
EXPERIMENT 1 VISIT TO LIVESTOCK MARKET AND PREPARATION OF REPORT

Structure

- 1.0 Objectives
- 1.1 Introduction
- 1.2 Selection of Market
- 1.3 Judging a Good Goat/sheep for Meat
 - 1.3.1 Activity
- 1.4 Preparation of Market Report

1.0 OBJECTIVES

After going through this experiment, you will be able to:

- understand livestock marketing system existing in our country;
- narrate the characteristics of buyers, sellers and middlemen;
- state the marketing facilities and regulation;
- list out the difficulties prevailing in the market and practical solutions;
and
- prepare a market report.

1.1 INTRODUCTION

Meat processors are required to purchase good quality animals to prepare good quality products. You should know the places which should be approached to purchase the required type to animals. Some markets are known for specialized species and type of animals. As discussed in Unit 1, the selection will depend on the type of products to be processed. The purchase has to be made at the reasonable price. Marketing of livestock for meat production requires consideration with respect to selection of suitable market, selection of proper time and proper transportation to your premises. It is necessary to keep proper record to calculate the profit margins and to analyze the heads where expenditure could be curtailed.

1.2 SELECTION OF MARKET

In India, livestock markets are mostly unorganized. The infrastructure facilities are inadequate. Pricing mechanism has several flaws. If your demand for meat animals is small, it is better to approach livestock raisers who generally keep 2 to 10 animals at their home. For bulk requirement, you have to take the help of middlemen operating in that particular area. Now, commercial livestock enterprises are also coming up. Such farms sell animals in batches on attaining the desired slaughter weight.

Weekly, fortnightly or monthly markets of integrated nature for all commodities are common in rural or semi urban areas. Open space or panchayat land near the village serve as the market yard. Besides, livestock fairs dealing in all livestock species or specialized species are also popular in some areas. These fairs are held to facilitate sale and purchase of livestock at a common place. Such fairs may have provisions of drinking water or shade. Veterinary health facility may also be available. Here sheep or goats are sometimes sold in lot. You should select the market as per your requirement and convenience.

1.3 JUDGING A GOOD GOAT/SHEEP FOR MEAT

A systematic method of judging and grading involves visual appraisal and body measurements. A logical conclusion can be drawn by :

- i) Initial observation of the meat animal from a distance.
- ii) Determination of age and conformation. Conformation refers to the form and shape of the animals and assessed by degree of fleshing and firmness.
- iii) Feeling the animals along the top of shoulder, ribs, back, loin, rump and round etc.

Age of small ruminants (goat/sheep) can be determined by observing its dentition. The dental formula for small ruminants is as under:

$$I \frac{0}{8}, C \frac{0}{0}, PM \frac{6}{6} \text{ and } M \frac{6}{6} = \frac{12}{20} = 32$$

(I= Incisor i.e. cutting or biting teeth, C= Canine, PM= Pre-molar, M= Molar i.e. chewing or grinding teeth).



First Year (kid): All teeth (eight incisors) are small and sharp. They will gradually be replaced by larger, permanent teeth.

Second Year (yearling): The goat loses the two middle front teeth when it is around 12 months old, and they are replaced by larger, permanent teeth.

Third Year (2-3 year-old): The teeth next to the middle pair are replaced by permanent teeth when the goat is about 24 months old.

Fourth Year (4 year-old): The goat now has six permanent teeth, with only one pair of kid teeth remaining.

Fifth Year (4 year-old and over): The set of 8 front teeth is complete. The age of the goat beyond 5 years must be guessed at from the amount of wear on the teeth. Teeth spread, loosen and finally drop out as the goat ages.

Market goats with temporary teeth and first pair of permanent incisor can be classed as young (around one year) and those with 2 to 4 pairs of permanent incisors as adults.

Meat animals are judged on the basis of type, conformation and finish. Body conformation of goat or sheep gives an overall assessment of muscling. A broad forehead, short thick neck, short legged deep wide blocky body with symmetrical conformation are the desired traits. Flankfulness 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 as well as wide and thick loin.

1.3.1 Activity

Practically judge at least one goat and one sheep in the market and record your findings:

1) Species	Goat
Age
Sex
Breed
Gait/posture
Body conformation characteristics

Flankfulness
Firmness
Grade	a. good
	b. fair
	c. poor

- 2) **Species** **Sheep**
 - Age
 - Sex
 - Breed
 - Gait/posture
 - Body conformation characteristics
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 - Flankfulness
 - Firmness
 - Grade
 - a. good
 - b. fair
 - c. poor

1.4 PREPARATION OF MARKET REPORT

You will be taken to a weekly market or a livestock fair as an exposure exercise. Collect the following relevant information about this market:

- 1) Location of market
 - a. rural
 - b. semi-urban
 - c. urban
- 2) Distance from main city km.
- 3) Type of ownership
 - a. private
 - b. public
- 4) Whether regulated or unregulated.....
- 5) Number of buyers and sellers (approx.)
- 6) Methods of livestock sale
 - a. direct
 - b. through middlemen
 - c. both
- 7) Market facilities
 - a. registration
 - b. provision of shade
 - c. provision of water
 - d. tree shade
 - e. veterinary health facilities
 - f. any other

- 8) Market information system
 - a.
 - b.
 - c.
- 9) Volume of sale
 - Sheep
 - Goat
 - Swine
 - Chicken.....
 - Dressed meat
 - Prepared products

10) Problems in marketing (1-5)

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11) Note down the characteristics of buyer and seller- whole seller, retailer and Consumer/Buyer

Whole seller

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Retailer

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Consumer

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12) Give your suggestion to make livestock marketing more efficient

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