

فرز خواب سی دنیا دکھائی دیتی ہے

جو لوگ جاں جہاں تھے ہوئے فسانہ وہ

ڈاکٹر ظفر الطاف مرحوم



پاکستان نظام تعلیم کا ادھورا خواب — جاں جہاں جہاں دکھائی دیتی ہے، وہاں جہاں جہاں دکھائی دیتی ہے۔ ڈاکٹر ظفر الطاف مرحوم کی زندگی کا سفر ایک ایسا ہی فسانہ ہے جس کا ہر لمحہ ایک خواب کی مانند تھا۔ ان کی زندگی کا ہر لمحہ ایک خواب کی مانند تھا۔ ان کی زندگی کا ہر لمحہ ایک خواب کی مانند تھا۔

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پولٹری نیوز اینڈ ویوز کی پوری دنیا کی جگہ پر پاکستان میں پرنٹ اور آن لائن

چیف ایڈیٹر: ڈاکٹر خالد شوق
ایڈیٹر: ڈاکٹر سید سعید
ایڈیٹر: ڈاکٹر سید سعید
ایڈیٹر: ڈاکٹر سید سعید

جلد نمبر 16 | 23 | 16 | 2018 | صفحات 10 | قیمت 150 روپے شہرہ نمبر 03 ABC سے تصدیق شد

پولٹری فیڈ کی قیمتوں میں 200 روپے فی 50 کلو بیگ کا اضافہ متوقع ہے

پولٹری فیڈ کی قیمت تقریباً 1400 روپے فی 40 کلو بیگ کے قریب تھی ہے، کیونکہ فیڈ کی قیمت بڑھ کر 48 سے 50 روپے فی کلو ہوئی ہے۔ پولٹری میں استعمال ہونے والے فیڈ ریٹیل (پیشہ بانی پرائوٹس) کی قیمت بھی 42 روپے فی کلو سے بڑھ کر 48 روپے فی کلو ہوئی ہے۔

پولٹری فیڈ کے 50 کلوگرام بیگ پر اب 40 روپے کے لگ بھگ نقصان برداشت کرنا پڑتا ہے جبکہ پولٹری فیڈ کے ڈیٹر بیماری منافع کمارے ہیں۔ ایک فیڈ ڈیٹر 50 کلوگرام کے بیگ پر تقریباً 290 روپے کے لگ بھگ کمیشن حاصل کرتا ہے اور پھر وہ 110 روپے کے لگ بھگ رعایت کرتا ہے اور یوں اس کا فیڈ بیگ منافع 180 روپے کے لگ بھگ بنتا ہے۔

اسلام آباد (انٹرنیشنل) پولٹری فیڈ میں اضافہ ہونے والے فنانسنگ کی وجہ سے پولٹری فیڈ کی قیمتیں بڑھ رہی ہیں۔ پاکستان میں پولٹری فیڈ کی قیمتیں بڑھ رہی ہیں۔ پاکستان میں پولٹری فیڈ کی قیمتیں بڑھ رہی ہیں۔ پاکستان میں پولٹری فیڈ کی قیمتیں بڑھ رہی ہیں۔

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ٹیک میں انٹرنیشنل پاکستان کے چیف ایگزیکٹو ناظم ڈانود جوهدری اور ڈیپٹی ایگزیکٹو ڈاکٹر مسرور الحسن شیپو جسٹس میں انٹرنیشنل ڈیپارٹمنٹس اسٹاک ڈیری اینڈ پولٹری ٹو میں غیر ملکی ماہرین کے ہمراہ



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معروف صحافی کالم نگار، تجزیہ کار اور روزنامہ پاکستان کے چیف ایڈیٹر مجیب الرحمن شامی نے حاجی محمد بشیر مرحوم کے بارے میں اپنے تاثرات اور مشاہدات اپنے کالم جلسہ عام میں قلم بند کئے اور دنیائی وی پر بھی اپنے پروگرام نقطہ نظر میں ان خیالات کا اظہار کیا

یقین محکم، عمل پیہم، محبت فاتح عالم

جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں



عالمی شہر کے ایک نئے ہسپتال کے افتتاح کی تقریب میں شرکت کرنے والے حاجی محمد بشیر مرحوم کی یاد میں لکھی ہوئی یہ سطور ہیں۔ ایک ایسے بزرگ اور علمبردار کی یاد میں لکھی ہوئی یہ سطور ہیں۔ ایک ایسے بزرگ اور علمبردار کی یاد میں لکھی ہوئی یہ سطور ہیں۔ ایک ایسے بزرگ اور علمبردار کی یاد میں لکھی ہوئی یہ سطور ہیں۔



جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔



جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔ جہاد زندگانی میں ہیں یہ مردوں کی شمشیریں۔



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مقالہ خصوصی

پاکستان پبلسٹیسیٹس ایسوسی ایشن کے صدر اور ایگزیکٹو ڈائریکٹر حاجی محمد بشیر نے 7 نومبر 2014ء کو انتقال کیا۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔

حاجی محمد بشیر نے 7 نومبر 2014ء کو انتقال کیا۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔

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زرعی یونیورسٹی فیصل آباد اور چین یونیورسٹی میں باہمی تعاون پر مبنی یادداشت پر دستخط

فیصل آباد (پا)۔ پاکستان پبلسٹیسیٹس ایسوسی ایشن کے صدر اور ایگزیکٹو ڈائریکٹر حاجی محمد بشیر نے 7 نومبر 2014ء کو انتقال کیا۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔ ان کی وفات پر افسوس کے ساتھ ساتھ ان کی خدمات پر فخر اور عقربند ہے۔

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3-DAYS INTERNATIONAL WORKSHOP ON "PATHOLOGY OF AVIAN DISEASES" CONCLUDES AT UVAS



Lahore: The Department of Pathology of the University of Veterinary and Animal Sciences (UVAS) Lahore in collaboration with Charles Louis Davis and Samuel Wesley Thompson DVM Foundation, United States of America USA organised concluding ceremony of three days international workshop on "Pathology of Avian Diseases" here on Thursday in City Campus. UVAS Pro Vice-Chancellor Prof Dr Masood Rabbani chaired the concluding ceremony of the training and distributed certificates among participants while Resource Persons of training Prof Dr Corrie Brown

from University of Georgia, USA and Vet Pathologist & Adjunct Professor at CL Davis and SW Thompson Foundation Dr Tony Alves, Chairman Department of Pathology Prof Dr Asim Aslam, Prof Dr Kamran Ashraf and a number of faculty members, professional from different institutions of across the country were attended. Prof Dr Masood Rabbani presented the vote of thanks. In his address he lauded the organizers to arranged informative workshop for professionals. He urged the importance of poultry farms management which is the key to develop-

ment of poultry production. He said UVAS is focusing on technology development for the learning of students and also for the profitability of poor farming community to solve their issues. The aim of the workshop was to focus on the pathogenesis of disease for various poultry diseases, and illustrate through case-based examples and activities. Additionally, ensuring that appropriate samples arrive at the laboratory to be useful in diagnosis is essential, imparting a training of necropsy and sample collection practical knowledge to the participants of workshop.

