



Economy's Lifeline

Punjab Livestock and Dairy Development Board (PLDDB)



PLDDB UPDATES

Issue # 12 - September, 2017

Inside

	Page #
1- Success tale of Punjab Silage	1
2- Join hands with corporate stakeholders and academia	
a) Contract with Engro Foods	2
b) MoU with Telenor Pakistan	2
c) MoU with UAF	2
d) MoU with WCCIB	3
3- About PLDDB	3
4- Genetic Improvement Center, Khizerabad (GIC)	4
5- Trial of low cost Maize cob based TMR (Sucha Wanda)	4
6- Milk average reaches 9 liters per animal at LES	4
7- Feedlot fattening trial at LES Farm	5
8- Trial on Kajli sheep	5
9- PLDDB media corner	6
10- Editorial Board	6

Success tale of Punjab Silage



PLDDB team has successfully launched 03 silage production sites at

Kasur, Hujra and Chiniot whereas 4th site at Arifwala is in pipeline. The production units have Produced 84,000 (60 Kg bales) and 9,000 (01 ton bales) silage bales in one year so far and sold out all the stock. We have developed proper distribution network to sale the silage in the 11 districts of Punjab including some areas of KPK and Karachi as well. PLDDB is also working with Engro Foods to propagate the silage in Southern Punjab.

Sales force of PLDDB is used to visit all customers for their feedback and complaint handling to satisfy them. PLDDB also facilitated around 30 local farmers to produce bunker silage at their farm gates and also trained 15 individuals (fresh technical graduates) for silage making; now they are working at private silage producers' sites.

After six month Research and Development (R&D) in collaboration with private sector, PLDDB technically backstpped private firms are producing silage wrapping film on very competitive rates after successful trials, now wrapping film is locally available at competitive rates whereas earlier it was an import item. The exploitation of poor livestock farmers on Silage price by private entrepreneurs is minimized now due to PLDDB presence in the market, silage prices are now stable in the market and silage users are more concerned about quality and nutritional value of silage after the sensitization campaigns launched by PLDDB.



Chairman PLDDB, Raja Ashfaq Sarwar, acting CEO PLDDB, Saira Iftikhar and Engro Foods Team while inaugurating the Silage site at Kasur

Join hands with Corporate Stakeholders and Academia



a) Contract with Engro Foods

Punjab Livestock & Dairy Development Board and Agri Services Department of Engro Foods have signed a Memorandum of Understanding to promote the silage among the 90% small farmers across Punjab. It was also agreed between both organizations that PLDDB will establish sales points for Punjab Silage distribution at "Khushali Ghars" (sales points of Engro Foods established across Punjab) on no profit no loss basis.



Acting CEO PLDDB, Saira Iftikhar & Engro Foods Team while signing Silage sales & marketing partner contract

PLDDB has launched 60 kg small silage bale project to cater the need of 90% small deprived farmers and 01 ton silage bale for 10% commercial farmers in Punjab and Engro Foods have joined hands with PLDDB to promote and sale of silage through its established network dealing with small farmers residing in remote areas of Punjab.

b) MoU with Telenor Pakistan

Agro Livestock info Dissemination Program (AIDP)

PLDDB and Telenor Pakistan have collaborated to strengthen the female contributions toward the promotion of Agro livestock sector through the effective info dissemination system. Both entities have been entered into a business relationship to promote Female Farmer engagement on "Khushaal Zamindar" service through launching a dedicated helpline 7272-51 for females. The overarching goal of the partnership is to accelerate gender engagement by leveraging Telenor Pakistan's services and PLDDB's development agenda for female farmer's better access to timely, credible and sustainable information.

PLDDB and Telenor shall work together for Women Engagement in Punjab province. Collaboration in promoting awareness on Nutrition, Dairy, Livestock, Agriculture and livelihood related issues in Punjab, through Telenor's communication services.



c) MoU with UAF

The Punjab Livestock and Dairy Development Board (PLDDB) and the University of Agriculture Faisalabad (UAF) inked a Memorandum of Understanding (MoU) to address issues of the livestock sector with a special focus on fodder production.

The MoU was duly signed by UAF Vice-Chancellor Prof Dr. Iqar Ahmad Khan and PLDDB acting Chief Executive Officer Saira Iftikhar.

According to the agreement, they also decided to provide

policy recommendations, conduct research and development activities and strengthen academia-industry linkages.

PLDDB and UAF will work jointly on maximizing knowledge in the fodder and allied sector. They also decided to set up a fodder outreach committee for creating awareness about the latest practices in



Acting CEO PLDDB, Saira Iftikhar & CEO Telenor Irfan Wahab Khan while signing MOU

Join hands with Corporate Stakeholders and Academia

livestock. They also decided to strengthen the existing mutual cooperation that will help to flourish the sector in terms of increased productivity.

