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ADVANCES AND CHALLENGES IN THE POULTRY INDUSTRY IN PAKISTAN

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SUMMARY

The poultry industry in Pakistan is one of the most vibrant and exciting sectors of agriculture, contributing significantly to the national economy (1.5% of the country's GDP). Beginning in the 1960s, commercial poultry farming in Pakistan saw several ups and downs. The poultry industry initially benefited from several business-friendly government regulations, but eventually encountered numerous difficulties such as disease outbreaks, various prohibitions, and changes in retail prices. By bringing in major investors and using contemporary technology, the poultry sector was able to stabilize itself adequately in the late 1990s and increase its profit margins on chicken goods. Over 1.5 million people are now employed by Pakistan's chicken sector, the country's second largest employer. With an annual output of 1.02 billion broilers, 11.8 million breeding stock, and 48.83 million layers, Pakistan is the 11th-largest producer of poultry in the world. Over Rs.700 billion is now invested in the poultry business.

A recent economic survey (2017–2021) estimates that the breeder, broiler stocks, and commercial layer will expand by 7.0 percent, 5.0 percent, and 10 percent year, respectively. According to WHO (World Health Organization) guidelines, the average person consumes 27g of animal protein per day, compared to 17g in Pakistan. This discrepancy highlights the need for the chicken business to expand in order to supply enough animal protein to meet WHO criteria. In recent years, the government has made a number of actions to advance poultry, duck, ostrich, and quail production in Pakistan. In this approach, the government also offers farmers subsidies. To fulfil local and international demand, information about the production and processing of chicken meat is still necessary. This analysis aims to cover the background, current situation, potential future developments, and difficulties of Pakistan's poultry sector. In order to build strategic planning for the further expansion of this business, it will also serve as a foundation for poultry specialists and policy makers.