FREE TRADE AGREEMENTS SIGNED WITH MALAYSIA AS WELL AS CHINA, WITHOUT TAKING THE REAL STAKEHOLDERS ONBOARD, ARE DAMAGING THE LOCAL POULTRY INDUSTRY



Pakistan Poultry Association former chairman and LCCI former president Abdul Basit said that free trade agreements signed with Malaysia as well as China, without taking the real stakeholders onboard, are damaging the local poultry industry, as the imports of processed chicken products under FTA with Malaysia are subject to zero percent import duty and from China at 16 percent import duty. On the other hand, local processors are unable to export their products to these countries as they are absolutely uncompetitive owing to hosts of reasons.

HAJI (Late) MUHAMMAD BASHIR

BY DR BASHIR MAHMOOD BHATTI Ex Director Gen.(Res) L&DDPb, Ex Secretary Gen, PPA Tel: +92 300 5053194



It is extremely shocking to learn about demise of Hajj Muhammad Bashir, the leg-

end of Poultry Industry. Hajj Sb started business in poultry industry earliest of all and provided leadership in poultry business. He had wisdom to expand business in any direction of the market. I had a chance to see his working in Livestock and Dairy Development. I happened to always discuss with him poultry problems. He had business vision. Whenever poultry sector faced problems he held meeting with Departmental Authorities. In business planning he had no parallel. As Secretary General, Paki-

stan Poultry Association I happened to discuss poultry problems with him. He always discussed with me Import and Export policies, taxation policies and allied matters. While preparing policy papers I always received Poultry viewpoint from him. Hajj Sb possessed quality of devotion and sacrifice. In poultry sector where poultry farmers expressed their inability to operate markets he came forward and helped. He was versatile in all operations of poultry farming and besides this his interest in poultry feed manufacturing and poultry processing and in general market canola oil producing exceeded all other similar commodities. Poultry problems in Punjab were discussed in forum of Punjab Poultry Advisory Board and at Federal level by the Federal Poultry Board. I was member of these Boards being Director and Director General. I noted that Hajj Sb was an active member of these Boards on behalf of Pakistan Poultry Association. Hajj Sb spared no stone unturned to fight for Poultry issues. Hajj Sb did best in training his colleagues such as Khaleeq Arshad and Imran and others in training business issues such as business planning, business marketing and strategy formulation. Role of Hajj Sb in poultry business development and marketing will ever be remembered. His colleagues would ever miss him. May Allah bless his be-
rested soul and his body rest in eternal peace.

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UAF VICE CHANCELLOR PROF DR. ZAFAR IQBAL RANDHAWA PLANTS A SAPLING UNDER CLEAN & GREEN PAKISTAN PROGRAM OF THE GOVERNMENT

Faisalabad: The University of Agriculture Faisalabad (UAF) in order to make Clean & Green Pakistan Program a success and role model for rest of the country, has geared up its efforts by taking all stakeholders on board and encouraging students, community participation and enhancing their ownership in the campaign. Participating in a tree plantation ceremony at Firdous Colony as chief guest, Vice Chancellor Prof. Dr. Zafar Iqbal Randhawa urged the residents to constitute an elected body who will look after the affairs of the colony and frame certain by-laws for the residents ensure



cleanliness and other requirements of the locals. Addressing the participants Dr. Zafar Iqbal Randhawa said that without enhancing ownership of the community, no program could get its benefits and achieve the target objectives. He told that the varsity is making efforts to involve every employee and resident student of the hostels to not only plant fruit saplings in their respective hostels and localities but also look after the

plant throughout their stay at campus. Describing the philosophy of change, Dr. Randhawa, who was flanked by Principal Officer Estate Management Dr. Laeeq Akbar Lodhi, Executive Engineer Saadat ul Islam, SDO Muhammad Ikram, political and social leader Mubashar Hussain, Estate Officer Mr. Shehzad Mehmoor, Chief Security Officer Col (R) Amir Butt, Incharge Gardening Dr. Rai Muhammad Asif and other notables said that we need to change ourselves and surrender our vested interest against the collective benefits of the community. He asked the residents to urge their kids plant the saplings and take care of them for rest of their lives without forecasting who will enjoy its fruits. Addressing the demands of the residents, Dr. Zafar Iqbal Randhawa urged the elected body of the colony to make further deliberations and come up with possible solutions. He directed Executive Engineer Saadat ul Islam and SDO Muhammad Ikram to resolve the issue of drainage and uninterrupted gas supply by functioning new gas line. He was of the view that this country and organization have given us plenty of resources and now is the time to return it whatever we can.

A SIGNING CEREMONY OF MOU WAS HELD AT PARC HQS, ISLAMABAD BETWEEN PARC, ISLAMABAD AND UNIVERSITY OF SCIENCE AND TECHNOLOGY (USTB), BANNU, KHYBER PAKHTUNKHWA TO UNDERTAKE A PROGRAM OF SCIENTIFIC, TECHNICAL AND ACADEMIC COLLABORATION FOR EXCHANGE OF IDEAS, SKILLS AND TECHNIQUES ON PROBLEMS OF NATIONAL INTEREST.

A signing Ceremony of Memorandum of Understanding was held at PARC HQS, Islamabad between Pakistan Agricultural Research Council (PARC), Islamabad and University of Science and Technology (USTB), Bannu, Khyber Pakhtunkhwa to undertake a program of scientific, technical and academic collaboration for exchange of ideas, skills and techniques on problems of national interest. A delegation from University of Science and Technology (USTB), Bannu



headed by Dr. Hidayat Ullah Khan, Acting Chairman visited PARC HQS on 29th October, 2018 for the purpose. The PARC and USTB, reorganizing that mutual scientific and technical cooperation will advance the state of science and technology within the country and strengthen the infrastructure. As per terms & conditions of the Memorandum, PARC and University of Science

and Technology, (USTB), Bannu will exchange and training of faculty, student's supervision and technical personnel with no cost for research and academic development. Both parties will exchange of students for their research and internship and joint supervision of MS and Ph.D Students. PARC and USTB will also hold joint conferences, seminars and workshops at national and international level. Dr. Hidayat Ullah Khan, Acting Chairman, University of Science and Technology (USTB), Bannu appreciated PARC efforts in agriculture sector and also thanked Dr. Yusuf Zafar, T.I, Chairman PARC who has kindly consented to get MoU signed between University of Science and Technology (USTB), Bannu and Pakistan Agricultural Research Council (PARC). He also appreciated the efforts of PARC for development of agriculture sector in the Country.

