristics. During judging, type defines all characteristics of the animals raised for specific purpose whereas conformation refers to the form and shape of the animal. A good judge should possess keen observation and analytical mind besides ability to make a comparative assessment and arrive at a logical decision.

*A systematic method of judging and grading involves:*

- i) Initial observation of meat animal from a distance.
  - ii) Determination of conformation of the animal by degree of fleshing and firmness of finish by having side, front and rear views.
  - iii) Making the animal walk for some distance and looking for desired qualities.
  - iv) Feeling the animal along the top of the shoulder, ribs, back, loin, rump, round etc.
- i) **Goat and Sheep:** Meat animals are judged on the basis of type, conformation and finish. Conformation gives an overall assessment of muscling. A broad forehead, short thick neck, short legged deep wide blocky bodies with symmetrical conformation are the desired traits. Flank fullness and firmness are also important parameters which are determined by taking hold of the flank muscle with hand. Special care is taken to look for wide chest and hind legs, wide and thick back and loin along with long rump and bulging stifle. Thigh and loin form the highest priced cuts on the mutton carcass.
- ii) **Pig:** A good pig contributes maximum in terms of wholesale cuts. Pig judging involves looking for general appearance, form, finish, quality and excellent dressing percentage. General appearance as observed from a distance should take note of general length, depth and width, development over back, loin and rump and fullness of ham. Back and loin should be of good length and moderately wide with uniform arch. An ideal ham should be wide from front to rear, plump, smooth, firm and trim at the base. A belly that is neat, trim, firm and smooth contributes to a good dressing percentage. Length of legs should be medium.
- iii) **Poultry:** Live poultry are examined for health, vigour, feathering, conformation, fleshing, fat and defects. Good quality birds are normally alert with bright eyes, healthy and appear to be vigorous. Such birds have bright comb, glossy plumage and clean dry feathers around vent. Well feathering over all parts of the body is also a characteristic of good quality birds. Birds with good conformation have good flesh and fat covering. A good quality bird must have well fleshing over breast, thigh and drumstick, moderately broad and long breast, long enough keel bone and those should not have dented breast, crooked or knobby keels, V shaped or hunched back, deformed or swollen legs or wings and pronounced wedge

shaped body. The birds should have well fat covering. The skin between the heavy feather tracts and over the back are areas where lack of fat usually shows up most noticeably. Birds with breast blister, insect bites, discoloured skin, broken legs or wings and skin bruises are considered as lower quality birds.

- iv) **Buffalo and cattle:** Grading of cattle and buffalo is generally based on the conformation and fleshing. When the animals are judged for conformation, proportionate development of various parts of the body is observed. Fleshing is the development of the skeletal musculature. Generally, the cattle and buffalo with compact body and thick fleshing or moderately thick fleshing are considered as good meat animals. Angular body, irregular in contour with thin fleshing are characteristics of down graded animals. Dressing per cent is important because it reflects the amount of carcass in relation to the animal's live weight. Dressing per cent is affected by the fill, finish, muscling, sex and type of the animals. A broad forehead, thick neck, wide and thick back and loin, full flank with symmetrical conformation are the desired traits for cattle and buffalo.

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## 1.4 MARKETING CONCEPT

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Market is a place where potential exchange of goods takes place. Market area refers to a territory over which the forces of supply and demand determine the prices of goods. Thus several markets may exist in a market area. Marketing is a human activity which includes all the functions relating to the transfer of ownership of goods and payments between sellers and buyers. In fact, the term marketing implies to all those business activities that take place in the market involving flow of goods and services from the point of production to the point of consumption. Marketing is not completed until the goods are in the hands of satisfied consumers/customers at the time, place and price they require it.

Marketing involves creation, promotion, and delivery of goods to consumers. Now a days companies do strategic planning before starting the production. Marketing concept involves identifying customers' requirement, targeting a segment to serve the customers' need and plan to meet the requirement. Companies should use the marketing concepts to meet the customer needs profitably. For a business to run successfully, it is important to get market information. The information is required to analyze the market, find out the needs and requirements of the market and depending on the company's capability target a particular market segment.

