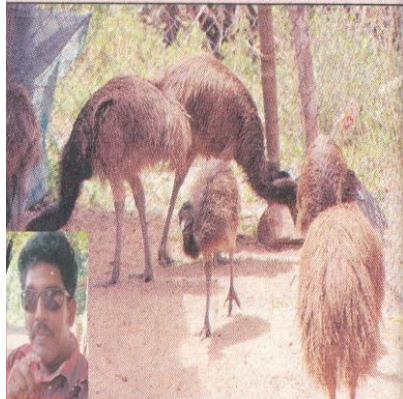


THE HINDU

Where is the Market potential for Emu ?



Mr. Lakshmana Reddy of Hamsavaram, Godavari district, Andhra Pradesh is rearing 100 emu birds in his farm called Flightless Birds of India. It is attracted by farmers from all over the nation. He was the first person to introduce this bird to India. He bought 12 birds from an organization in America and brought it to India in 1996. Later he bought 3000 chicks. Emu birds anywhere in India should have been originated from this farm.

What is your objective in rearing emu?

It is reared for chick rearing. 1000 birds are reared in 10 acres of land fenced with wire fence. It grows under the mango trees and no special sheds have been established. Emu enjoys sunshine, but it is not affected by wind or rain.

What is the cost of 1 chick ?

One week old chick is sold at Rs. 5000/- .

How many birds should be reared to run a successful farm ?

A minimum of 100 birds consisting male and female in equal ratio is in need to run a successful farm. This requires 2 acres of land of which 1 acre is for the birds and other acre for keeping the feed and inputs. The capital cost required is Rs. 40 lakhs, for incubator, feed, chicks, farm land and maintenance. The cost of 100 birds is Rs. 5 lakhs which consists of 50 females. They start laying eggs in 3 years. Each laying contains an average of 15 eggs. Considering 10 eggs are healthy, we can get 500 chicks from 50 birds. Each chick is sold at Rs. 5000/- . The total income got in the 3rd year will be Rs. 25 lakhs from 500 chicks.

Do the banks lend loan for the initial investment?

NABARD is funding Rs. 40 lakhs for emu rearing, of which Rs. 15 lakhs is issued without interest.

Do you have information on emu rearers in TamilNadu ?

Farmers are rearing 4 to 5 emu birds, to sell its eggs. Brokers buy these eggs at a maximum Rs. 1200/- and sale the chicks after incubation @ Rs. 5000/- The expense for these brokers come to Rs.1400 (Rs.1200 for eggs and Rs. 200 for incubation cost). They get a profit of Rs. 3600/- but the poor farmers get only Rs.1200/-. Farmers should join together to buy an incubator so that they can avoid the brokers.

What is done with the grown up emu birds if chicks are only sold. Is the meat being sold?

Once the emu bird population increases, then there will be demand for its tasty meat.

What is the marketing channel for the meat?

Mr. Lakshmana Reddy plans to sell emu meat only by the year 2010, when the demand for chicks comes down.

Exporting :

Dr. Manivannan ,of Mahatma Modern Farm, Attur is rearing emu birds commercially. He feels that rearing emu birds is easy as 10 birds require only 8 * 20ft space. The birds lay 15 eggs in the initial stage but later it gives about 60 eggs. The sale of these eggs can earn high profits. The meat of emu birds can be used when it is 36 months old. The cost is Rs. 750 / kg. The people in our country are reluctant to eat its meat so he is exporting it to Canada and Australia.

Success can be obtained by organized Emu Rearing :

Dr. Ramamoorthy, Professor and Head, Dept of Poultry Breeding, TANUVAS, Kattupakkam,Chennai opined that, "Emu rearing is successful in China, Australia and America but in India this industry is just coming up. In TamilNadu it is unorganized so the rates are fluctuating. It has more scope for export. Hence emu rearing farmers should form a group and do organized marketing". Also processing units should be established. Such organized rearing will prove success in emu rearing.

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