

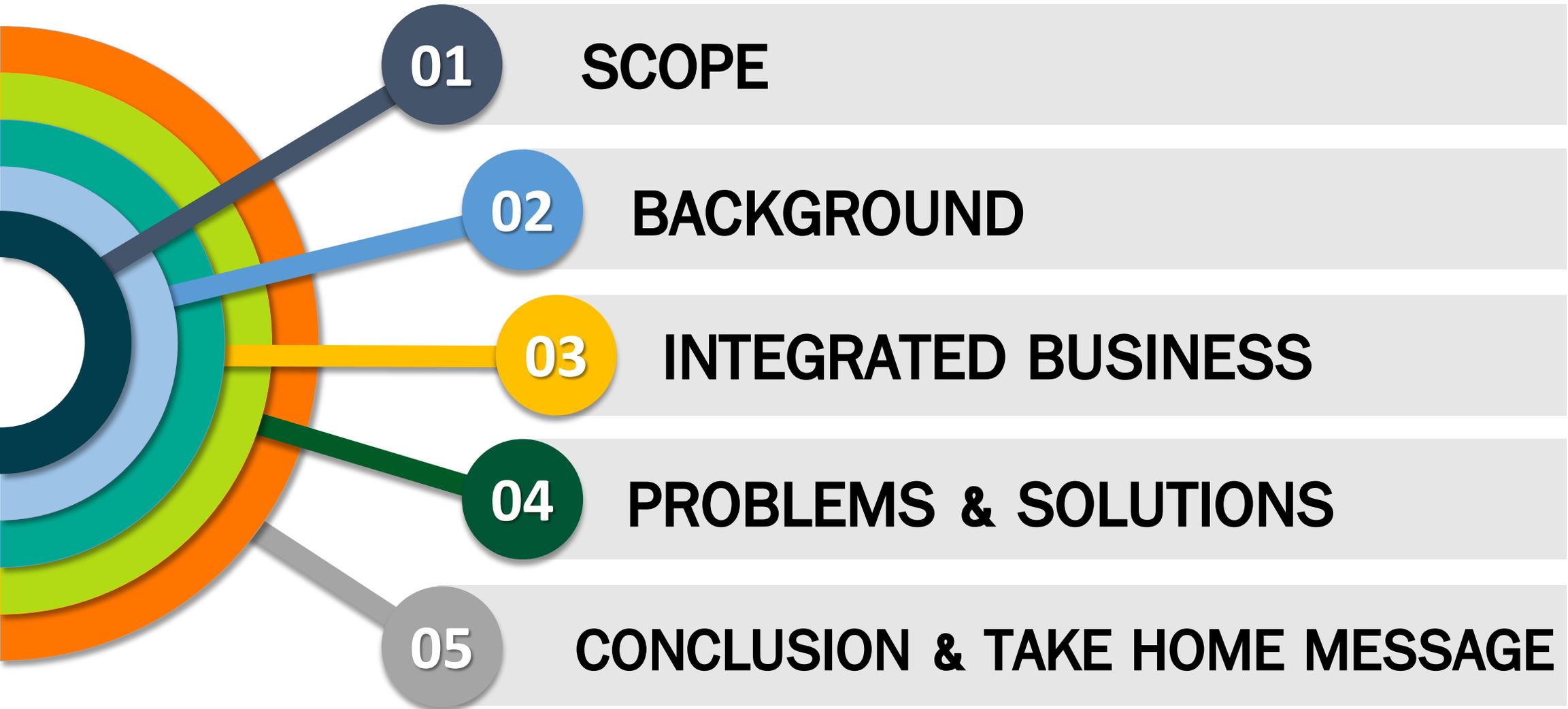


# Increasing Value for Shrimp Processing

Presenter: Dr. Rajkumar Singh  
17 July, 2020



# Agenda





# India Shrimp Culture Area

Potential Area : *170,000* Ha

Active Area : *87,000* Ha

## West India

- Species: Vannamei
- Share: **10%**

## South India

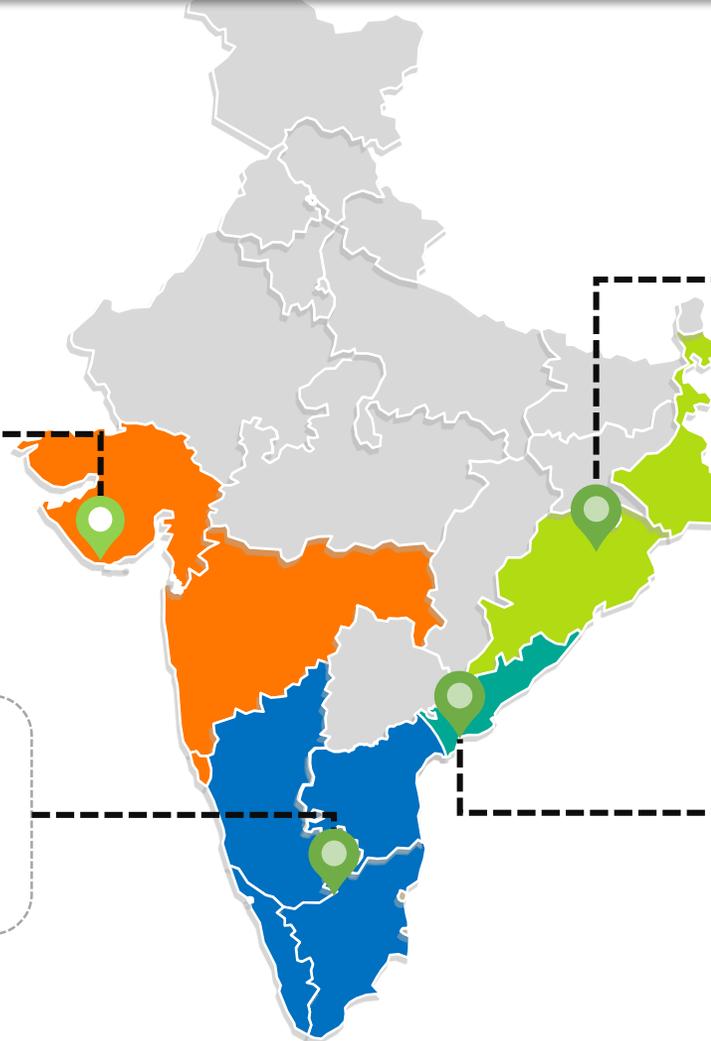
- Species: Vannamei
- Share: **32%**

## North India

- Species: Monodon / Vannamei
- Share: **10%**

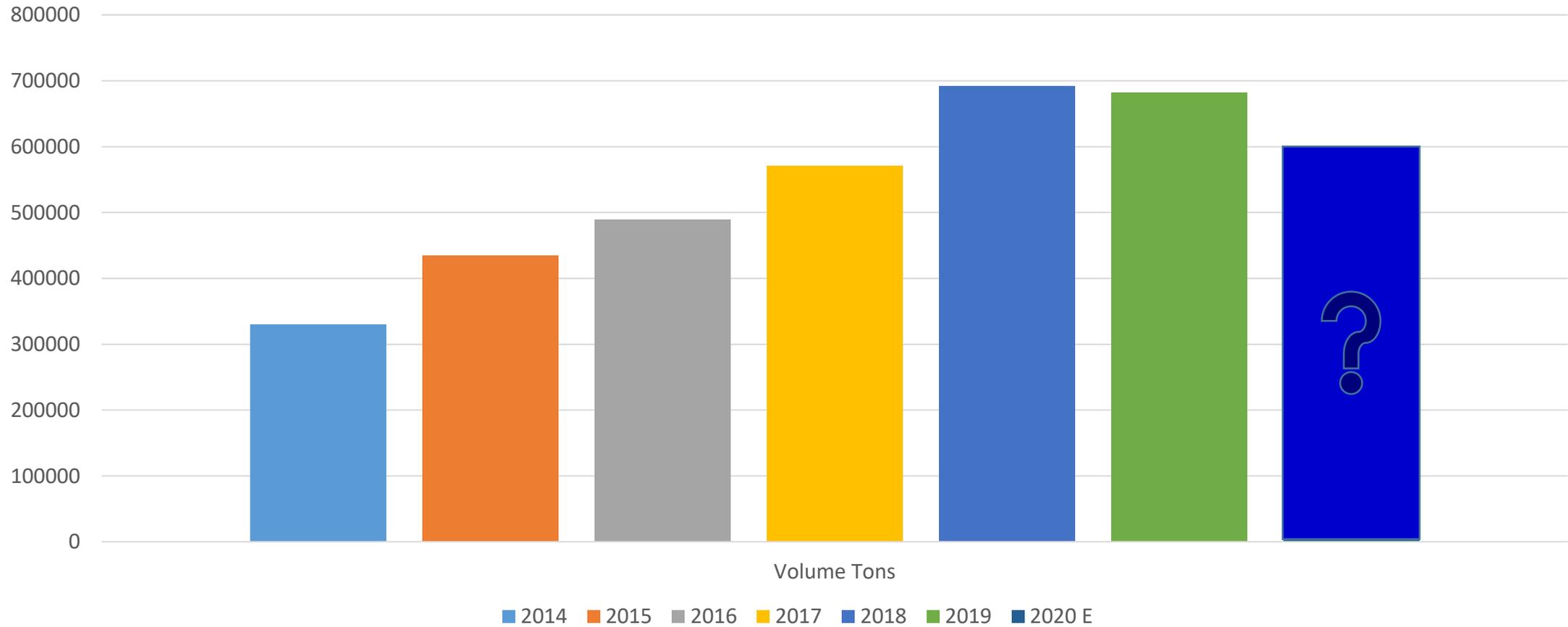
## East India

- Species: Vannamei
- Share: **48%**





# Production in India – the growth curve!



\* Source MPEDA



# **Opportunities for many** ( Source MPEDA)

- Farming : 170000 ha ( 75000 farm units)
- Hatchery Units : > 460 units ( 40 bil capacity)
