

Review Article

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## Strategies on Marketing of Small Ruminants and their importance in Economic Development of Producers

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### ABSTRACT

Focusing on the above marketing strategies definitely brings economic stability to sheep farmers. As India's sheep sector has continuously provided structural support to the rural economy. On account of favorable socio economic factors such as changing eating habits, higher purchasing power, urbanization, increasing health consciousness towards protein rich diet, preferred meat due to religious preferences, there has been increase in demand for meat and the sector has gained importance in terms of contribution to income, employment and foreign exchange earnings.

### Introduction

Marketing is an important facet which brings profit to producers and satisfaction to the consumers. Small ruminants (i.e., sheep and goat) make very valuable contribution to the poor in the rural areas. Their importance is indicated by various functional contributions (meat, fiber, skin, milk). India has 74.26 million of sheep (livestock census, 2019) contributing about 13.8% of the total livestock, while Andhra Pradesh with sheep population of about 17.6 million contributes about 23.7 % of total sheep population of the country.

Small ruminants make a substantial contribution to the rural economy, it provides livelihood to two third of rural community. India produces 6.3 million tons of meat per annum. The total meat production

in the country is 8.80 million tonnes (BAHS, 2021), sheep contributes 10.04 % to the total meat production of the country.

Small ruminants contribute greatly to the agrarian economy, especially, in areas where crop and dairy farming are not economical and play an important role in the livelihood of a large proportion of small and marginal farmers and landless labourers. In Andhra Pradesh more than 90 percent of meat animals and meat are marketed by small butchers / traders.

The sheep farmers do not get sufficient return due to involvement of unscrupulous middle man, instead consumers have to pay higher price for the product. Most of the farmers not satisfied with the marketing system because of the middlemen farmers are

getting lower price for their animals (Ramesh *et al.*, 2012). Due to absence of organized slaughter house and marketing system a huge quantity of byproducts obtainable from these animals either gets wasted or sold at a very low price. Indiscriminate marketing and slaughter of sheep on yield of meat and other byproducts impact on economy of sheep farmers.

Marketing plays an important role in stimulating production, consumption and also increasing the rate of economic development of sheep farmers, this would be possible only when the link between consumers and producers is well established and stabilized. The problems encountered by farmers are lack of transparency in trading, high marketing fee/ commission agent, very poor access to market, prevalence of collusive activity of trader during selling of animals (Tanwar and Rohilla, 2012).

The farmer's weakest point is that they don't have access to market/ price information and idea about demand and supply situation. Having low education level and exposure farmers are not able to use the available information in taking right decision.

As well as consumers are also unaware of the choosing of live sheep and good quality meat if we create more awareness programs to producers and consumers regarding selling, purchase strategies definitely profits to producers, product satisfaction to consumers. The adoption of improved technologies and innovative marketing strategy has been considered the key drivers for success of small ruminants rearing (Tanwar and Rohilla, 2012).

## **Marketing strategies**

### **Marketing of sheep Products**

Meat production and supply of meat for local consumption is the most neglected area in the sheep marketing. Meat is sold in open premises leading to contamination with dust, dirt, flies and other pollutants. The traditional production systems and the unhygienic practices have damaged meat production and marketing. The steps needs to be

followed for the benefit of livestock, producers, processors and finally to consumers. Development of adequate market infrastructure with basic requirements is must for marketing

Because of the unorganized nature of the sector farmer is not getting good price

Lack of scientifically designed good abattoirs and processing plants discourage the farmer to start scientific rearing of meat sheep / limit the flock number

Along with the production and productivity increase marketing facilities shall be prioritized to compete the export markets and to increase the income

The following activities shall be undertaken to tap the domestic as well as export markets

### **Setting up of state of art abattoir cum meat processing plants**

There is a need to establish abattoir cum meat processing plants. These plants should be eco friendly as the byproducts will be utilized for production of meat bone meal (MBM), tallow, bone chips etc. In addition establishment of effluent treatment plant for waste water treatment from abattoir and lairage, with the water discharged having biochemical oxygen demand (BOD) values 30ppm. We need more scientifically designed abattoirs and meat processing plants.