On the occasion, CEO PLDDB, Saira Iftikhar said PLDDB aimed to conserve, develop, and improve the livestock of Punjab and bridge the gap between demand and supply of meat and milk by strengthening services through skill development of farmers.

d) MoU with WCCIB

Punjab Livestock & Dairy Development Board (PLDDB) and Women Chamber of Commerce and Industry Bahawalpur Division (WCCIB) signed MoU to empower rural women through trainings and facilities in Livestock management. Both organizations mutually agreed to work together for capacity building of rural female livestock farmers on the development of integrated livestock value chain. PLDDB will conduct training sessions on good livestock practices, cultivation of fodder varieties and to provide subsidized feeding resource for registered female livestock farmers. On the other hand WCCIB will conduct preliminary field research to find out needy female farmers and register them for further assistance. WCCIB will provide data of relevant stakeholder to PLDDB for further business ventures in the same field. WCCIB

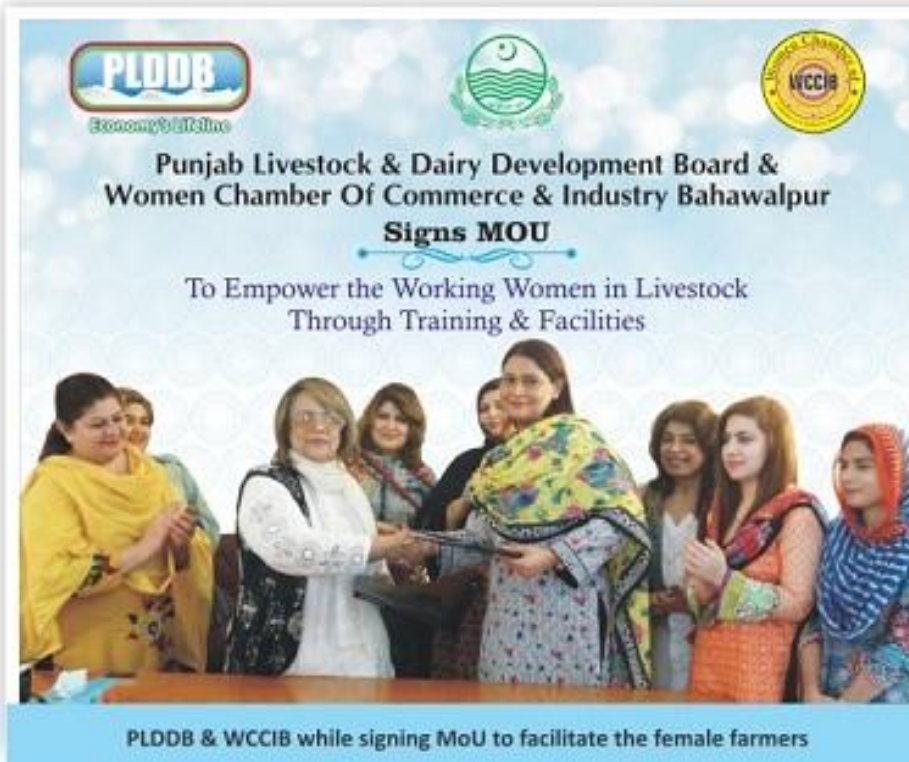
will provide basic infrastructure for establishment of sub office of PLDDB, or the same may be in the premises of chamber. While addressing the MoU signing ceremony, Chairman PLDDB and Provincial Minister for Labor, Raja Ashfaq Sarwar said that Government of the Punjab is striving to empower the female farmers of the province and the MoU with Women Chamber is a milestone achievement in this regard. He further said that under the visionary leadership of Mian Muhammad Shahbaz Sharif, we are facilitating farmers as much as we can.

About PLDDB

Punjab Livestock & Dairy Development Board (PLDDB) is a non-profit Organization established under Section 42 of the Companies Ordinance, 1984. The PLDDB has been aimed to develop Livestock & Dairy sector of the Punjab while facilitating small & large farmers in production, processing

& marketing with the latest infrastructure and modern farming technologies to improve their animals' genetics regarding milk and meat production ratio. PLDDB is also meant to accelerate private investment opportunities in this sector. The whole domain will result-in poverty alleviation and economic growth of the Punjab. The Board is being operated by 3 major wings i.e. Farm Production & Planning, Nutrition Resource Management and Field Service & Capacity Building.

PLDDB is currently working on the promotion on silage and Hay, Genetic improvement Center, Livestock Experiment Station, Khizarabad Farm and Social Mobilization and Community Development. Artificial Insemination project is on hold due to certain reasons.



PLDDB & WCCIB while signing MoU to facilitate the female farmers

International Collaborations

Genetic Improvement Center, Khizerabad (GIC)

World leading semen production firm "Cogent Breeding", UK in collaboration with ICI Pakistan will run the GIC

PLDDB has established a Genetic Improvement Center at Khizerabad Livestock Farm for the conservation and growth of Sahiwal cattle and Nili Ravi buffalo. PLDDB intended to run the Semen Production Unit as per the international standards with the collaboration of private sector. For the same, ICI Pakistan has submitted the unsolicited proposal as per Public Private Partnership Act for further proceedings and the same is in the final stages at Steering Committee of PPP Cell, Govt. of the Punjab.

