

## **An Innovative Project – Meat Outlet at Tadipatri**

**“Today People are shifting from food security to food safety”**

The District Sheep Breeders Co-operative Union Limited, Ananthapuramu is functioning since 27-03-1983, having 269 Primary Sheep Breeders Co-operative Societies in the District with 10,245 Society Members.

Sheep and Goat make a valuable contribution to the livelihood of the economically weaker sections of the rural sector in this district.

The Demand for meat is ever increasing but the meat produced and sold in unhygienic manner creating negative attitudes of customers towards meat consumption.

Understanding the importance of the opening meat outlets at different places in the district, to produce and supply healthy and hygienic meat to the customers, the Managing Director, Andhra Pradesh Sheep and Goat Development Federation, Hyderabad repeatedly sensitized the Executive Directors of the Unions in the review meetings.

The Joint Director and the Executive Director of Ananthapuramu District created awareness among the Presidents of various PSBCSs.

The President of the Eswari Devi Primary Sheep Breeders Co-operative Society, Iguduru village, Tadipatri Mandal came forward enthusiastically to open a meat outlet in Tadipatri Mandal where the meat is produced in open market.

The Society is having 50 members, among them 10 members came forward as a group to run a meat outlet in a rented building initially to supply hygienic meat at a lower cost than the market rate.

The Shop in the name of Shabhavi meat market was opened on 12-08-2015 and functioning on Sunday, Tuesday and Thursday (3days a week).

### **Income per week:- (average)**

Day	Live Animal	No. of	Total Cost	Dressing	Total Price	Other Parts	Total
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	Weight (Kgs)	Cost (Rs.)	Sheep Slaughtered	of animals slaughtered	weight (50%)	(Rs. 420/Kg)	(Rs.Rs.1120 per sheep)	Income (in Rs.)
Sunday	30	6500	10	65000	150 kgs	63000	11200	74200
Tuesday	30	6500	5	32500	75 Kgs	31500	5600	37100
Thursday	30	6500	5	32500	75 Kgs	31500	5600	37100
<b>Total</b>			<b>20</b>	<b>130000</b>	<b>300</b>	<b>126000</b>	<b>22400</b>	<b>148400</b>

**Expenditure per week:- (average) Rs.**

Rent & Current bills	Labour	Other expenditure & fluctuations	Purchase of animals	Total Expenditure	Total Income	Net income
2000	4000	2400	138000	138400	148400	10000

By selling a live animal the shepherd will give Rs.6500/-

By selling meat he will get Rs.9020/- - extra benefit per animal is Rs.920/-

This also avoids middlemen benefit.

Joint Director (AH),

Ananthapuramu

Executive Director, SD

Ananthapuramu