Marketing consists of many concepts and tools. Mainly, we can consider marketing both as a societal process and a managerial process. Marketing is a societal process, which fulfills the customers' requirement through creating, presenting, and exchanging products/services with others. Marketing is a managerial process when planned by the organization to meet the customer needs and organizations goals through conceptualization, pricing, promotion, and distribution of goods/services and ideas. To get the desired response from the market, marketers use several tools known as marketing mix. These tools are called as 4Ps of marketing, viz., Product, Price, Place, and Promotion. "Product" refers to discovering market requirements and ensuring that those requirements are reflected in the products and/or services offered by the

company. "Price" is determining and setting the most appropriate prices for the products/services. "Promotion" refers to all activities involved in making potential customers aware of the company, its products and services and their benefits, thus encouraging them to buy. "Place" is to determining the best geographic areas to sell in, and it also refers to the determination and management of the best "channels" for reaching those markets, e.g., — direct sales, distributors, resellers, etc.

Normally people think marketing as selling of the product. However, selling comes after marketing. Marketing is to find and convince the customer for buying the product. Selling means getting the deal signed by the customer (or closing the deal).

Marketing of livestock refers to the entire process of sale and purchase including their transfer from the premises of farmer or producer until they are finally secured by the customer. Marketing process begins when the meat animals leave the producer's premises or farm and enters the marketing channel. Sometimes it becomes necessary to take the help of commission agents, brokers, middlemen in the process of marketing because they facilitate the flow of goods. There are several other marketing intermediaries or institutions like wholesaler, retailer, advertising agencies and financial institutions etc. which play important role in marketing.

***Marketing of livestock for meat production requires following important considerations:***

- i) **Select proper time:** The livestock producer should select the best time of the year to dispose of animals. He should note that efficiency of feed conversion is good only during particular phase of growth. He should sell the meat animals as soon as the optimum slaughter weight or age is attained which differs depending on the species. This will ensure maximum profitability. The buyer or processor should purchase the animals in lean period.
- ii) **Select suitable market:** You should calculate the expected return from each market and purchase only quality meat animals at reasonable prices.
- iii) **Proper loading and transportation:** Proper loading and transportation of meat animals should be undertaken after the purchase. We shall discuss this important topic in detail at later stage in this unit itself.
- iv) **Keep proper record:** It is necessary for calculation of profit margins and to analyze the heads where expenditure could be curtailed.

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## **1.5 MARKETING OF LIVESTOCK**

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In India, the sale of livestock production is small and scattered. Rural people rear livestock in small numbers on agricultural byproducts or by grazing to supplement their income. These are not an organized lot and traditional methods of livestock marketing are still being followed. In the earlier days, it used to be on barter basis. However, marketing for cash gained momentum in our country after independence. Barring a few states, there are no market committees or regulated markets for livestock. As such, marketing of livestock is associated with peculiar conditions which expose it to imperfections and make it risky.

The infrastructural facilities for such an activity are inadequate. There is involvement of middlemen at one or more stages in the transaction. Presently, pricing of livestock is also not on the scientific lines. The farmers usually complain that they have received less and the middlemen have pocketed a big share.

### **1.5.1 Livestock Marketing Systems**

If the demand for meat animals is less, the sale may be effected at the premises of the farmer or producer. In general, livestock are brought and sold at weekly or biweekly markets, shandics and fairs. There are more than 2000 markets in India dealing with livestock namely cattle, goats and sheep jointly and separately. The sellers in weekly markets, shandies and fairs are mostly farmers. Hence, these are called primary markets.

Farmers are the largest source of animals in the Indian livestock market. They raise goats or sheep for commercial purpose. They may be of two types :

- a) **Small scale raisers:** They raise 2 to 10 animals at their home. Family members take care of them in their spare time.
- b) **Large scale raisers:** They raise large number of animals at their farms as a commercial enterprise. The animals are sold in batches as they attain the slaughter weight or desired age.

