

Abstract

Poultry meat is the fastest growing component of global meat demand. India, the world's second largest developing country, is contributing to the expansion through the rapid growth of its poultry sector. In India, poultry sector growth is being driven by rising incomes, together with the emergence of vertically integrated poultry producers that have reduced consumer prices by lowering production and marketing costs. Integrated production, a market transition from live birds to chilled and frozen products, and policies that help ensure supplies of competitively priced domestic or imported corn and soybeans are keys to future poultry industry growth in India and in other developing countries.

Keywords: India, developing countries, poultry, demand, prices, vertical integration, contract growing, feed, policy, trade, economic model.

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