

Value Chain for Clean Meat Production from Sheep

Environmental and Social Safeguards Management

A. Basic information

1. Project statistics:

Component code : 2
Name of Consortium Leader: Dr. N. Kondaiiah
Name of CPI : **Dr. Girish Patil, S.**
Name CoPIs : **Dr. C. Ramakrishna**
Dr. B. M. Naveena
Dr. Y. Ramana Reddy
Institution : **National Research Centre on Meat (NRCM)**
Mailing address : **National Research Center on Meat,**
Chengicherla, P.B.No.19, Uppal Post,
Hyderabad, 500039, Andhra Pradesh
Tel. No. **040-27204541**
Fax No. **040-27201672**
E mail: nrcmnaip@gmail.com, girishlpt@rediffmail.com
Consortium partners : **Sri Venkateswara Veterinary University (SVVU), Tirupati**

2. Date of start : 01 April 2008

3. Planned duration : 4 years 3 months

4. Project cost : Rs. 5.87 Crore

5. Project objectives:

1. Augmenting quality meat and byproducts production through nutritional intervention for growing lambs to optimum/ heavy live weights
2. Establishment of model slaughter houses for popularizing clean meat production
3. Developing appropriate technologies for value addition to meat from heavy weight lambs and spent sheep
4. Training and awareness creation about efficient lamb production, processing and utilization

6. Brief Project Description

The project “Value chain for clean meat production from sheep” will be undertaken at National Research Centre on Meat, Hyderabad as a lead center with Sri Venkateshwara Veterinary University, Tirupati as Consortium Partner.

Broadly, the project consists of four components with different objectives and activities under them. The first objective aims to augment quality meat animal production through nutritional interventions. The existing feed/silage technologies utilizing locally available agriculture by-products and other resources will be demonstrated to farmers in few selected villages at centers.

On-farm trials will be conducted with farmers/ farmer entrepreneurs to grow the lambs/sheep up to optimum slaughter weight by providing all the necessary nutritional inputs. A total of around 4000 lambs/sheep will be reared under this project and the economics, meat quality and consumers' preference will be evaluated. The benefits of silage technology to meet the feed requirement during the lean periods of year will be demonstrated.

The second objective will be undertaken to establish model slaughter houses in different places of Andhra Pradesh, India to popularize clean meat production. They serve to provide clean and hygienic meat to public; help organize demonstration and training to different meat industry personnel. Designs developed under this project will serve as a base material for entrepreneurs willing to open new meat processing plants. Hygienic handling and processing procedures for producing clean and better quality meat will be addressed to meat animal handlers, butchers and other meat industry personnel through awareness programmes.

The third objective, developing appropriate technologies for value addition to meat from heavy weight lambs would be undertaken to promote meat processing and processed meat sector development. Some of the prospective processing technologies/product preparation procedures available will be popularized.

The fourth objective will be aimed to create awareness to impart training for clean meat production, value addition and lamb rearing practices and their economics. Various training programmes for unemployed rural youth, women, butchers, meat industry personnel, farmers and consumers will be organized in different aspects of complete feed making/silage preparation, mortality or reduction in young meat animals, economics of rearing meat animals, clean meat production, importance of quality control aspect, meat processing, value addition etc. The project as a successful model would contribute for organized development of meat sector to benefit meat animal producer, processor and consumer through value addition approach or some of the critical stages.

7. Environmental category issues in the subproject

- Social
- Environmental

8. Safeguards polices triggered (World Bank Policies)

Safeguards Polices Triggered (World Bank Policies)		
	Yes	No
Environmental Assessment (OP/BP 4.01)	[X]	[]
Natural Habitats	[]	[]
Pest Management (OP 4.09)	[]	[]
Cultural Property (draft OP 4.11-OPN 11.03-)	[]	[]
Involuntary Resettlements (OP/BP 4.12)	[]	[]
Indigenous Peoples (OD 4.20)	[]	[]
Forests (OP/BP 4.36)	[]	[]
Safety of Dams (OP/BP 4.37)	[]	[]
Projects in Disputed Areas (OP/BP 7.60)	[]	[]
Projects in International Waterways (OP/BP 7.50)	[]	[]