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ویٹرنری یونیورسٹی میں جوہو کی پینڈنگ، ٹشو لینے اور بیضہ خلیہ لایو کرنے سے متعلقہ موضوع پر جاری ایک روزہ بینڈ زون ٹریننگ اختتام پذیر ہو گیا۔ ویٹرنری یونیورسٹی میں جوہو کی پینڈنگ، ٹشو لینے اور بیضہ خلیہ لایو کرنے سے متعلقہ موضوع پر جاری ایک روزہ بینڈ زون ٹریننگ اختتام پذیر ہو گیا۔ ویٹرنری یونیورسٹی میں جوہو کی پینڈنگ، ٹشو لینے اور بیضہ خلیہ لایو کرنے سے متعلقہ موضوع پر جاری ایک روزہ بینڈ زون ٹریننگ اختتام پذیر ہو گیا۔

ڈیزیز فری زون سے ملکی برآمدات میں خاطر خواہ اضافہ ہوگا: وزیر لائیو سٹاک

پاکستان ملٹیا، ڈھوک اور اسیٹا میں لائیو سٹاک پروڈکشن کی ایک سیپورٹ مارکیٹ میں داخل ہو جائیگا: سر ڈاکٹر اسحق بھاردر بھٹک

لاہور (انٹرنیشنل) وفاقی کابینہ نے لائیو سٹاک کے برآمدات میں اضافہ کے لیے ایک ایجنڈا منظور کیا ہے۔ اس ایجنڈے کے تحت لائیو سٹاک کے برآمدات میں اضافہ کے لیے ایک ایجنڈا منظور کیا ہے۔ اس ایجنڈے کے تحت لائیو سٹاک کے برآمدات میں اضافہ کے لیے ایک ایجنڈا منظور کیا ہے۔

پروفیسر ڈاکٹر مسعود ربانی کو پاکستان ویٹرنری میڈیکل کونسل کا نیا صدر منتخب کر لیا گیا

ڈاکٹر مسعود ربانی دی وی ایم سی کے پختہ منتخب صدر ہیں ڈاکٹر محمد ارشد کے استعفیٰ کے بعد ان کا انتخاب عمل میں آیا ہے

پروفیسر ڈاکٹر مسعود ربانی کو پاکستان ویٹرنری میڈیکل کونسل کا نیا صدر منتخب کر لیا گیا۔ ڈاکٹر مسعود ربانی دی وی ایم سی کے پختہ منتخب صدر ہیں ڈاکٹر محمد ارشد کے استعفیٰ کے بعد ان کا انتخاب عمل میں آیا ہے۔

محکمہ لائیو سٹاک کے 25 افسران کی گریڈ 19 میں ترقی کیلئے مینڈیٹری ٹریننگ کا آغاز

لاہور (انٹرنیشنل) وفاقی کابینہ نے لائیو سٹاک کے 25 افسران کی گریڈ 19 میں ترقی کیلئے مینڈیٹری ٹریننگ کا آغاز کیا ہے۔

محکمہ لائیو سٹاک کے 25 افسران کی گریڈ 19 میں ترقی کیلئے مینڈیٹری ٹریننگ کا آغاز کیا ہے۔

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محکمہ لائیو سٹاک انٹیل فیڈ ایکٹ کے تحت ڈیزیز فری زون ٹریننگ اختتام پذیر ہو گیا۔

محکمہ لائیو سٹاک انٹیل فیڈ ایکٹ کے تحت ڈیزیز فری زون ٹریننگ اختتام پذیر ہو گیا۔

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 Tylosin-1 gm/2 litre of D/W for 3-5 days.

PLASTIC BAG POLLUTION

By: Dr. Bashir Mahmood Bhatti
M.Sc(Hon), M.I.Biology (London), Ph.D (England)
Tel: +92 300 5053194

plastic in the ocean than fish, said Habib El-Habr, an expert on Marine litter working with the UN Environment Programme in Kenya. Plastic bags, which El-Habr says take between 500 to 1000 years to break down, also enter the human food chain through fish and other animals. In Nairobi's slaughterhouses, some cows destined for human consumption had 20 bags removed from their stomachs. Big Kenyan Super market chains like Francys, Carrefour and Nakumatt have already started offering Customers Cloth Bags as alternatives. Kenya's law allows police

to go after any one even carrying a plastic bag. Kenya Environment Minister said enforcement would initially be directed at manufacturers and suppliers. "The knock on effects will be very severe," Matonda, a spokesman of the Kenya Association of Manufacturers said it would even affect the women who sell vegetables in the market - how will their customers carry their shopping home. The use of plastic bags in Pakistan markets need to be assessed and control measures be enforced under law by the Relevant Government Departments.

FOOD FOR THOUGHT!

HUZAIMA BUKHARI AND DR IKRAMUL HAQ

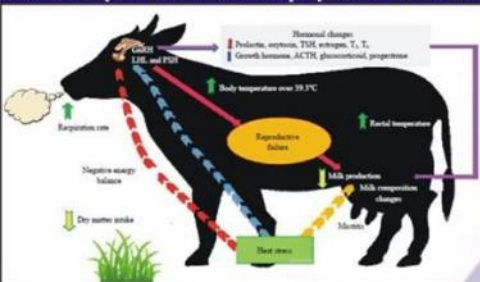
XINJIANG, BRI AND 'ISLAMIC CARD'

This is the reality of propaganda against China over the issue of "mistreating" the Muslims in Xinjiang

