

Egg Marketing: Challenges & Solutions

K.Singaraj, President

Tamilnadu Poultry Farmers Association & Poultry
Products Exports Association, Namakkal, Tamilnadu.

Points to be discussed

- **Egg production**
- **Per capita egg consumption**
- **Constraints**
- **Marketing**
- **Exports**

India ranks third in Egg, eighth in meat production: Economic Survey 2021-22

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Synopsis

Meat production in the country has increased from 6.69 million tonnes in 2014-15 to 8.80 million tonnes in 2020-21 (Provisional), the survey said.



Agencies

India ranks third in production of eggs and eight in [meat production](#) in the world, said The Economic Survey 2021-22. [Egg](#) production in the country has increased from 78.48 billion in 2014-15 to 122.11 billion in 2020-21 (Provisional) taking the per capita availability of eggs to 91 eggs per annum in 2020-21 (Provisional).

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The Survey suggested an increased focus on harnessing the potential of the allied activities as the share of [animal husbandry](#), dairying, fisheries and wages in the income of the [farmers](#) has increased more than the share of income from [crop cultivation](#). This is expected to give a boost to egg and meat production.

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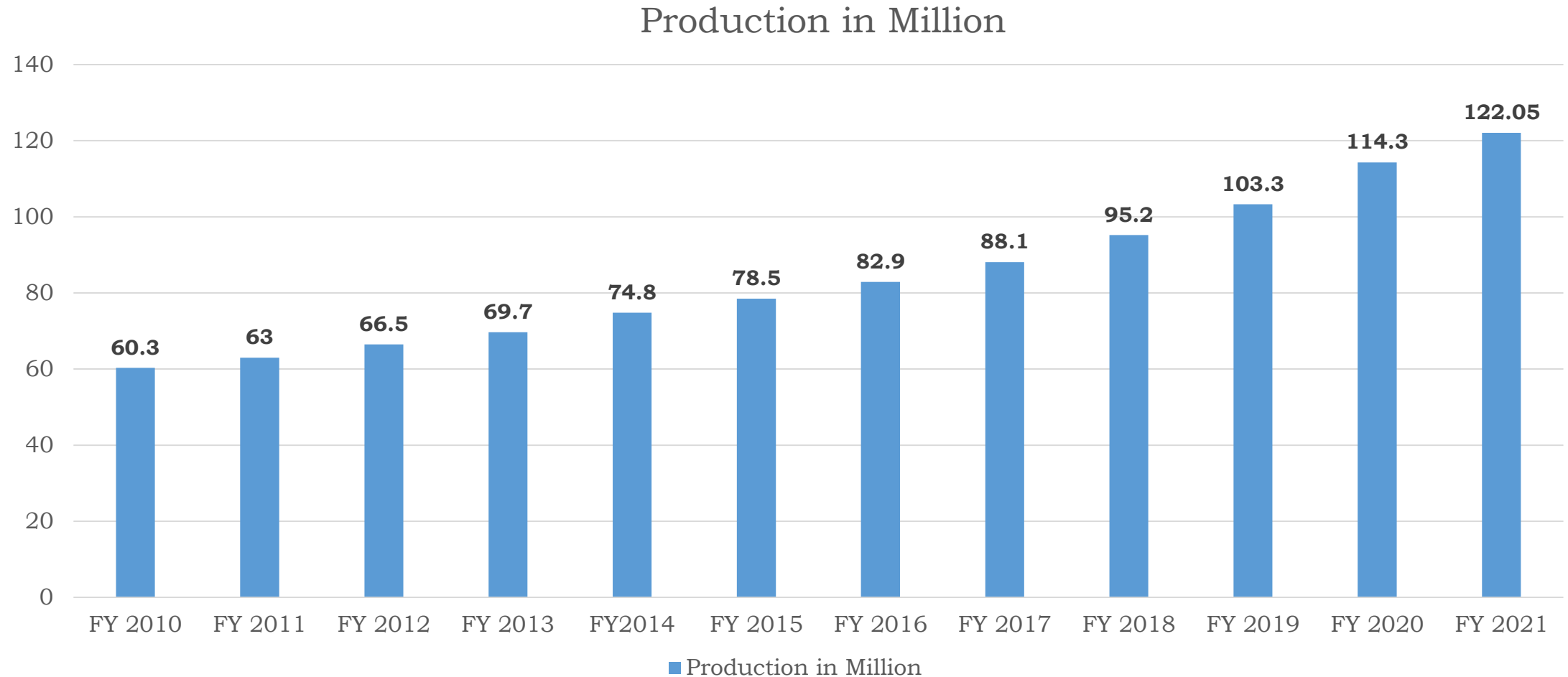
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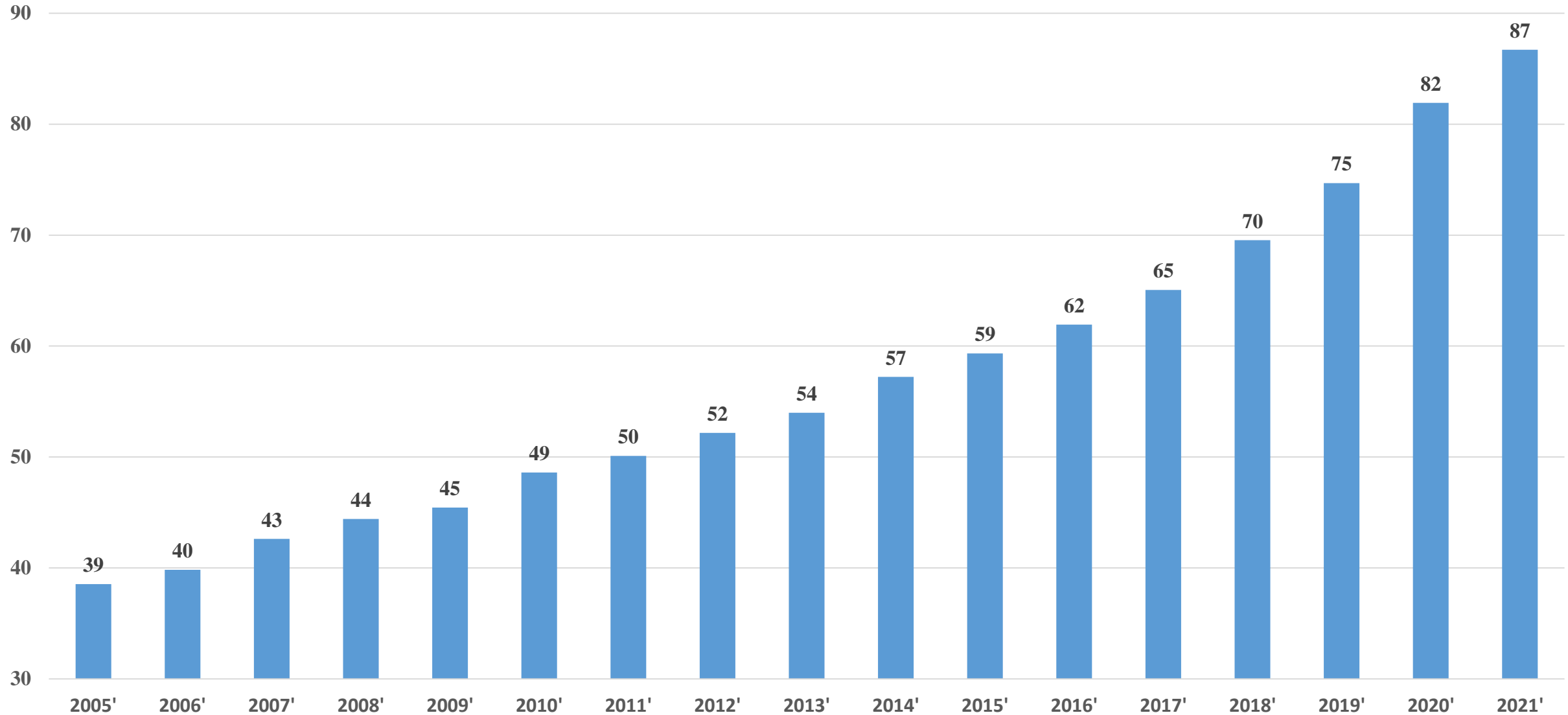
S. No	Name of the state	Layer shed capacity	Actual Birds in Production	Expansion in progress
1	Tamil Nadu	72650000	71790000	6100000
2	Andhra Pradesh	49200000	48670000	2210000
3	Telangana	48100000	45670000	8900000
4	Haryana	32400000	29540000	230000
5	Punjab	24200000	22950000	450000
6	Karnataka	20400000	19630000	210000
7	Maharastra	18500000	17830000	340000
8	Odisha	9700000	9500000	1900000
9	Gujarat	8700000	8400000	540000
10	Chattisgarh	8700000	8300000	2100000
11	West Bengal	8480000	8480000	1200000
12	UttarPradesh	6800000	6800000	870000
13	Bihar	5800000	5800000	150000
14	Rajasthan	4700000	4700000	320000
15	Madhya Pradesh	3700000	3700000	320000

