

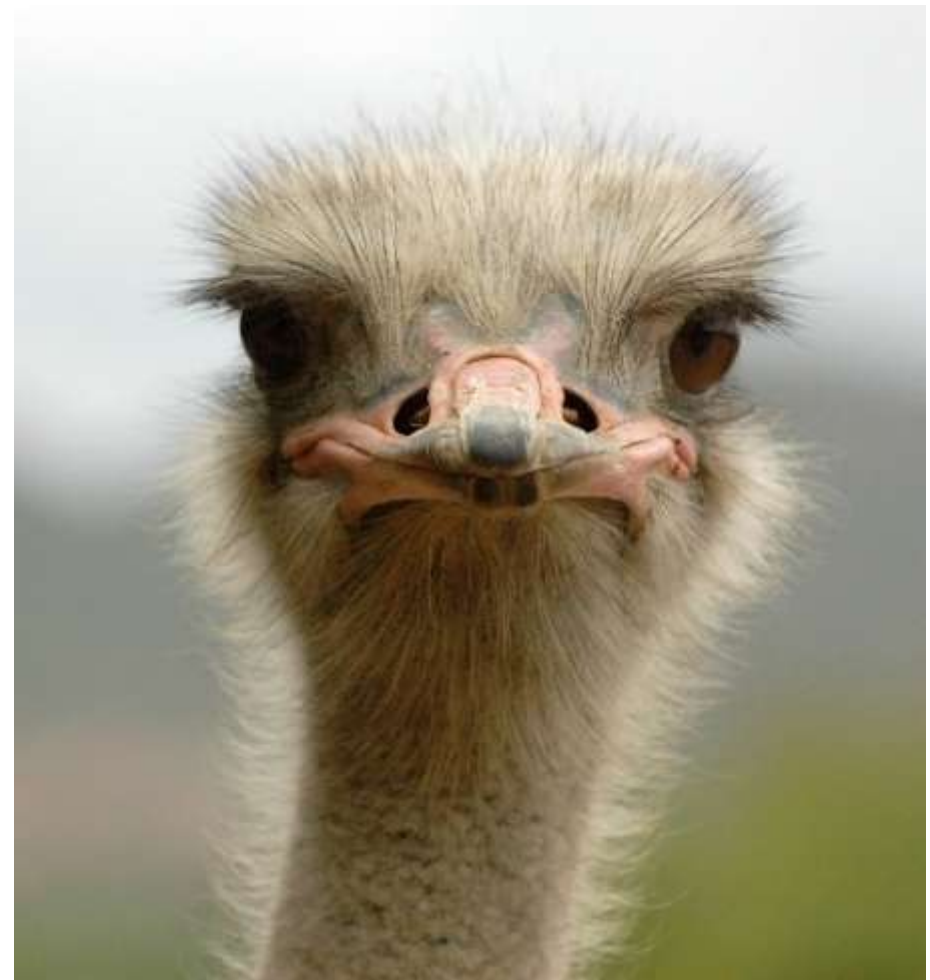
Commercial Ostrich Farming

Presenter

Raja Tahir Latif

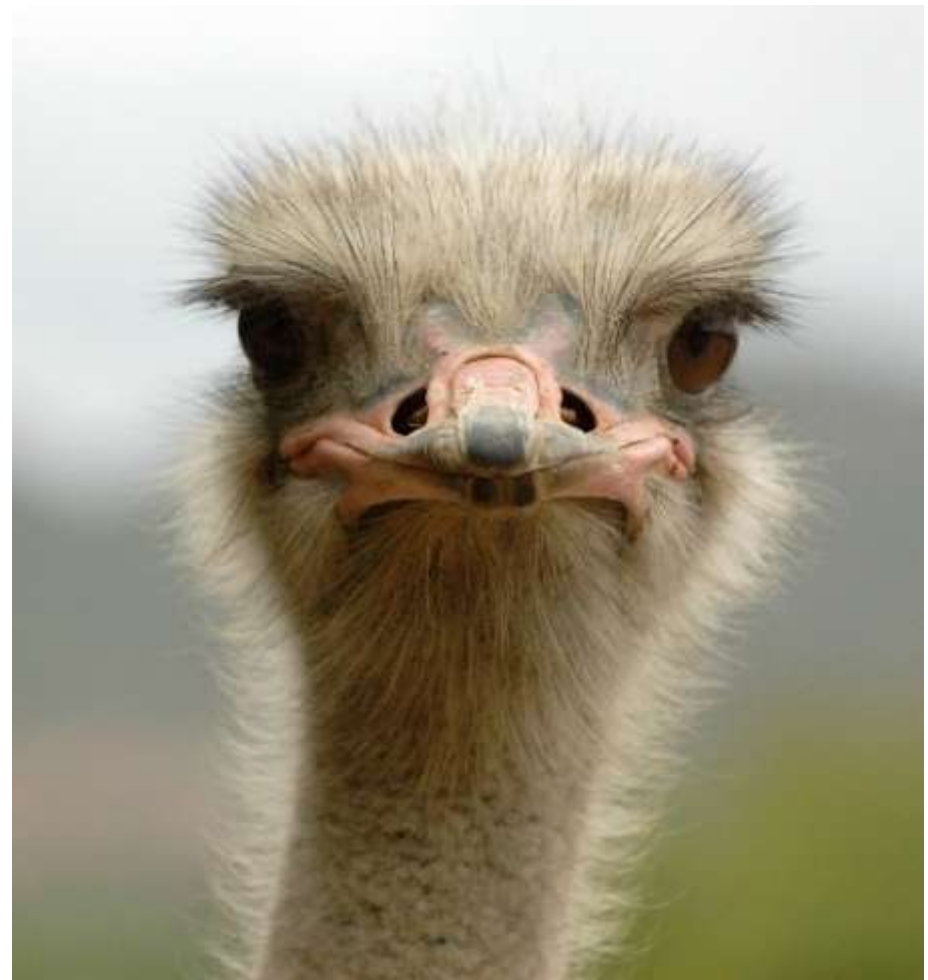
Organization

**Pakistan Ostrich
Company**



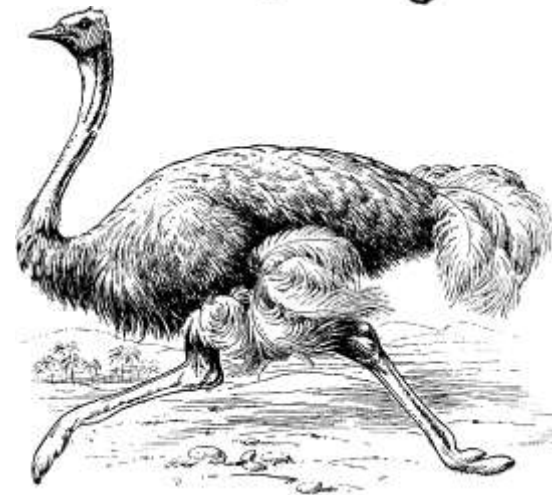
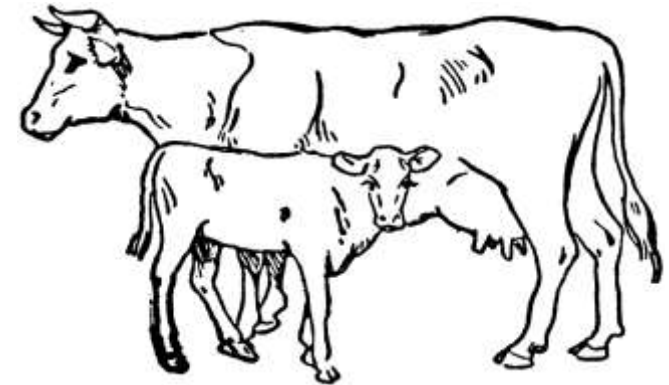
Commercial Ostrich Farming

Most Profitable
Business Opportunity



Livestock . The Future of Pakistan

- **Al-Hadees**
- **Agriculture is the next Business**
- **Livestock sector can play vital role in reducing poverty**
- **Govt. should encourage participation of the poor in livestock**
- **Supporting policies**
- **Alternative Livestock species**
- **Ostrich can feed the world**



Welcome to the Fascinating World of Ostrich



What is an Ostrich?

- Largest But flightless bird
- Life span: 30 to 70 years
- 70-100 eggs per year
- Reproduction Age: 42 years
- Temperature tolerance: -30C to +56C
- Height 8-9 ft
- 100 Kg weight in 10



The Ostrich producer ranking?

South Africa

China (Still buying breeding stock!)

Israel

Iran

Australia

USA, Mexico, Japan,

Malaysia, Croatia, Philippines,

Thailand, Saudi Arabia, Kuwait,

Egypt, Brazil, United Arab Emirates,

Turkey, Pakistan, India



The Ostrich producer ranking?

- **IRAN**
- Iran rears and slaughters 150,000 + birds per year
- Direct government support
- State Sponsored Breeding Farms
- Claims to be third largest Ostrich



The Ostrich producer ranking?