Like the 'Islamic Card Policy' of the 1980s, which helped the United States and its allies to dismantle the hostile Marxist USSR (Union of Soviet Socialist Republics), the new onslaught against China through use of ploy of 'mass internment camps' where re-education camps were, according to former detainees and other witnesses, inmates are subjected to intense political indoctrination and abuse. There are no popular uprisings in Xinjiang as in occupied Kashmir but the same countries and media that are creating uproar for Uyghurs are completely silent about Indian atrocities that are most gruesome and unprecedented. The official position of China as elaborating by Li Xiaojun, Director for Publicity at the Bureau of Human Rights Affairs of the State Council Information Office, is: "We are not mistreating Muslims in Xinjiang province but putting some people through training courses to avoid extremism spreading, unlike Europe, which had failed to deal with the problem". Two months ago, Li told reporters on the sidelines of the UN Human Rights Council session in Geneva: "What China is doing is to establish professional training centres, educational centres and if you do not say it's the best way, maybe it's the necessary way to deal with Islamic or religious extremism, because the West has failed in doing so, in dealing with religious Islamic extremism". One may not agree with the Chinese approach but the fact remains that from 2012 to 2017, a total of 139 political people in Xinjiang were lifted out of poverty. Since 2017, for the first time, Xinjiang has an information database for all its residents, laying a solid foundation for further efforts to eradicate poverty. As an important link of the Silk Road Economic Belt, Xinjiang is speeding up the development of transportation and logistics to connect east and west. By the end of 2017, the total length of roads in Xinjiang reached 186,000 km, with 4,578 km of expressways. Xinjiang becomes logistics hub of Belt and Road (Xinhuo-Hu Huhu). The Western media while raising hue and cry about what it called "mistreatment" of Muslims of Xinjiang conveniently overlooked the writings of many independent authors claiming that the reality on ground is quite different. For example, F. William Engdahl, in an article, China's Uyghur Problem: The Recruitment of Uyghur Muslims to Join Al Qaeda, published on October 6, 2018, observed that "the true state of affairs in China's Xinjiang Province regarding Uyghurs is not possible to independently verify, whether such camps exist and if so who is there and under what conditions. What is known, however, is the fact that NATO intelligence agencies, including that of Turkey and the US, along with Saudi Arabia, have been involved in recruiting and deploying thousands of Chinese Uyghur Muslims to join Al Qaeda and other terrorist groups in Syria in recent years. This side of the equation warrants a closer look".

BEAT THE HEAT WITH A NICE COOL TREAT EFFECT OF ELEVATED TEMPERATURE ON CATTLE AND BUFFALOES

Written by: Ahmad Mohi u Din DVM Student, UAF.
Reviewed by: Dr Sehar Ashar Deputy Editor Vet N&Vs



Cattle and buffalo are mostly used as milk producing animals around the globe. In Pakistan, it is the source of income for most of the poor people who live from hand to mouth. It contributes about 40% in the world's agricultural Gross Domestic Product (GDP). In Pakistan, the buffaloes contribute about 60% of the total milk production and cows contribute about 38%. However, the demand for milk is increasing day by day due to increasing population. It is affected by environmental factors, and management practices. In Pakistan, during summer season, the amount of milk production decreases noticeably. It is due to heat stress which can be a result of various factors like:

- Environmental temperature
- Relative humidity
- Wind speed
- Solar radiation



Heat stress has a detrimental effect on the milk production of cattle and buffalo, both in terms of quality and quantity. It adversely affects the milk production during first 60 days of lactation. High yielding breeds are more susceptible to elevated temperatures than low yielding breeds.

Effects of heat stress:

- Reduced milk production
- High somatic cell count in milk produced
- Reduced milk quality in terms of fat, protein and lactose
- Endocrine disturbance
- Increase the risk for mastitis
- May trigger involution of mammary gland

Heat stress reduces the feed intake (on dry matter basis) in milk producing cows and buffaloes. During summer season, when the temperature of the body by thermoregulatory mechanisms which results in poor feed conversion efficiency which ultimately affects the milk production. If heat stress is observed close to calving, it also affects the transfer of immunoglobulins (IgGs) to colostrum. Heat stress causes a marked impact on mammary glands that can be observed histologically. For every 1°C rise in air temperature from the neutral standards causes almost 36% decline in milk production. It was observed that only 36% decline in milk production is due to low feed intake and almost 64% decline is due to physiological changes in response to heat stress. Heat stress causes a decrease in non-esterified fatty acids and glucose which causes decline in lactose synthesis and ultimately milk production. It is believed that during heat stress the animal tries to overcome it by negative feedback mechanism which reduces milk production as well as the genetic progress in increasing milk yield. Effects of heat stress on reproduction of dairy animals are also evident. Heat stress inhibits the synthesis of gonadotrophin-releasing hormone and luteinizing hormone which results in less number of standing heat which in turn leads to decreased pregnancy rate. More than 39°C body temperature has a negative impact on the developing embryo. Heat stress in late gestation period may result in early birth. It also results in impaired mammary gland development. Heat stress during dry period is also very detrimental to the dairy cows and buffaloes. It instigates the involution of mammary gland synchronized by apoptosis and autophagy which ultimately results in decreased number of epithelial cells. Heat stress compromises the immune system and increases the risk of mastitis which further aggravates the udder and causes a severe decline in epithelial cells. High ambient temperature and humidity is favorable for the growth of mastitis causing bacteria which causes serious udder infection and can be transferred to other cows and buffaloes by milking equipments. In severe cases, there is development of fibrous masses and complete disappearance of alveolar lumens.

Strategies to overcome heat stress:

Heat stress in dairy cows and buffaloes can be reduced by improving the management practices. By providing proper shade and cooling to allow heat exchange with environment can help reducing the effects of heat stress on milk production. Shade can be in the form of a cloth or an insulated ceiling. Cooling the body of dairy animals can be achieved by using showers or sprinklers. It can also be achieved by providing them a pool with a shade. Buffaloes love to bathe in pool/ponds. Provision of proper ventilation and fans in the surrounding also aids in combating heat stress. The effects of heat stress can also be decreased by nutritional supplementation. Supplying of high energy diet and bypass protein can help animals to sustain their productivity. Addition of essential micronutrients to diet in form of mineral mixtures and antioxidants can help overcoming the reduction in milk yield. Increasing the dietary fat concentration and provision of feed with 14% acid detergent fiber can increase milk production.

SELECTION OF PARASITE RESISTANT GOAT BREEDS: A STEP TOWARDS SUSTAINABLE PARASITE CONTROL

Dr. Muhammad Imran, Dr. Muhammad Sohail Sajid Department of Parasitology, University of Agriculture, Faisalabad, Pakistan