Need of Genetic Improvement of Animals

With low expenditure on livestock sector coupled with no or very little access to the technology, Pakistan is in dire need of investment in this sector. Quality bovine semen from reliable indigenous breeds selected through genomic studies can play a vital role to meet the persistently increasing demand of milk and meat.

- 1) Punjab holds 55% of bovine livestock population, which primarily consist of Sahiwal, Cholistani Cows and Nili Ravi Buffalo.
- 2) Significant demand-supply gap prevails in market for quality semen of indigenous breed from reliable source with traceability.
- 3) Market potential for Artificial Insemination (AI) and other reproductive biotechnologies is the key driver for entry in to the segment.
- 4) Government of Punjab's (GoPb) strong desire and drive to improve the breed and economic well-being of farmers. So it is highly recommended to promote the use of high quality local semen to safeguard our very own low maintenance and high efficiency local breeds like Sahiwal, Nili Ravi and Cholistani.

Trial of low cost Maize cob based TMR (Sucha Wanda)

Maize cob is a by-product of the highest yielding cereal crop worldwide and is also significant crop of Pakistan ranked at third important cereal crop. Maize being staple food grain the cobs are high in cellulose and hemicelluloses, and are potentially valuable sources of roughage for ruminants.



Currently we are destroying the dynamic natural resource of maize cob, mostly it is being used in the brick kilns producing environmental pollution. About 06 Million tons cobs are available in Pakistan for production of maize cobs meal which is sustainable & cost effective feeding resource.

Increasing livestock number and decreasing animal feed resources are demanding alternative resources of animal feeds, so PLDDB has converted the Maize cobs into valuable animal feeds. After trial at LES Farm, the product will be marketed throughout the Punjab on nominal rates around 20 Rupees per kg.



Milk average reaches 9 liters per animal at LES

The milk average at LES Farm has reached 9 liters plus per animal per day which is highly appreciated by livestock experts as it's the best production rate at Sahiwal cow. Since 2010 to 2015 the milk average at LES was around 5 liters per day per animal but with the help of better feed and good livestock practices, now animals are healthier and milk yield is also increasing day by day.

Year	2010-15	2016-17
No. of Adult Cows	421	403
No. of in-Milk	150	173
Milk Production	278,450L	551,703L
Wet. Average	5.10	8.72

Experiments at Livestock Experiment Station Khizerabad

Feedlot fattening trial at LES Farm

PLDDB has successfully conducted feedlot fattening trial at LES Farm Khizerabad, Sargodha on 100 animals. The trial was encouraging as the weight gain per day was 750 grams which was appreciated by the professionals and academia as well, mortality rate was zero and other indicators were also positive. All animals were sold out at LES Farm at very good rate while giving handsome profit. Keeping in view the previous experience, PLDDB has planned to maintain another herd of 300 animals for next season. This activity will enhance the profitability of the Farm which eventually will lead to the self-sustainability of the Board.



Trial on Kajli sheep

PLDDB has around 900 Kajli sheep herd maintained at LES Khizerabad (District Sargodha) for conservation of breed and for production of male to be sold for breeding purpose. Experiment conducted to increase growth rate of Kajli lambs and to achieve weight of puberty at an earlier age which is minimum 541 days and maximum 907days. For this purpose 15 true breed male were selected from the male crop produced in spring 2016. They were fed 400 grams of concentrate (containing 16% protein) per day along with suckling and seasonal green fodder ad lib. Animals were weighed weekly to assess the growth rate from birth to weaning at the age of 120 days. Trial results showed that average growth rate of 207 grams per day was achieved in male lambs and average growth rate of female lambs was 160 grams per day. More than 50% male lambs gained above 200 grams per day. This will not only result in a progeny with better growth rate but also with lower age at puberty.

Trial to decrease puberty age and increase growth rate in Kajli sheep



Indicator	2010-15		2016-17	
	Male Lamb	Female Lamb	Male Lamb	Female Lamb
Average Birth weight (kg)	4.7	4.0	4.9	4.3
Average Weaning weight (kg) at 120 days	25.0	17.0	30.0	22.0
Pre weaning growth rate per day (gm)	169	108	209	148

PLDDB Team - Converting Deficit into Profit

Financial highlights of PLDDB from 2012 to 2016 as per audited accounts by 3rd party

Year	2012	2013	2014	2015	2016
Income	82.32	189.23	176.53	139.34	99.85
Expenditure	(108.74)	(250.82)	(311.96)	(293.36)	(154.61)
Deficit	(26.42)	(61.59)	(135.43)	(154.02)	(54.76)

Under the dynamic and visionary leadership of acting Chief Executive Office MPA Saira Iftikhar, PLDDB has reduced its deficit from 154 million to 54 million and the Management has taken some initiatives to bring the Board on break even and then into the profit gradually.

PLDDB Media Corner



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