China

Ostrich Boom in last 9 years
Had ostrich farming in over 30
provinces seven years back
Massive local consumption
potential
Has now started export of Ostrich
Meat and Products



Ostrich can feed the world?

- Best FCR
- 18kg 24kg (8 weeks)
- 45kg 80 kg (16 weeks)
- 70kg 170 kg (26 weeks)
- 100 kg 400 kg (42 weeks)
- Healthy and organic meat
- Multiplication
- min 30 chicks/hen/year



Ostrich can feed the world?

- Can generate PKR 100,000/hen
- Highly Profitable Business
- POC Support
- Low Space/ Food requirement
- Premium for Early movers
- More profitable than cattle, goat and poultry



Why Ostrich Farming in Pakistan

- Adaptability to Pakistan
- Environment
- Agricultural Country
- Livestock
- Meat as Prime Food Source
- Cheaper Labour
- Low feed cost
- Alfalfa available easily



Why Ostrich Farming in Pakistan

- Little or no handling
- Feed to Weight Ratio
- Product Variety
- Leather Industry
- High Profitability
- Success in entire world



Ostrich Farming in Pakistan

- Ostrich are reared from 20 years in Pakistan
- Mostly in Zoo
- Commercially started in 1998
- Company in Karachi
- Bahawalpur
- 2002 Lasbela H.H Algillani
- Lahore
- Pakistan Ostrich company



Pakistan Ostrich Company

- Pioneer in Ostrich Farming in Pakistan
- Personally involved from 2002
- Starts in 2006
- Continuous experiments
- interaction with international farms and suppliers
- Contacts Local Farmers
- Pakistan Ostrich Company



Major achievements

- Height of Success in farming
- Reducing Mortality in early age
- Trained and experienced staff
- Wild life to Livestock
- ZTBL and other banks
- Export of Live birds
- International Links
- Bringing investments



Major achievements by POC

- Awareness, Marketing and Creating Demand
- Live birds export
- Meat and Frozen Products
- Taste and Recipe
- Leather
- Breeding
- Incubation
- 2011-2012



Awareness Program

- Exhibitions
- Print and electronic Media
- Meetings and visits all over the Pakistan
- Seminars
- Web
- Talk shows



Role of Government

- Supporting policies
- Rules and regulations for the industry
- Farms at District Level in Sindh
- Loan facilities from Banks
- Research facilitation
- Duty Free Import
- Encouraging the Farmers
- Leasing of Land for Farming
- Security and safety for foreign and Local investors



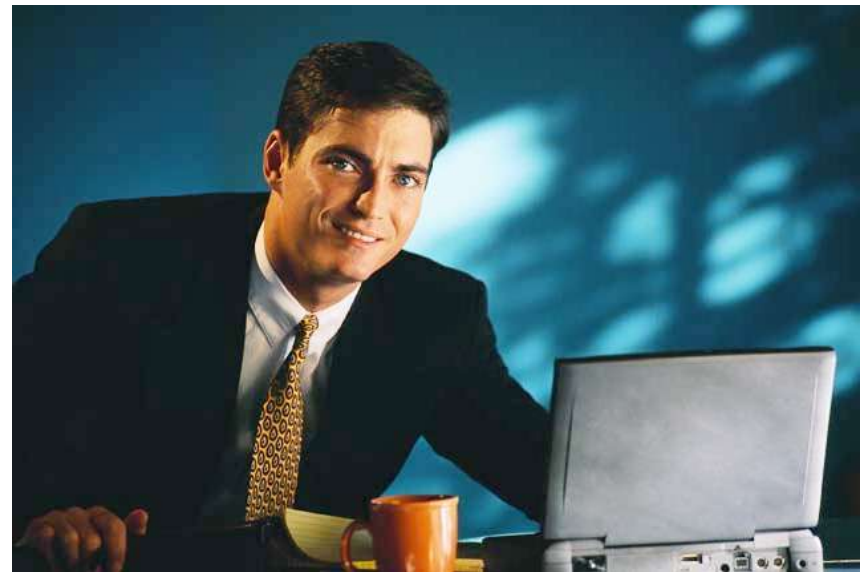
Role of Media

- Discussion Forums
- Coverage
- Promotion
- Encouragement
- Latest Trends in Agriculture and Livestock farming
- Float new ideas



Message for investors

- Best Time to enter Livestock farming
- Facilitation by Govt.
- Minimum taxations
- Easy to manage
- Only Businessman can convert agriculture into real business
- True blending of Farmer and businessman
- Supporting industries
- Leather , Fashion, Pharmaceutical, Meat, frozen food



**Are You
Ready to
win this
Business
Race?**



Thank You

Your
Questions
are welcome