Goats are placed among the earliest domesticated ruminant species on earth who served mankind longer than sheep and cattle. Some archaeological evidences showed that their domestication occurred between 6000-7000 B.C. Wild bezoar ibex in the Middle East and Western Asia are known as ancestors of modern goats. From ancient time, this ruminant species is used for milk, meat, skin and hair. The intact female, male and offspring of goats are known as "does or nannies", "bucks or billies" and "kids", respectively. Goat is considered as vital part of various farming systems, particularly for resource poor and non-agriculture community and is commonly known as poor man's cow. Nature has blessed Pakistan with 37 indigenous breeds of goats with an estimated population of 70.3 million heads which provide approximately 0.87 and 0.67 million tonnes of meat and milk, respectively. In addition, they are providing leather, hair and manure to farmers and industry. According to FAO, Pakistan is ranked 3rd and 4th largest country in the world in terms of goat population and goat milk production, respectively. In Pakistan, goats are among the most vulnerable animals to be slaughtered at the occasion of Eid-ul-Adha. The use of goat milk as treatment therapy is also in practice for some infections. In developing countries, goat raising has great significance and linked with economy of resource poor farmers. Betaal, Teddy, Nachi, Dera Din Panah, Kamori and Jattal are the preferred breeds of goat raised by rural farmers of Pakistan. Gastrointestinal (GI) parasites have been recognized among the major constraints for goat population in terms of high morbidity and production losses worldwide. Goat are usually infected with a wide range of GI parasites including: Haemonchus (H.) contortus, Teladorsagia circumcincta, Trichostrongylus colubriformis, Strongylus papillosus and Marshallagia marshalli. These parasites are commonly found in hot, humid, temperate, tropical and subtropical areas like Pakistan. In goats, GI parasites have different predilection sites in their hosts e.g. Haemonchus and Ostertagia inhabit abomasum while Trichostrongylus locustae inhabit the small intestine. Various parasitic stages of GINs, feed on blood and cellular secretions of host leading to direct and indirect losses. Among direct losses, anemia, reduction in live weight, morbidity, production losses and mortality are of serious concern. According to some reports, approximately 26% of goats have been found to expire due to haemonchosis and other GI parasitic infections. On the other hand, indirect losses attributed to GI parasites are cost of repeated treatments and management. An estimated annual treatment cost spent on control and therapy of H. contortus alone is \$2, 46, 103, 1500 million US dollars in South Africa, India, Kenya and USA, respectively. In United Kingdom, losses associated with haemonchosis and other GI parasitic infections are £84 million. In Pakistan, losses of approximately 8800 million rupees per annum are attributed to GI parasitic infection particularly haemonchosis. Conventionally, control of GIN parasitic infections of goats has been achieved with broad spectrum anthelmintic drugs and other husbandry practices. However, the regular and inappropriate use of anthelmintics is leading to the development of anthelmintic resistance (AR) in goats. Furthermore, adulterated and ineffective drugs, problems of drug residues in milk and meat of animals and unavailability of efficacious drugs are exacerbating the situation. Due to the emerging issues, scope of non-chemical strategies for the control of GI parasites are currently investigated round the globe. Other possible control measures include: pasture management, biological control, vaccination, ethnoveterinary practices, biosecurity, forages, phytotherapy, homeopathy and use of copper wire particles. Keeping in view the magnitude and significance of parasitic threat to goat industry, conventional control methods failed to deliver the needed. In the present scenario, identification of disease resistant goat breeds should be ensured for food safety in terms of no chemical residues and environmental concerns. One approach is to select parasite resistant animals using phenotypic traits singly as well as evaluation of immune response of goat breeds. Although, this is not a definite method, as it was started from New Zealand, Africa and Australia in sheep, now commonly practiced in goats. Enough data are available to support idea of breed resistance to parasites which demonstrates that goat breeds are resistant to parasites. In Saudi Arabia, West African Dwarf goats (Nigeria), Savanna goats (South Africa), Black Bengal goats (Bangladesh), Scottish Cashmere goats (Scotland), Fijian goats (Fiji) and Thai native goats (Thailand) have been proved for their resistance/resilience towards some species of GI parasites. Resistance from parasitological point of view is known as host ability to limit faecal egg count during GI parasitic infections. The rate of replication of a parasite inside its host is directly linked with the level of resistance of the host. The term "host ability" refers to the ability of a host to perform or remain productive during course of parasitic infection. Breeding of such tolerant animals decreases their susceptibility towards parasites without disturbing the invading parasite. The estimation of host tolerance is greatly depending upon parasitic burden which reduce dependence on anthelmintic drugs. Thus, reduced use of chemical anthelmintics would be optimistic approach for elimination of the problems of anthelmintic resistance and issues related to public health and environment. Moreover, chances of parasite contamination after reinfection, cost of treatment and drug residue in milk and meat of animal would be minimized. Keeping in view the importance of goat raising and parasite related problems, it is the utmost need of the time to screen indigenous breeds of goats of Pakistan for their natural resistance or resilience towards GI parasites. In this prospect, a research project has successfully been completed in the Department of Parasitology, University of Agriculture Faisalabad with the aim to evaluate indigenous goat breeds (Betaal, Teddy, Dera Din Panah, Nachi) for their natural resistance towards GI parasitism. Results of the present project have indicated that Teddy breed of goat is showing some inherent resistance towards parasites in terms of lower parasite burden, better haematological parameters, antibody response, histamine response as compared to Betaal, Dera Din Panah and Nachi goats. This response was measured both in natural parasitic and artificial infection. Over the completion of this study, it may be recommended that selective breeding of parasite resistant goats may be carried out at rural farmers level. Selectively bred animals will be more productive and disease resistant. This practice will not allow the establishment of disease and consequently may reduce the use of anthelmintics. Also, this will ensure availability of chemical free meat and milk for human consumption. Ultimately, this effort will be a way forward to achieve the goal of secure food for human consumption.



21PC OF TARGET SET FOR AGRICULTURE TAX COLLECTION ACHIEVED LAST YEAR, PA TOLD

Karachi: Admitting that the agriculture tax collection was not very efficient in the province, Minister for Revenue Mahkdoom Mehbob Zaman told the Sindh Assembly on Wednesday that the provincial government could recover only 21 per cent of the target of agriculture tax during the last fiscal year. He informed the house that the provincial revenue department remained unable to achieve even half of the Rs1 billion target set by the government for 2017-18 as only a little over Rs211 million was recovered from 23 districts of the province, except districts in Karachi. When asked by an opposition member, Mr Zaman said the recovery of 2016-17 was more than last fiscal year's as more than Rs220m had been recovered then. He explained that there were certain variations in the assessment of agriculture tax which fluctuated the tax rate such as quantity and quality of crops. MPA Arif Mustafa Jatoi of the Grand Democratic Alliance asked whether everybody, who was required to pay agriculture tax, was paying it. The minister said that according to the prevailing tax collection system, the department collected tax on identification of mukhtariars. Expressing dissatisfaction on the current agriculture tax collection, Muttahida Qaumi Movement-Pakistan parliamentary leader Kanwar Naveed Jameel said that it was not actually agriculture tax but a sort of land tax. Just a nominal tax is being collected owing to this poor system. When will the government make its system effective and efficient just like the Federal Board of Revenue? he asked, adding that the tax collection figures were merely eyewitness. The provincial revenue minister conceded that the current collection system was less efficient and vowed to improve it further. The MQM leader asked the minister to apprise the actual number of lands of which that amount was recovered. Pakistan Tehreek-e-Insaf's Bilal Ahmed also questioned the performance of the department asking that how the target of Rs2bn would be achieved this year as the government had failed to attain last year's target of Rs1bn. Replying to another question, the minister said that over 1.2 million acres of land had been lost to sea intrusion in Sujawal, Thatta and Badin districts during the past 10 years. The minister informed the lawmakers that a coastal highway was being developed to halt the intrusion, and hoped that it would be enough to get the desired result. www.facebook.com/VetNewsViews

