

COVID-19 IMPACT ON DRESSED POULTRY VALUE CHAIN

Dressed broiler sales from companies fell after the detection of the first case of COVID-19 in Bangladesh and during lockdown, when all restaurants, cafes and fast-food outlets – the main customers of dressed broiler from poultry companies – had to close. Sales did not increase after lockdown eased as consumers still showed caution and tended not to go out for food.

Fig. 03: Fluctuations in slaughtered chicken volume in slaughterhouse of 9 poultry companies in 2020

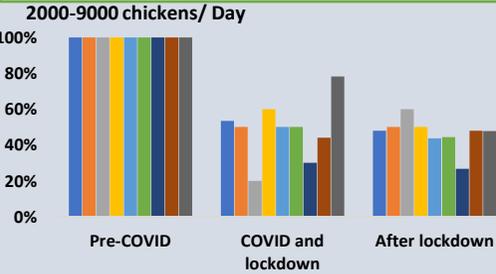


Fig. 04: Impact of COVID-19 on dressed poultry sale in Dhaka supermarkets

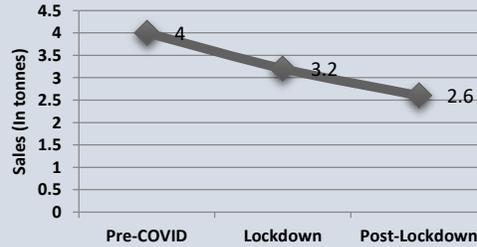
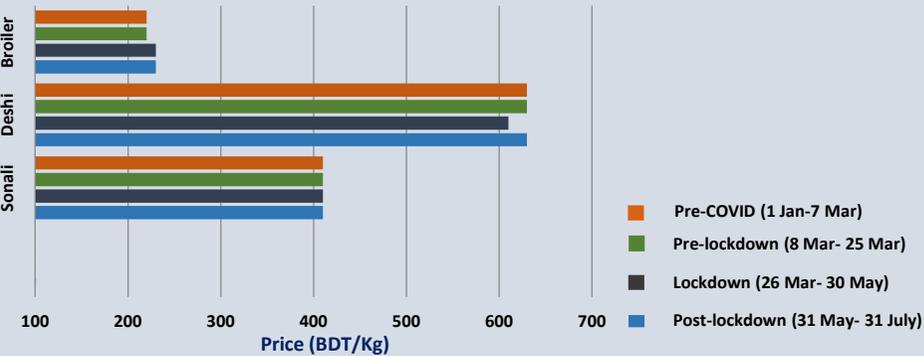


Fig. 05: Impact of COVID-19 on dressed poultry price in Chattogram supermarkets



RECOMMENDATIONS

FOR LIVE BIRD VALUE CHAINS

- Ensure **equal power dynamics** by formation of professional organizations for producers.
- Marginal farmers should have **easy credit access** to improve farm bio-security standards.
- Maintain **quality genetic lines** of sonali breed birds.
- Ensure **networks are regulated** and compliance checks implemented.

FOR DRESSED POULTRY VALUE CHAINS

- Monitor **cold chain facilities** at all the stages of distribution.
- Practice **good biosecurity** and hygiene on farms supplying supermarkets.
- Work with **stakeholders** to combine halal slaughtering within automated processes to increase production and decrease contamination risk.
- Necessary **laboratory tests and monitoring system** should be in place.

Poultry value chains:
what weaknesses have been identified,
what can be improved?

Organised By



INTRODUCTION

Poultry consumption in Bangladesh has increased dramatically over the past 30 years, from 6.3 kg/person/year to 8.5kg/person/year. Production however cannot meet demand and the transition to more intensive production has been accompanied by increased disease risk due to poor biosecurity on farms and in live bird markets (LBMs). Most poultry in Bangladesh, including exotic broilers, are supplied to consumers via LBMs through a complex network, though consumers are reported to be turning to dressed and processed poultry products as concerns grow over meat hygiene and safety in LBMs.