#### **Weekly/Monthly Bazar or Haat**

These are general type of local market held every week (e.g. every Sunday or Monday) or at 15 days interval or once a month or in a particular season for the sale of surplus locally produced goods. In such markets, livestock is also a commodity like other goods. Open space or panchayat land near the village serve as the market yard. Infrastructural facilities are not available. Livestock raisers bring their animals and sell them by direct negotiation mostly to the butchers and sometimes to the local dealers. Local authorities charge some fee on every sale and purchase.

In some states, mandies or shandies are held at regular intervals. Most of these shandies are unregulated in nature and livestock transaction is taking place in large numbers. These markets are held on government land without proper market yard, floor or even approach roads. Control by local authorities is limited to collection of entry fee from livestock owners. There are no sheds for livestock. Only few trees are available for shelter.

#### **Livestock Fairs**

Such fairs have immense importance in the social and cultural matrix of various parts of India from time immemorial. Almost all important animals including goat and sheep are transacted. These fairs are held to facilitate sale and purchase at a common place. Most of these fairs are held in open grounds. Tree shelter and provision of drinking water may be available for the animals. The sanitary arrangements are limited to sweeping and removal of dung, garbage etc. Veterinary health facility for livestock care is available in famous and big livestock fairs. Since these fairs are periodical in nature, proper maintenance and utilization have not found place in the institutional priorities. The organizing local bodies treat them as a source of income. Various market charges recovered from livestock dealers are registration fee, sales tax, certificate charges etc.

Three most common units of sale are prevalent in these livestock fairs – per head, per pair and per group. The per group unit is used for goats, sheep etc. The most popular method of transaction for settling price is by negotiation but *hatha system* i.e. negotiation under cover also existed in some livestock fairs. Intermediaries involved are traders, brokers, butchers etc., and they operate at every stage of marketing negotiation. There is no organized market intelligence service to disseminate information regarding prices, demand and arrivals to the livestock producers.

### Marketing of Poultry

There are several market classes of poultry for meat – broilers, cockerels, spent hens, culled birds etc. *Broilers* are young tender meat type chicken usually 6 to 8 weeks of age. *Cockerels* are male larger birds with tender meat reared upto 12 weeks of age whereas *spent hen* are mature layers usually discarded after one year of economic production. The birds are offered in a lot for sale in the popular markets. The grading of live birds is generally informal. The buyers take note of the type, age and general condition of birds. Since the production of flesh to bone is not distinctly visible due to feathers, the buyers usually catch a few birds and feel their breasts to see how much meat they possess. In most of the markets in the country, consumers attach considerable importance to quality factors such as age, sex and degree of fleshing. The price negotiation proceeds on the basis of conclusion reached, based on the consumer appeal of these sample birds and the birds are priced by intermediaries accordingly. In desi birds, it has been observed that young chickens bring a higher price in relation to older birds.

Marketing of broiler chicken is poised to have an organized outlook due to the formation of Broiler Co-ordination Committee (B.C.C). The prices are solely based on forces of demand and supply.

### 1.5.2 Methods of Sale

- i) **Direct marketing or negotiation:** It involves sale of goats, sheep, pigs by the producer directly to the butcher or local trader. The sellers and buyers negotiate the price and no commission agent or middlemen are involved. This process tends to reduce the overall cost of marketing.
- ii) **Middlemen:** The help from brokers or commission agents is taken many times to facilitate the purchase and sale of meat animals. They are well versed with the demand and supply position of the livestock in particular area and involve themselves on behalf of buyer or seller without involving their own money. They normally earn their profit from commission payment made in return for their part in negotiating the business transaction. Commission agents are regular visitors to the livestock rich villages and they have good contacts with the butchers also. Although there is no system of licensing the livestock brokers at present, it is desired for fair play and to check certain underhand malpractices in the trade.
- iii) **Livestock auction:** Bulk sales of goats, sheep and pigs before the festivals are handled by auction. The buyers are allowed to view and bid for the stock either themselves or through brokers. Several bacon factories follow this practice to effect the livestock purchase. Some brokers or commission

agents invite auction prices on live weight basis. Thereafter, the animals are weighed and spot payment is made to the farmer for his animals.