ALL PAKISTAN QIRAAT AND NAAT COMPETITIONS HELD AT UVAS

Lahore: The Qiraat and Naat Society of the University of Veterinary and Animal Sciences (UVAS) Lahore arranged All Pakistan Qiraat and Naat contests here on Thursday. A large number of students from different institutions all over the Pakistan were participated in these contests. Punjab University won the team trophy was the winner of this contest.



In Qiraat contest, Hafiz Asad Sharif (Punjab University) won 1st position, Abdul Rehman (University of Engineering and Technology Lahore) got 2nd while Muhammad Awais (University of Agriculture Peshawar) and Abdullah Tanveer (Virtual University) both stood on 3rd position. In Naat Contest, Usman Munir (Punjab Group of Colleges Lahore) won 1st position, Ammar Zia (Lahore Garrison University) got 2nd position while Muhammad Asif Rehman (G.C University Faisalabad) got 3rd position. Earlier, UVAS students Zeeshan Haider Raza and Ahsan Ashraf from the platform of UVAS QIRTAAS hands won first position, trophy along with cash prizes in Bait Bazi Competition held at Tariq Aziz Show while UVAS Student Mahmam Zahra represented UVAS Debating Society won Best Urdu Speaker Majeed Nizami Award in All Pakistan Alama Muhammad Iqbal Bilingual Contest 2018 held at Government College University Lahore. UVAS Pro Vice

UVAS ORGANISED HANDS-ON TRAINING ON "MICE HANDLING, TISSUE SAMPLING & OOCYTE COLLECTION"

Lahore: The credibility and acceptability of results of an experiment using mice depends how they were handled during trial. Keeping in view the Department of Anatomy and Histology of the University of Veterinary and Animal Sciences (UVAS) Lahore organised a daylong Hands-on Training on "Mice Handling, Tissue Sampling & Oocyte Collection" here in City Campus Lahore. Dean Faculty of Biosciences Prof Dr Habib-ur-Rehman chaired the concluding ceremony of the



training and distributed certificates among participants and resource persons. In his address, Prof Dr Habib-ur-Rehman appreciated the efforts of the department for arranging such trainings on regular basis. Chairperson Department of Anatomy and Histology Dr

Hafsa Zaneb was the chief organizer of this training and Hafiz Faeze ur Rehman was the Training Coordinator while other resource persons of training were Dr Saima Masood and Dr Mirza Muhammad Usman. In which undergraduate and postgraduate students from Department of Zoology, Government College University (GCU) Lahore, Department of Food Science & Human Nutrition, Biological Sciences and Biochemistry from UVAS were participated.

CATTLE BREEDERS STRESS USE OF NEW TECHNOLOGY TO MEET GROWING MEAT, MILK DEMAND

Hyderabad: Cattle breeders, dairy farmers and livestock owners have underscored the need for exploiting potential of livestock sector by preserving indigenous breeds of buffaloes, goats and cows and advocated adoption of modern technology to meet growing demand for meat and milk. They said that cattle colonies were plagued by serious sanitation issues and dairy farmers had to face administrative action for increasing price of milk by a few rupees to meet their cost of production. Different breeds of cattle were on the verge of extinction due to lack of education, they cautioned. They were speaking at farmers day programme held at Sindh directorate of livestock here on Wednesday. Sindh Minister for Livestock and Fisheries Abdul Bari Pitafi, who presided over the programme, said that his department was going to organise a grand cattle and livestock show in Hyderabad in February 2019. The show would help develop linkage between farmers and corporate sector so that farmers could get experts services and clientele, he said. He said that farmers would bring to the show all existing rare indigenous breeds of Sindh like Red Sindh and Kankraj cows, Kundi buffalo, Kamori and Pateri goat, Thari cow and bull. Data on different breeds, farmers' particulars, fodder, seed of fodder, corporate sector services, vaccination and medical service providers would also be collected, he said. He said that Livestock Breeding Services Authority had been formed under the Sindh Livestock Breeding Act, 2016, and a farmers' association would be formed to ensure growth and development of livestock sector on scientific lines. Cattle colonies face water shortage issue. How can farmers be encouraged to shift there if there is no water, he conceded.

DG Livestock Abdul Qadir said that Sindh would hopefully come close to Punjab's livestock sector in terms of performance if it could not do it. Akbar Dars, a progressive farmer, said that experimental farm of Thari breed on 4,500 acres in Nabisar faced serious issues. Work on three watercourses for supplying water to the farm had been abandoned after excavation work of desalination plant for Thar coal project, he said. Well-known dairy farmer Jamil Memon, a recipient of Tamgha-i-Imtiaz, demanded that Russian vaccine against foot and mouth disease be developed in Sindh on cost-sharing basis. He said that Punjab livestock department had bought the Russian drug which worked better than France's for Rs2.5bn for eight districts, ridding them of the disease. The vaccine could be developed on an island which existed in Sindh near Keti Bandar, he said.

He said that he had extracted 28 litres milk from Cholistan breed, followed by Red Sindh and Sahiwal breeds, and proposed that Red Sindh breed should be promoted through cross breeding with artificial insemination. Shakir Gujjar of Dairy and Cattle Farmers Association called for adaptation of modern technology to meet the ever growing demand for meat and milk. Genetic improvement had become essential now for promoting different and better breeds, he said. Dairy farmers and cattle breeders including Dr Hadi Bux Jatoi, MSA Mohammd Pitafi, Sikandar Nagori, Abdul Ghani Nizamani and others complained that the department did not care to resolve their issues. There was no check on slaughtering of calf, they said. Livestock Secretary Aijaz Mahesar and head of Sindh Institute of Animals Health Nazir Kalhoro also spoke at the programme.