- Processing Plants : > 615 units
- Feed Mills : > 33 units ( 2.1 mil tons)

**Allied Industries**

**Traders**

**Indirect contributors**



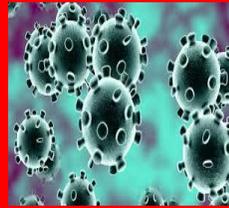
# Background



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**01**

**Emerging Disease**  
EHP, WSSV, EMS, SHIV?!!



**02**

**Sustainability**  
Unhealthy Model

**Value Differentiation**  
Right Culture Model to  
improve Success

**04**



**03**

**Food Safety & Traceability**  
Product Quality & Quantity



# The way ahead .....

- The stagnation in production is **a glitch** which needs a reliable way out.
- CPF a leading company in aquaculture is a **solution provider**
- Our expertise in the field and world wide inputs has helped in developing **safe and sustainable** farming system

**3 best principle – Solution, Quality and Service**



# Integrated Shrimp Business

## FEED

World leader in aquaculture

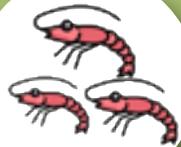


2

1

## HATCHERY

SPF Antibiotic free seed



## FARM

CPF Smart Farm

3



4

## PROCESSING

Food Safety & Traceability



## Some of the issues to be addresses

- Seed quality and quantity
- Stocking methods
- Estimating survivals and adjusting feeding ration
- Preventing problem by clean condition – water, bottom, seed
- Eco-friendly practices – reuse water/ material, avoid / minimize pollution
- Effluent management – Batch stocking, sediment / sludge pond
- Maximize utilization – material / manpower / market