Number of eggs produced across India from financial year 2010 to 2020, 2021 (Estimate)

Source : <https://www.statista.com/statistics/734405/egg-production-volume-india>



Per capita egg consumption



Per capita consumption

The per capita consumption in 2021 works out to 87 eggs.

The total eggs in 2021 as per the stat is 122 Billion divided by 0.318 (31.8cr) Billion birds comes to 383 HH eggs/bird.

**In general the average HH eggs/bird can be assumed is 300 x 31.8cr divided by the population of 140 cr comes to only 68 eggs per capita.
The total eggs will be only 95billion.**

Probably 122 billion should be due to contribution of Desi, Ducks etc.

Per capita consumption

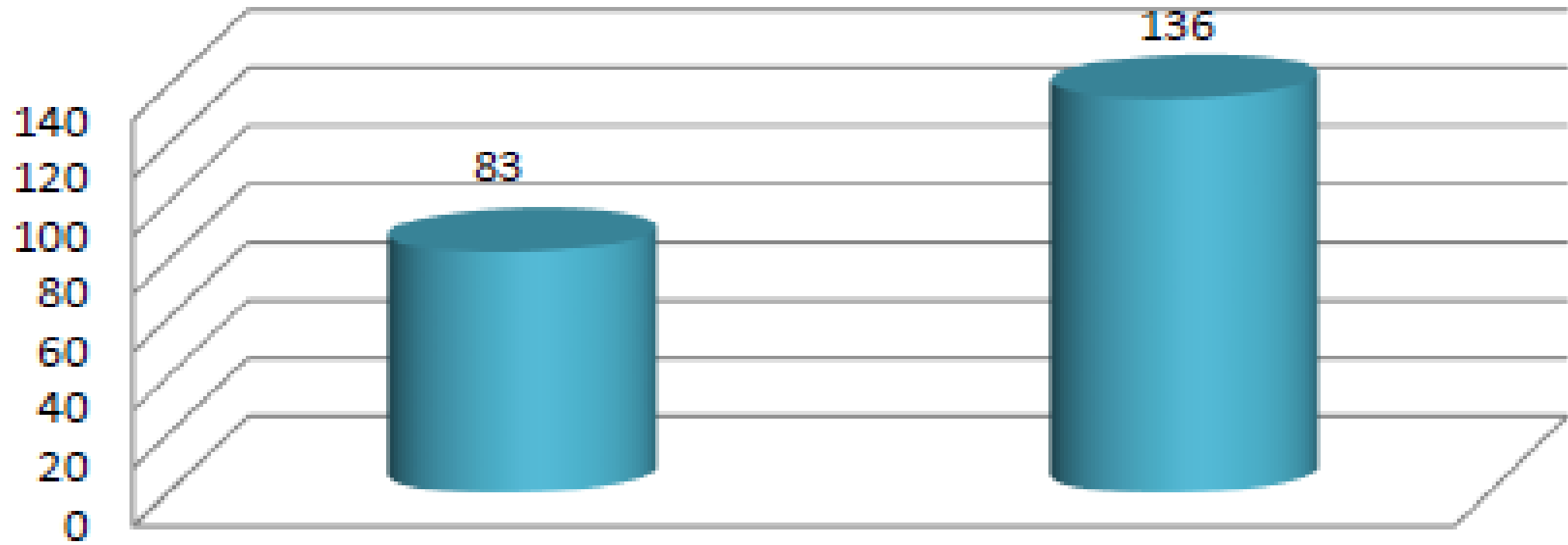
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Per capita consumption variability anomaly in the distribution system