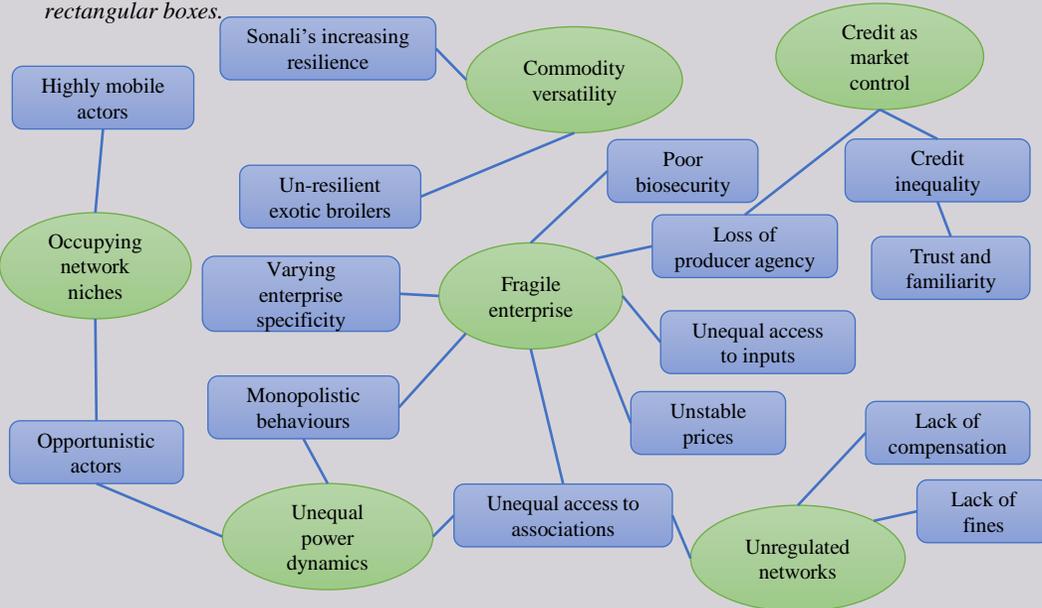
The configurations of the associated chains of people in poultry production and distribution (the 'value chains') in Bangladesh are largely unknown, and the assessment of meat quality and safety as well as its certification have not been described. Given that poultry meat is a major source of dangerous foodborne pathogens, including the bacteria *Campylobacter* and *Salmonella*, this situation needs to be rectified.

POULTRY VALUE CHAIN

Broiler, layer, sonali and deshi poultry sub- networks in Bangladesh presented a complex picture of poultry production and distribution. Analysis of the networks suggested the majority of poultry production occurred within fragile enterprises, i.e. enterprises that were poorly supported and with a narrow profit margin.

Multiple routes were used depending on the nature of the relationship between the producer and their input supplier; cash dependent farmers got more freedom and bargaining power than the credit dependent farmers. Stakeholders are inexperienced and lack professional support leading to poor biosecurity practices and thus increased disease risk.

Fig. 01: Overview of themes and sub-themes identified within the Bangladeshi poultry production and distribution networks. Key; Major themes presented in oval boxes; minor themes presented in rectangular boxes.



DRESSED POULTRY VALUE CHAIN

Chicken slaughter companies and supermarkets aim to supply quality products, however, poultry collected from farms may not meet expected standards. The origin of birds supplied by intermediaries or purchased in LBMs is frequently unknown. This makes it hard for companies to ensure high farm biosecurity standards and compliance with antimicrobial withdrawal periods to minimise the risk of antimicrobial resistance and poultry products carrying bacteria which cause disease in people, such as *Salmonella* and *Campylobacter*.

Slaughterhouses An average of 50,000 birds were slaughtered daily by nine slaughterhouses studied. Most slaughtered birds were exotic broiler chickens, but species and breeds varied across companies.

The figure below shows the mapping of the value chains involving the slaughtering companies. Mapping of the value chains for dressed poultry from the Dhaka supermarket chain and the supermarkets in Chattogram show similar levels of complexity.

Fig. 02: Dressed poultry and processed product value chain from slaughtering companies; * Laboratory test for *Salmonella*, *E.coli*, *Coliform*, *Staphylococcus aureus*, *Listeria*, yeast/mould, total viable count, residue, heavy.

** Only organoleptic test done at delivery points.