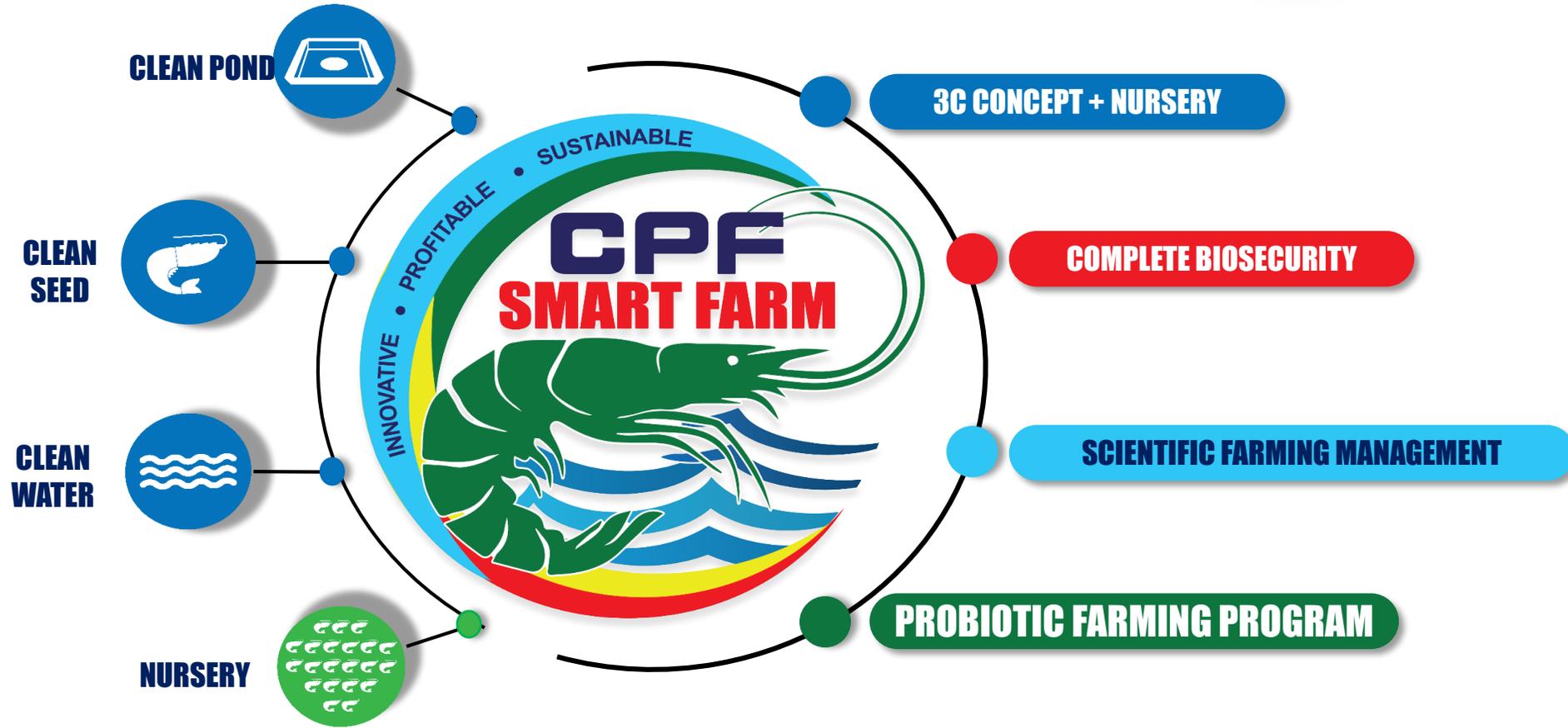




# CPF Smart Farm Concept



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# Saving the Environment

## Q PASS Tank



Good quality seed

Save transport cost

Save labor cost

Reduce Stocking time



Eco Friendly



## Save packaging cost





# Nursery Model

STEP 1

**Nursery**



Days:25-30  
Pond Size:150-2000 MT  
Density: 0.5 to 2 pcs/Lit.

**Pullet**



Shifting Size:  
0.3 to 3.0 g

STEP 2

**Grow-out**



Days:60-65  
Pond Size:0.4-1.0 Ha.  
Density: 40-60 pcs/m2

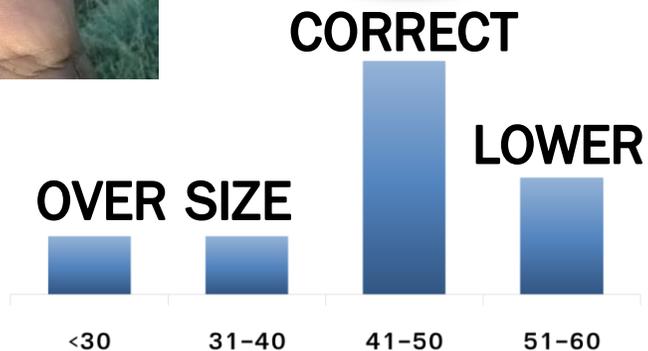
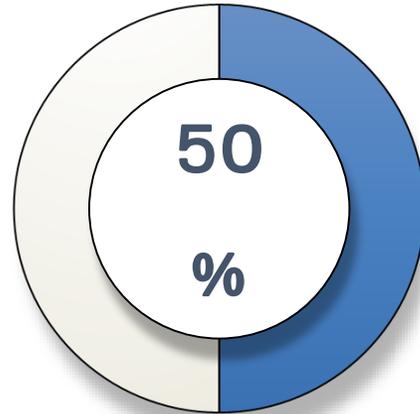
**Harvest Size**