THE COUNTRY IS IMPORTING 85 PERCENT OF TOTAL MAIZE SEEDS WHICH IS COSTING BILLIONS OF RUPEES TO NATIONAL ECONOMY

UAF ACTING VICE CHANCELLOR PROF. DR. ASHFAQ AHMAD MAAN PRESENTS SOUVENIR TO PUNJAB SOCIAL WELFARE MINISTER MUHAMMAD AJMAL CHEEMA AT A CONFERENCE HELD AT NEW SENATE HALL UAF

Faisalabad: The country is importing 85 percent of total maize seeds which is costing billions of rupees to national economy. Experts stated this at the International Colloquium titled challenges and opportunities of maize production organized by Maize Research Group, Department of Plant Breeding and Genetics, University of Agriculture Faisalabad on Wednesday. Chairing the inaugural session, Provincial Bait-ul-Maal and Social Welfare Minister Muhammad Ajmal Cheema urged the agricultural scientists to develop weather resilient seed and do work on narrowing down seed import. He added that agriculture sector had been facing numerous problems including water scarcity, climate changes and low productivity as compared to developed nations. He viewed that the government had been taking tremendous steps whereas fruitful efforts were underway not only for the uplift of the agricultural sector but also to alleviate poverty. He added that steps were afoot to address



the issues of the farming community. UAF Acting Vice Chancellor Dr Ashfaq Ahmad Maan said that more than 90 percent of total maize production comes from two provinces including Punjab and Khyber Pakhtunkhwa. He added in the maize fields, most of the farmers were women. Therefore, their contribution in latest agriculture practice training must be ensured. He said that nutritional quality improvement was also imperative to address the malnutrition issue that was hitting 50 percent population. He said changing cultural habits, life style and away from traditional way of living was magnifying the issue of malnutrition. He added that with the passage of time, it is witnessed in our country that people heights were going down due to malnutrition. Dean Faculty of Agriculture Dr Asif Tanveer said that in the country, during the year 2017-18, maize crop was cultivated on an area of 1.229 million hectares and witnessed the decline of 8.8 percent over last year. Cultivated area of 1,348 million hectares. He said that biotic stresses including insect pests, and diseases were also causing reduction in maize. He stressed upon the Maize group experts to come up with the viable and tangible results for the improvement and increase per

acre production. Muhammad Asim form CropLife Pakistan that during the last twenty years had gone up manifold owing to introduction of hybrid seed, and agronomic research. He stressed upon the need to grow maize with the adoption of latest agricultural technologies and enabling environment for research and development. He said that during the last two decades, the cultivated area for the maize had doubled in the province. Qiang Zhao from Xingjian Agriculture University China said that corn is the third largest crop in Xinjiang after wheat and cotton. He said that whole mechanization of the corn is the only way for modern corn production in china. He said that maize seed processing has achieved large area sinnering, threshing, grading, coating and packaging. The quality of the seed is high and vigor is high. Plant Breeding Genetic Chairman Dr Hafeez Sadaqat, Assistant Professor Dr Malik Muhammad Aslam and other notables also spoke on the occasion.

THE SEMINAR IN CONNECTION WITH BIRTH ANNIVERSARY OF ALLAMA IQBAL WAS ARRANGED BY LABORATORY BOYS HIGHER SECONDARY SCHOOL

Faisalabad: Speakers at a seminar stressed upon the students to develop the characteristics of Iqbal ka Shaheen and create their own world by hardworking, honesty and education. They also urged them to devote their lives as per golden principles of Islam to regain Muslims due respect in the world. The seminar in connection with birth anniversary of Allama Iqbal was arranged by Laboratory Boys Higher Secondary School at Seminar Room. It was presided over by Deputy Registrar Public Relations and Publications UAF Syed Qamarud-Din Bukhari while Laboratory School Principal Saif Ullah Saif, Senior Teachers Anwar Ali, Maqbool



Rehmani and Javeria Baig also spoke on the occasion. Syed Qamar Bukhari said that as per Iqbal, if man conquered himself, he can lead the world to his own. He termed Khudi as know yourself, sense of integrity, purification of thoughts and being aware of self-power to achieve anything. He said that Iqbal ka Shaheen is the person with high values, who can perform in every situation and for him the sky is the limit. Saif Ullah Saif said that inspiring poetry and philosophy stirred Muslims to wake up to reality of era and forged ahead a destiny of proving themselves in the world. He said that Iqbal was deeply concerned with

the youth. He said that if youngsters had focused their real destiny, they could lead the Muslims out of the danger of destruction and open up new era of development and prosperity. Maqbool Rehmani said that when Iqbal was nominated for the honor of Sir, he told them rulers that he would not accept it unless his teacher be given an award because whatever he is, it is thanks to his teachers. He stressed upon the students to read thoroughly Iqbal poetry which will ignite a new energy in them and they would be able to fight the challenges of the era effectively. The students at the ceremony also presented the national songs, and Kalam-e-Iqbal at the event.

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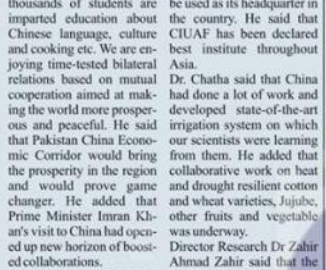
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XINJIANG AGRICULTURE UNIVERSITY AND THE UNIVERSITY OF AGRICULTURE FAISALABAD ARE ENJOYING EXCELLENT COOPERATION NOT ONLY IN THE AREA OF THE EDUCATION BUT ALSO IN RESEARCH AND DEVELOPMENT PROGRAMS

Chinese mango import from Pakistan will be doubled by next year due to its unique aroma and taste: Deputy Counsel General, Chinese Consulate in Lahore, Peng Zhengwu

Faisalabad: Deputy Counsel General, Chinese Consulate in Lahore, Peng Zhengwu has said Chinese mango import from Pakistan will be doubled by next year due to its unique aroma and taste.

UAF Registrar Muhammad Hussain presents souvenir to Deputy Counsel General, Chinese Consulate in Lahore, Peng Zhengwu



Xinjiang Agriculture University and the University of Agriculture Faisalabad are enjoying excellent cooperation not only in the area of the education but also in research and development programs, he said, adding that the collaborations would bring fruitful results.

UAF which will be completed by next year that will be used as its headquarter in the country. He said that CIUAF has been declared best institute throughout Asia.

FAISALABAD PARKS & HORTICULTURE AUTHORITY (PHA) WILL BE STREAMLINED ON MODERN SCIENTIFIC LINES TO TRANSFORM FAISALABAD INTO A CLEAN AND GREEN CITY

Faisalabad: Faisalabad Parks & Horticulture Authority (PHA) will be streamlined on modern scientific lines to transform Faisalabad into a clean and green city in addition to overcoming the menace of environmental pollution, said Mr. Latif Nazir Chairman PHA.



