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EXPLORING EXPORT POTENTIAL: CAN SRI LANKA EXPORT CHICKEN AND RELATED PRODUCTS

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Background

- The poultry industry well-developed and was demand-sufficient in providing chicken meat and eggs before the COVID-19 pandemic.
- Exported eggs for hatching, table eggs, broiler meat and other poultry-related products to Maldives, Nepal, Gulf region etc. before 2020.
- COVID-19 pandemic and economic downturn in the country heavily affected the poultry industry with a drastic loss of production and substantial increase in cost of production.

Background cont..

The 2023 end the poultry industry regained pre-Covid production levels and is now looking for avenues for expansion

Highly pathogenic avian influenza-free status huge advantage for exploring potential export markets

Objectives

- To establish and develop a common forum to discuss the gaps and barriers in the international poultry market
- To facilitate the provision of necessary technical knowledge to local producers
- To bridge the foreign market requirement

Methodology

- Several stakeholder meetings with align ministries and a SWOT analysis session were conducted with potential exporters



Results

Identified gaps in communication, networking and collaboration between government departments and commercial poultry producers, Identified key stake holders to facilitate the exports.

- ❖ Good regulatory system
- ❖ HR in poultry industry (Gov and private sector vets)
- ❖ Well developed industry
- ❖ HPAI free status
- ❖ Infrastructure and production system with highest technology
- ❖ Entrepreneurs with high investment capacity
- ❖ AGPs Banned
- ❖ DAPH has recognized export as a priority
- ❖ Availability of testing equipment and labs
- ❖ Stakeholders
- ❖ Comparatively cheap labor and availability
- ❖ Farmer and professional associations
- ❖ Infrastructure in the country (ports)

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- ❖ No proper national level monitoring system
- ❖ High COP
- ❖ No poultry specific policy
- ❖ Lack of major raw materials for feed (COP)
- ❖ Inter-departmental communication (e.g., Grain harvest)
- ❖ Import dependent industry
- ❖ International relations
- ❖ Gaps in existing regulations
- ❖ Lack of veterinary supervision in each farm/processing establishment

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- ❖ EU will ultimately stop producing chickens
- ❖ Global population growth/ growing demand for poultry products
- ❖ Increased acceptance of poultry products
- ❖ Not allowing to import GM materials
- ❖ Public-Private partnerships for industry development
- ❖ Thailand International Corporation Agency (TICA) – possibilities for trainings for professionals
- ❖ Training and information sharing from poultry product export countries
- ❖ Investors interest for export

- ❖ Low COP in other countries
- ❖ Cultural and religious inputs
- ❖ Recognition to the industry from policy makers
- ❖ Current trend in importation of poultry products
- ❖ Natural disasters
- ❖ Frequently changing government policies
- ❖ Notifiable and emerging diseases
- ❖ Economic and political un-stability