Harvest Size:  
50C,40C,30C

# Problem and Solution

## 01 SIZE VARIATION



✓ Nursery system



✓ Testing & segregation

# Problem and Solution

## 02 HARVEST



**Open harvest**

## Better meat quality



✓ **Large ice cubes**

# Export Market

- **Spread the basket of exports**
  - USA - 43%
  - China - 23%
- **Move to next level of VA**
  - PD / PDTO / EzPL
  - Cooked / Breaded ?
- **Live harvest**
  - Infrastructure ?
- **Retail Sector**
  - Skilled labour
  - Harvest / Post Harvest technology

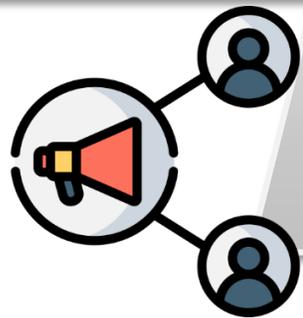
## New Product



## Shrimp Burger



# Domestic Market



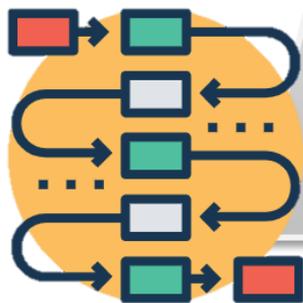
**Perception**

01



**Feedback**

02



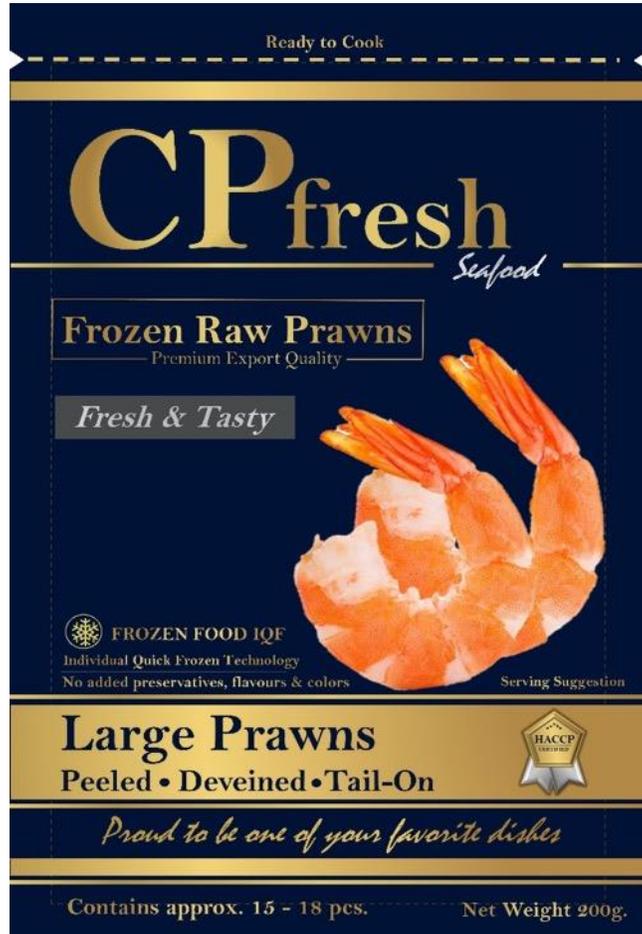
**Domestic Sales**

03





# Domestic Market



## Palatable for Indians



## Shrimp Popcorn



# Conclusion

- **Certification** and regular **auditing** will be the norm.
- **Consumerism** will demand higher levels of compliance especially for **Food Safety and Traceability**.
- Demand and supply will be the deciding factor for price, but **geo-political** issues will influence the trade.
- To mitigate the **shocks of price fluctuation** greater effort is needed to develop the **Domestic markets**.
- Lowering the **cost of production** by improving the **efficiency** of farm operation is the key.



# Take Home Message

- There has to be a holistic approach involving all the 4 branches in order to have great value for the final product
  - Good seed genetics
  - Excellent probiotic farm management
  - Quality feed and inputs
  - Timely post harvest management
- The quality issue – consistency, looks and branding





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THANK YOU ...