

## Assocham: Chicken to cost more for Punjabis

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Punjab's love for chicken is expected to cost 25 to 30 per cent more in the wake of nationwide beef ban. As per an analysis released by industry body Associated Chambers of Commerce of India (ASSOCHAM) on Monday the consumption of chicken is also expected to rise by 35 to 40 per cent if beef ban comes into force.

"Poultry wholesale price index has also risen over 22 per cent while that of beef and buffalo meat has declined about three per cent between May 2014 and March 2017," noted the analysis carried out by ASSOCHAM Economic Research Bureau (AERB).

Besides production of poultry meat, mainly chicken has been steadily growing at a Compounded Annual Growth Rate (CAGR) of about 10-12 per cent, while its consumption has been clocking a CAGR of 15-18 per cent during the course of past few years, said ASSOCHAM analysis.

The analysis also noted that between June 2013 and May

### DATA SPEAKS



» According to ASSOCHAM analysis between June 2013 and May 2014, there was an increase in wholesale price levels of over 10 per cent in beef and buffalo meat

» Poultry wholesale price index has risen over 22 % while that of beef and buffalo meat has declined

2014, there was an increase in wholesale price levels of over 10 per cent in beef and buffalo meat while that of poultry chicken declined by about nine per cent.

"Beef ban and the related controversies have surely come as a blessing in disguise for poultry firms in states like Punjab, Haryana, Andhra Pradesh, Karnataka, Kerala, Maharashtra, Tamil Nadu, Telangana, Uttar Pradesh and other key regions in this behalf," said an ASSOCHAM spokesperson while releasing the findings of the chamber's analysis.

As a part of further analysis, ASSOCHAM conducted a quick survey of about 100 poultry shops in the aforesaid states whereby majority of the respondents said that demand is picking up despite the onset of summer and currently there is about to 15-20 per cent rise in prices which might go up to 25 per cent and beyond more so owing to on-going Ramzan. Most of the respondents said that though both poultry demand and prices usually drop during summer but it is not so for 2017 due to ban on beef.

# Beef ban boosts chicken sales, says Assocham

**Poultry consumption may go up by 35-40%, indicates study**

**LUCKNOW, DHNS:** In the wake of the beef ban, the price of chicken in many parts of the country have started soaring and are expected to register an in-

crease of 25 to 30%. The consumption may go up by 35 to 40 %, an Assocham study said.

"The poultry wholesale price index has risen by over 22%,

while that of beef and buffalo meat has declined by about 3% between May 2014 and March 2017," the analysis said.

The production of poultry meat, mainly chicken, has been steadily growing at a compounded annual growth rate (CAGR) of about 10-12%, while its consumption has been clocking a CAGR of 15 to 18%

over the past few years.

The findings also noted that between June 2013 and May 2014, there was an increase of over 10% in the wholesale price levels of beef and buffalo meat, while that of chicken declined by about 9%.

"The beef ban and related controversies have surely come as a blessing in disguise for

poultry firms in states like Andhra Pradesh, Haryana, Karnataka, Kerala, Maharashtra, Punjab, Tamil Nadu, Telangana and Uttar Pradesh and other key regions," said an Assocham spokesman, releasing the findings.

Apart from the ban, "rising per capita incomes and growth in quick service restaurants are

other key reasons for growing demand and consumption of meat in India", it said.

"India also provides a huge opportunity for foreign direct investment in poultry, especially in areas like breeding, medication, feedstock, vertical integration and processing, as these areas should also be explored," it recommended.



# Chicken demand, price rising: Assocham

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Chicken prices in many parts of the country have started rising and are expected to soar by 25-30 per cent amid raging controversy over beef consumption in the country, industry body Assocham has said.

Rising per capita incomes, growth in quick service restaurants are other key reasons for growing demand and consumption of meat in India, it said.

Consumption of chicken is likely to go up by 35-40 per

cent, it said.

"Poultry wholesale price index has also risen over 22 per cent while that of beef and buffalo meat has declined about three per cent between May 2014 and March 2017," as per the analysis by Assocham's Economic Research Bureau (AERB).

Besides production of poultry meat, mainly chicken has been steadily growing at a compounded annual growth rate (CAGR) of about 10-12 per cent, while its consumption has been clocking a CAGR of 15-18 per cent during the

course of past few years.

In contrast, between June 2013 and May 2014, there had been an increase in wholesale price levels of over 10 per cent in beef and buffalo meat while that of poultry chicken declined by about 9 per cent.

Controversies related to beef and animal slaughter have surely come as a blessing in disguise for poultry firms in states like Andhra Pradesh, Haryana, Karnataka, Kerala, Maharashtra, Punjab, Tamil Nadu, Telangana, Uttar Pradesh and other key regions", an Assocham

spokesman said releasing the findings of the chamber's analysis.

"Government needs to encourage poultry farmers to give them a level playing field against developed countries in terms of export/import market," the chamber suggested.

"India also provides a huge opportunity for foreign direct investment (FDI) in poultry especially in areas like breeding, medication, feedstock, vertical integration and processing, as such these areas should also be exploited," it recommended.

Assocham conducted a quick survey of about 100 poultry shops in these states where majority of the respondents said that demand was picking up despite the onset of summer.

Currently, there is about 15-20 per cent rise in prices which might go up to 25 per cent and beyond, more so owing to on-going Ramzan, it said. Most of the respondents said that though both poultry demand and prices usually drop during summer, it was not so this year due to beef controversy.

IN BRIEF

## Chicken demand, price rise amid beef controversy: Assocham



Chicken prices in many parts of the country have started rising and are expected to soar by 25-30 per cent amid raging controversy over beef consumption in the country, industry body Assocham has said. Rising per capita incomes, growth in quick service restaurants are other key reasons for growing demand and consumption of meat in India, it said.

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