

Editor's Note

Poultry sector is one of the most organized and vibrant segments of the agriculture industry of Pakistan. This sector generates employment (direct/indirect) and income for about 1.5 million people. Its contribution in agriculture is 5.76%, live-stock 10.4% and in GDP at constant cost factor 1.2%. Poultry sector has shown a robust growth at 7% to 8% annually, which reflects its inherent potential. The poultry value added at constant cost factor has increased from Rs 113 billion (2011-12) to Rs 122 billion (2012-13) showing an increase of 7.3% as compared to previous year.

Pakistan's poultry industry is facing a lot of problems and challenges. Major problems facing the industry can be put in order by working on a few things, and adopting instructions set by poultry scientists.

The factors needed to be pondered for improvement include collaboration between academia and the poultry industry. If academia and poultry farms owners or farmers sit together, share experiences, and farmers get guidance from the academia by undergoing short trainings on various aspects of poultry farming, then basic learning about poultry farming can be accomplished by farmers, which one is missing in poultry industry workers at moment. The poultry industry can be better and more profitable if it is operated scientifically.

Pakistan Food Journal will be present at the International Poultry Expo 2013 during Sept 26 to 28, 2013 at Expo Centre Lahore. This exhibition will include a large variety of poultry items and services by vaccine suppliers, feed millers, consultants and breeder companies. This event as always will function as a meeting point for global and regional market players, that will lead to high growth and rapid development of poultry industry.

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