He was talking to a delegation of the Faisalabad Chamber of Commerce & Industries (FCCI) that visited his office to congratulate him on his appointment as chairman PHA. The FCCI delegation was consisted of Executive Member Rana Iqbal Ullah, Chaudhary Talat Mahmood, Chaudhary Muhammad Boota, Cricketer Muhammad Sulman and Secretary General FCCI Mr. Abid Masood.

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CCP SLAPS RS26.903BLN PENALTIES IN 10 YEARS
Islamabad: The Competition Commission of Pakistan (CCP) has imposed penalties of Rs26.903 billion on companies from different sectors for deceiving consumers and cartelisation in market in the last 10 years, an official said.

PRE-CONFERENCE MEETING HELD FOR LIVESTOCK AND POULTRY FARMERS CONVENTION AT UA PESHAWAR

A pre-conference meeting held for Livestock and Poultry Farmers Convention at UA Peshawar, chaired by Prof. Nazir Ahmad Dean FAHVS, Mr. Asif Awan President KP Livestock Farmers Association (KPLFA), and Mr. Hafeez ur Rahman, Member Livestock Board, Government of Pakistan.



acquire up-to-date knowledge and switch to the advance farming practices.

Livestock and Poultry Farmers' Convention (LPEC) at Peshawar 27-28 November 2018

Venue: Animal Husbandry In-services Training Institute, Charsadda Road, Peshawar. Organized by Livestock Farmers' Association (LFA), Khyber Pakhtunkhwa. Supported by Livestock & Dairy Development Department (L&DD) Extension and Research Wing, Pakistan Veterinary Medical Association (PVMA), Pakistan Poultry Association (PPA), Fisheries Department (FD), Faculty of Animal Husbandry and Veterinary Sciences, UA Peshawar (UAP), Poultry Doctors' Forum (PDF), Poultry Dealers Association (PDA), Dairy Science Park (DSP), Peshawar, KP Chamber of Commerce and Industries (KPCCI), Peshawar.

1. Talks/lectures delivered by prominent livestock and poultry experts on recent advancements accomplished in different areas of veterinary and poultry sectors. 2. Stalls installed by national and multinational companies of livestock, poultry and fishery involved in sale/promotion of feed, medicine, vaccine, semen, fodder seed, diagnostic equipment, dairy technology equipment, general machinery and equipment, farm record software, veterinary books sellers etc.

3. Public sector departments and universities will be invited to stand stalls of their products and diagnostic equipment. 4. Scheduled banks/bankers will be invited to demonstrate brochures of credits facilities provided to the farmers. 5. Healthy animals competition in all species of livestock. 6. Milk production competition among all species and particularly cattle and buffaloes.

7. Dog breeds show and fitness competition. 8. Ostrich show to attract people to adopt it as farming. 9. Fancy poultry birds demonstration. 10. The Chief Executive of KPK will be invited as Chief guests for opening and closing ceremony of convention.

An Industrial Exhibition will be held for display of products and services by various commercial companies through stalls. Public sector organizations would be invited for participation in the exhibition.

Funds will be generated through sale of stalls for exhibition. Sponsorship of special items like inaugural tea, lunch, etc. Provincial government is being approached for financial sponsorship.

Prof. M. Subhan Qureshi informed that KPLFA has worked on preparations for the Convention and held meetings with various stakeholders, including Directors General of Livestock and Dairy Development Extension and Research Wings, The President KPLFA has very kindly agreed to hold a meeting at this University to review the preparations already made and get participation and contribution of the faculty members and the Dairy Science Park for making the event a success.

Dr. Ghuffan Ullah presented an overview of the preparations already made. The Convention will comprise presentation of papers by selected scholars for educating farmers, processors and investors in modern technologies and practices. Farmers from various districts would be invited to attend the event.

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Dr. Hafeez ur Rahman, Member Livestock Board, Government of Pakistan, Representatives of Khyber Institute of Veterinary Science (KIVS) and Faculty of Animal Husbandry and Veterinary Sciences (FAHVS), University of Agriculture Peshawar, and AWKUM, participated in the meeting. The meeting started with recitation from the Holy Quran by Dr. Hamid Ullah, Prof. Nazir Ahmad, Dean FAHVS welcomed the participants and invited Prof. M. Subhan Qureshi to introduce the agenda item.

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NEXT BIG THING: DAIRY PRODUCTS WITH VITAMINS

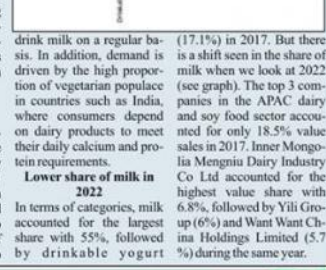


1. Product Specificity: The shift towards more bespoke 'made-for-me' products from lactose intolerant consumers is leading to an increase in lactose-free dairy offerings.

2. Product Specificity: The shift towards more bespoke 'made-for-me' products from lactose intolerant consumers is leading to an increase in lactose-free dairy offerings.

3. Natural and Pure: With consumers growing wary of artificial ingredients, there is a robust demand for dairy and soy products which include natural ingredients.

4. Novel and Experiential: With wider exposure to dishes and cuisines originating from other countries, a substantial proportion of experimental minded consumers are seeking new flavours in dairy.



This is according to data and analytics company GlobalData. With this trend, product specificity will emerge as the key driver and dairy and soy manufacturers should focus on offering bespoke products. The company's report, 'Opportunities in the Asia-Pacific Dairy & Soy Food Sector', reveals that the dairy and soy food sector in APAC, which was valued at US\$111.8bn in 2017, is expected to register the fastest growth among regions with a compound annual growth rate (CAGR) of 6.8% over the period 2017-2022.

China has largest value share. Within APAC, China accounted for the largest value share at 34.1%, followed by India (16.8%), Japan (16.1%) and Australia (7.2%) in 2017. The robust demand for milk can be attributed to the sizeable proportion of young consumers who

drink milk on a regular basis. In addition, demand is driven by the high proportion of vegetarian populace in countries such as India where consumers depend on dairy products to meet their daily calcium and protein requirements.

Lower share of milk in 2022. In terms of categories, milk accounted for the largest share with 55%, followed by drinkable yogurt

(17.1%) in 2017. But there is a shift seen in the share of milk when we look at 2022 (see graph). The top 3 companies in the APAC dairy and soy food sector accounted for only 18.5% value sales in 2017. Inner Mongolia Mengniu Dairy Industry Co Ltd accounted for the highest value share with 6.8%, followed by Yili Group (6%) and Want Want China Holdings Limited (5.7%) during the same year.




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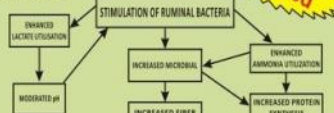
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