- iv) **Terminal marketing through contractors:** Meat export houses generally purchase animals through contractors on regular basis. These animals are purchased from the farmers by local traders, who sell them to these contractors on live weight basis. The contractors maintain their own stockyards with facilities for holding pen and loading platforms. The contractors transport these animals to the factory premises. In this method, it is the carcass weight and grade which forms the basis of payment to the contractors.

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## 1.6 TRANSPORTATION OF MEAT ANIMALS

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It is not enough to purchase healthy meat animals, it is equally important to ensure that these animals reach the point of slaughter in sound condition. Pre-slaughter care and handling can markedly influence the quality and quantity of meat. Ways of loading and unloading, means of transportation and average distance covered by the animals from point of production to the point of slaughter has a definite bearing on the keeping quality of meat. Excited, stressed, fatigued, suffocated, bruised and injured animals are not expected to yield wholesome meat.

The underlying principles for pre-slaughter care, handling and transport of meat animals are :

- i) to avoid unnecessary suffering of animals during transport,
- ii) to ensure minimum hygienic standards, and
- iii) to prevent spread of diseases.

**Transport of meat animals:** The mode of transport should be decided on the basis of ground situation. Unless price differences are significant, the animals should be taken to the nearby slaughter house or abattoir avoiding long journeys. It will protect the animals from possible injury during loading and unloading as also adverse weather and inadequate ventilation during transport. Various modes of transport may be :

- a) **Driving on hoof :** Animals reared within 8 – 10 km from the point of slaughter can be driven on hoof. This distance can be covered in 4 – 5 hours. The time can be adjusted in early morning during summer and late morning during winter season. This mode is specially suited for animals accustomed to pasture grazing. It allows them to browse on indigenous grass or shrubs and take water on route. So the animals suffer minimum weight loss or shrinkage due to travel.
- b) **Transport by Road Truck:** Distances upto 500 km or 12 – 15 hours journey may be negotiated by road truck. Such vehicles should have non-slip floor. It is also important to provide temporary or permanent protective overhead coverings, making provision for adequate ventilation. Proper partitions should separate unequal sized animals or different species. The partition held may vary from 75 – 120 cm depending on the size of animals. Before the commencement of journey, the animals should be offered adequate feed and water. If the journey is required to be continued after

12 hours, the animals should be unloaded and offered enough feed and water. Transportation by road trucks allows convenience of loading at the appropriate places.

- c) **Transport by Rail Road:** For distances over 500 km, it is advisable to transport animals by railways. It is economic on maintenance and easy to handle. Besides, there is a saving on extortions and other incidental expenses. Animals should be provided *ad lib* water and feed at least for an hour before the journey commences. It will be beneficial if water troughs are provided within the roofed rail wagons. Railway wagons meant for this purpose should have a non-slip floor and a free flow of air. Arrangement can be made to unload the animals after about every 1000 km and offer feed and water before reloading. This mode ensures comparatively less losses due to shrinkage and death. In fact, shrinkage losses may come down to as low as 5 per cent.

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### Check Your Progress 1

- 1) Answer in True or False.
- i) The production of sheep meat is more than goat meat in our country. (.....)
  - ii) Chicken meat is free from any religious taboo and has universal acceptance. (.....)
  - iii) Black Bengal is a meat type breed of goat. (.....)
  - iv) At present, most of the pigs are crossbreds. (.....)
  - v) Livestock fairs are unique feature of our marketing system. (.....)
  - vi) Shandies are exclusively livestock markets. (.....)
  - vii) Poultry marketing is done on lot basis. (.....)
  - viii) Spent hours are available at comparatively less price before the onset of water. (.....)
  - ix) One market area has only one market. (.....)
  - x) Marketing involves only sale and purchase activity in a market area. (.....)
- 2) Fill in the blanks:
- i) The slaughter rate of pigs is more than ..... % per year.
  - ii) The dressing percentage of healthy sheep varies from .....
  - iii) In the overall assessment of a live animal, ..... is most important indicator of muscling.
  - iv) Small scale animal farmers raise ..... animals at their home.
  - v) Livestock farmer can get comparatively better price by .....
  - vi) Weekly markets are mostly .....