### **Raising rams for meat production**

Elite male sheep were reared for meat purpose. These rams can be salvaged for meat production thereby improving the economic condition of the farmers and also meat production for domestic and export market.

### **Marketing of meat and meat products**

Most of the meat production and marketing practices in India are traditional. Well integrated marketing

system for meat and meat products is lacking in India. The main reasons are monopoly of meat trader, lack of coordination between production and demand, too many middle men in the trade and inefficiency management in slaughter house. There is a dire need to modernize the meat production and marketing system.

### **Setting up cold storage**

Meat is nutrient dense food which makes it perishable commodity. In order to improve keeping quality of meat, cold chain is of crucial importance during transport as well as storage till it reaches to consumers. The Government should support setting up cold storage, supply /value chain and 100 % export oriented slaughter houses in the country.

### **Meat processing and value addition are key for the prosperity of meat industry**

Along with the production increase, we can equip the farmers for value addition of products to get maximum profit.

### **Integrated sheep Development and Wool Improvement Programmes**

There is a need to establish different breed specific sheep rearing and development activities and providing support in the marketing of the wool produced.

### **Farmer and animal welfare activities**

As earlier discussed the sheep development sector as a whole is unorganized. So to organize the sector is the need of the hour. The following farmer oriented cum animal welfare activities can be considered for this purpose.

Scheme for social security for sheep breeders ; Insurance : The basic objective of the sheep Insurance scheme is to provide insurance cover to sheep in the case of accident including fire, lightning, storm, tempest, flood, inundation,

earthquake, famine and disease contracted or occurring during the period of policy for project areas.

Development projects in the mode of Public Private Participation

Common Facility Centre (CFC) for the rural sheep farmers

Efforts to make sector organizations / cooperatives, to strengthen the production side production of good quality meat animals for slaughter is must for the production of good quality meat. Therefore farmers cooperative society can play a major role in the field of production and marketing of quality animals, extension education and encouragement of backward integration / contract farming as in poultry industry for intensive and semi intensive system of rearing small ruminants.

To transform challenges to opportunities key areas to focus

### **Role of Government**

Government plays major role in regulating/coordinating

Livestock product and input markets

Land and water property rights

Animal health services

Foreign trade in livestock and livestock products and inputs of feeds, drugs etc.

Meat inspection and sanitary health standards and

Provision of information and advice.

### **Public sector livestock development programmes**

There is a need for implementation of applied and adaptive research projects on livestock production

and animal health by Universities and National research institutes.

### **Review of public expenditure on the livestock sector**

This gives the overall picture of public expenditure on livestock sector in relation to total agricultural and national development expenditure. Private sector participation, on Government activities (NGOs).

### **Specific issues**

#### **Environmental issues and social issues**

Livestock are Capital assets that may serve social and cultural functions. They have a special role in religious and other ceremonies participating in displays or processions for instance. Increased demand for livestock for special festivals.

#### **Marketing and trade issues**

With regard to the sanitary and phyto - sanitary measures to access export markets.

#### **Animal health and welfare**

Disease prevention and control, Animal welfare, care should be to the transportation, slaughter, access to the feed and water, handling /herding methods, culling or disposal of sick or low value animals and keeping of animals in environments to which they are genetically unsuited. Focusing on the

above marketing strategies definitely brings economic stability to sheep farmers. As India's sheep sector has continuously provided structural support to the rural economy.

On account of favorable socio economic factors such as changing eating habits, higher purchasing power, urbanization, increasing health consciousness towards protein rich diet, preferred meat due to religious preferences, there has been increase in demand for meat and the sector has gained importance in terms of contribution to income, employment and foreign exchange earnings.

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