Metropolis: above 200

In next sector: 50 to 75

In rural sector where 60% of our population reside: 5 to 15 (but Coke and Pepsi are freely available)



Baseline production data
2015-16

Goals/ target projected in
2022-23

Taking 7% CAGR and adding 2% for exports



National Action Plan for Egg & Poultry-2022

For

Doubling Farmers' Income by 2022



Department of Animal Husbandry, Dairying & Fisheries

Ministry of Agriculture & Farmers Welfare

Government of India

Is it possible

Definitely not in the present scenario
Causes

- Feed cost
- Egg price

Governments help
Import of raw materials at low duty
Support in export of eggs

Constraints production

First is feed raw materials:

In the past 5 years the production of maize is in the range of 28 to 30 MMT

Chicago rate corn 18.86/kg vs Indian corn 25/kg

Similarly SBM is in the range of 7 to 8MMT

Chicago rate corn 34.3/kg vs Indian SBM 58/kg

The industry is growing @ of 8 to 10% whereas egg consumption is increasing by 5.7% only

Already we are feeling problem, the price shooting up due to the tight situation.

Marketing of Eggs

In Namakkal Majority of the eggs are marketed by the farmers directly

Even though 6crore eggs are produced daily we are able to market it in TN an Kerala as the farmers supply to centres where even 50 trays are sold.

The farmers supply to small centres even though it is not profitable for them in the initial stages they continue doing it to improve the sales which may not be done by traders.

**Big farmers should have own outlet at least 1 or 2 in consumption centers selling at NECC rates.
Discussing with the Medical doctors convincing them about the superiority of yellow yolk.**

Increasing the demand for culled birds by hosting culled bird Biryani festivals in different centers in all state's

In other parts it is totally under the control of the traders

They are interested in disposing of the eggs rather than marketing it, their commission is secured the loss is for the farmer

Export of eggs

Last six years egg export follows:-

2017 – 2787 Lakhs eggs

2018 – 2626 Lakhs eggs

2019 – 1738 Lakhs eggs

2020 – 959 Lakhs eggs

2021 – 1725 Lakhs eggs

2022 – 3740 Lakhs eggs (Till June 2022) The spurt is due subsidy provided by Madam Desai

Egg powder: 36 to 38 lakhs eggs are broken/day

Constraints in export

Highly fluctuating rates

Differential rate system for export eggs at least 10% of the egg produced in a farm the loss will be overcome by higher rates for local sales

Then the foreign buyers will be attached to us through out the year.

Disease free compartment certification

The conditions should be in tune with WOA (OIE) recommendations which confines to Biosecurity and disease monitoring

Whereas Government puts in extra conditions which becomes practically difficult to be fulfilled.

Conclusions

Eggs should be marketed by producers

Rural distribution should be concentrated

Packing of eggs to be made consumer friendly

Frequent meeting with group of medical Doctors

Promoting consumption of culls