

POULTRY NEEDS TECHNOLOGY CHANGES



Coimbatore-based Suguna Poultry Farm Limited, part of the Suguna Group, has a turnover of Rs 3,200 crore. With a fully integrated operation of broiler and layer farming with its own state-of-the-art hatcheries, feed mills, processing plant and vaccine plant and exports, Suguna is recognised as one among the country's advanced poultry enterprises. It is known for its live broiler chicken, speciality eggs and frozen chicken which are sold through its dedicated stores. The company has also pioneered in contract farming helping thousands of farmers to grow along with the company. In order to create an impact in terms of product quality, the Suguna farm is an ISO 9001:2000 certified, and the products are Hazard Analysis Critical Control Points (HACCP) certified. The company imports the ROSS grand parent from Aviagen, United Kingdom. It is also the first poultry company to implement end-to-end ERP system for poultry business management. Recently, B SOUNDARARAJAN, managing director, Suguna Poultry Farm Limited, bagged the TIE Chennai "Entrepreneur of the Year Award." In an e-mail interview he provided an overview of the industry and the company's technology prowess to MV CHANDRASHEKAR. Excerpts:

The poultry industry has come a long way and today it is among the world's leading suppliers of products in this space. How would you describe the current scene for the sector in terms of growth and revenue earning capabilities?

India is the world's second largest developing economy, and the fifth largest poultry producers in the world. Expansion in India is being driven by rising incomes and a shift in industry structure towards integrated ownership and coordination of the input, production and marketing operations involved in poultry production (vertical integration). These factors, in addition to government policies, will help the shape future growth in the poultry industry in India, as well as in emerging trade and investment opportunities.

The growth will be around 10% year-on-year and the industry size is about \$ 5500 million.

In terms of technology adopted in the poultry sector, could you give us an overview of the modernisation aspects that have been the significant drivers of the sector?

There is lots of scope available for the poultry sector investment. Industry needs technology changes especially in broiler farming and feed milling, such as environmental conditional farms, pellet feed mills, advance technology hatcheries etc.

Which are the segments in which technology has been used to enhance efficiency

and speed to the market?

In the case of feed milling,

the industry needs to convert into 100% pellet feed which

enhances efficiency in terms of low feed consumption,

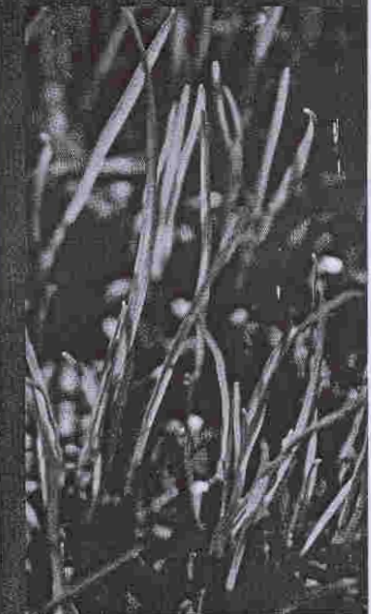
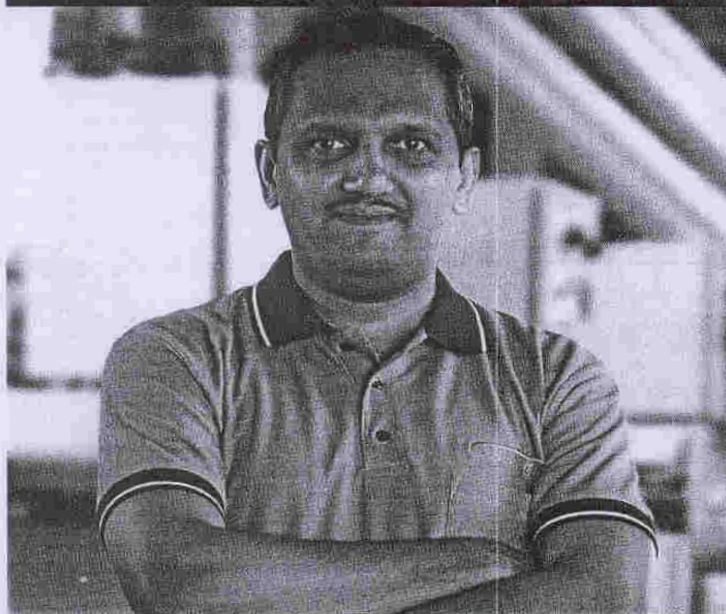
avoidance of feed wastage and better feed conversion ratios (FCR). In the case of poultry farming, converting open house farming into environmental conditional farming which will enhance efficiency in terms of FCR, body-weight, live ability, climatic adjustments and health and hygiene of the birds are important.

In the case of modern technology hatcheries, we will be able to produce quality DOC (Day Old Chicks) which ensures better quality of live bird.

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