- vii) Livestock that are to be transported for 5 -10 km should be .....
- viii) Elimination of middlemen can increase the profit margins of both ..... and .....
- ix) In general market age of sheep is around ..... year.
- x) Crossbred pigs should be slaughtered at ..... months of age for better profitability.

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## 1.7 LET US SUM UP

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Profit margins of meat processors depend on the purchase of good quality meat animal at reasonable price, thereby ensuring a good carcass yield and meat of good functional properties. Such meat will enable you to get higher cooked yield and better palatability of processed meat products.

Goat, sheep, pig, chicken, buffalo and cattle are main sources of meat in our country. Goats and sheep are reared by marginal and landless farmers. The families usually keep less than 10 animals. Pigs are reared by economically weaker sections of the society. Weight gain is very fast due to comparatively better feed conversion. In India, live animals are mainly sold and purchased in local and weekly markets. Majority of them are unorganized and controlled by local authority for the collection of fee. Small processors can directly purchase the suitable animals by following the judgement criteria as discussed in the present unit. Type of animal, body configuration and finish should be given due consideration. If need be, they can also visit nearby weekly market to purchase the meat animal. Once the animals are purchased, they should be transported to the slaughter house by a suitable mode depending on the distance to be covered. This is very important in order to get proper carcass yield and meat quality.

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## 1.8 KEY WORDS

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<b>Broiler</b>	:	Broilers are young tender meat type chicken usually 6 to 8 weeks of age.
<b>Capon</b>	:	A capon is a rooster (a male chicken) whose reproductive organs are removed at a young age.
<b>Cockerel</b>	:	Cockerels are male larger birds with tender meat reared upto 12 weeks of age.
<b>Fryer</b>	:	Young chickens less than 12 weeks of age.
<b>Roaster</b>	:	Heavy young chickens less than 12 weeks of age with live weights heavier than 7 pounds. It has a smooth-textured skin, tender flesh, a less flexible breastbone than that of a broiler.
<b>Rooster</b>	:	A rooster (also called a cock) is a male chicken over 1 year of age, usually kept for breeding.

**Stewing Chicken** : A stewing chicken is over 10 months old and weighs from 4 to 6 pounds.

**Spent Hen** : Spent hens are mature layers usually discarded after one year of economic production.

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## 1.9 SOME USEFUL BOOKS

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George J. Mountney and Carmen R. Parkhurst (2001). Poultry Products Technology. 3<sup>rd</sup> edition, Haworth Food Prodcuts Press.

Stewart G.F. and Abbott J.C. (1972). Marketing Eggs and Poultry. 3rd edition. FAO publication, Rome.

Handbook of Animal Husbandry (3<sup>rd</sup> Revised Edition, 2002). Published by Indian Council of Agricultural Research. New Delhi

Palmer A. (2004). Introduction to Marketing: Theory and Practices, Oxford University Press.

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## 1.10 ANSWERS TO CHECK YOUR PROGRESS

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1. True / False

- |           |            |                       |
|-----------|------------|-----------------------|
| i) False  | ii) True   | iii) True             |
| iv) True  | v) True    | vi) False             |
| vii) True | viii) True | ix) False    x) False |

2. Fill in the blanks

- |                     |                       |                        |
|---------------------|-----------------------|------------------------|
| i) 99               | ii) 45-48             | iii) body conformation |
| iv) 2-10            | v) direct negotiation | vi) primary markets    |
| vii) driven on foot | viii) buyer, seller   | ix) One    x) 6-7      |