B. Risk analysis and related issues

- Finding adequate crop residues for processing to feed
- Migration of shepherds
- Silage consumption by meat animals
- Marketability of the higher weight meat animals
- Locating the place for slaughter house construction, convincing the people and getting approval from different authorities will be difficult task. Resistance from butchers or other people against slaughter houses could affect establishing slaughter houses.
- Training programmes among un-organized and low educated persons may be a complex problem

9. Impact Assessment: Given below and adequately addressed**10. Potential indirect and/ or long-term Impacts due to anticipated future activities in the project areas (assessment of anticipated conflict/ complimentarity with the current as well as those proposed for the next five years in the areas of activities of the subproject):**

The indirect benefits will be rearing livestock including meat animals with better productivity and efficiency. Development of rural feed sector with better utilization of feed resources and increased animal production. Awareness of farmers for achieving better returns with improved marketing approaches. Meat processing will be improved to provide consumer choice products. A number of benefits of processed meat sector development will also be realized. Enhanced knowledge on sanitary and phyto-sanitary measures.

11. Identify the key stakeholders and describe mechanisms for consultation with and to them done/ disclosure so far done including pre-project consultations with stake holders workshop before formulating the full proposal, discussing the full proposal with some stakeholders before submission to the PIU:

- Sheep farmers
- AP Sheep & Goat Cooperative Federation
- Meat Processors
- Meat consumers
- Meat exporters

Preliminary discussions were held with few stakeholders and NGOs before organizing stakeholder's workshop. They were made aware of NAIP project, its objectives and benefits.

12. Measures to address the issues:

Misconceptions regarding construction and working of model units will be resolved by having consultations with all the stakeholders, social groups and local authorities. By conducting training program to different personnel effort will be made to bring paradigm shift in the thoughts of meat industry personnel. Farmers will be educated to know the objectives of the project and importance of scientific lamb rearing practices. Effluent treatment will be given adequate emphasis while creating any model facility for clean meat production.

13. Consultation/ disclosures to be done in future:

Local disclosure through mechanisms such as launch workshop, interfaces during the implantation stage of the subproject for sharing the results and soliciting feedback, circulating project brochures and implementation progress from time to time, putting up annual reports on the web site and annual stakeholder workshops wherever feasible. The consultation/ disclosures will be done as per NAIP guidelines depending on the progress of the project. The project findings (brochures/CDs/videos/literatures) will be disclosed time to time and necessary feed back will be collected for further improvement and better implementation. Assistance of different related organizations will be taken.

Consortium PI

National Coordinator

National Director

Annexure I: Environmental Safeguard: Activities, issues, impact and mitigation measures

Activities ¹	Issues ²	Anticipated level of Impacts ³		Mitigation Measures (Negative Impact) ⁴
		Positive	Negative	
Establishing feed processing units, Developing feed formulations with locally available ingredients and on farm scientific lamb rearing	Better utilization of agricultural byproducts for animal feed security	4		NA
Creation of model meat production units	Effluent generation		3	Suitable methods will be devised for proper disposal of waste. Effort will be made to put the effluent treatment plant in place
Identification and refinement of simple technologies and establishing required facilities for development of value added meat products	Nil	3		NA
Effective utilization of spent sheep meat	Nil	3		NA
Different training and awareness programmes for women, small scale meat processors, unemployed rural youth and other meat industry personnel will be organized to develop employment generation skills in them through meat processing.	Scientific lamb rearing & clean meat production	3		NA

Annexure II: Social Safeguard: Activities, issues, impact and mitigation measures

Activities ¹	Issues ²	Anticipated level of Impacts ³		Mitigation Measures (Negative Impact) ⁴
		Positive	Negative	
Promoting rural feed industry by establishing feed processing units	Employment generation	3		NA
Developing feed formulations with locally available ingredients	Profitable use of agri byproducts	4		NA
Providing silage preparation arrangements	Availability of feed in lean season	3		NA
Farmers/entrepreneurs induction into project	Inculcation of scientific practices among farmers	4		NA
Establishing model slaughter houses	Resistance by local people due to religious reasons		4	Taking people to confidence & consulting them while selecting the site
Identification and refinement of simple technologies and establishing required facilities for development of value added meat products	Better marketing	3		NA
Different training and awareness programmes for women, small scale meat processors, unemployed rural youth and other meat industry personnel will be organized to develop employment generation skills in them through meat processing.	Enhanced knowledge, increased awareness and employment generation	4		NA