



There is a huge gap in the potential market and the exploited market of cattle feed industry. As a matter of fact, India's 91M tonnes of milk production implies that a potential market for cattle feed is approximately 45M tonnes; but however the market for compound cattle feed is around 5.5M tones only. The reason behind it are 1) the majority of the cattle are fed through grazing and 2) Lone villagers/farmers do not have an access to the compound feed. The critical need of the cattle feed sector is to cross the borders of established dairies & cooperatives and reach out to the common cattle owners and farmers. It has been reported that the India's milk production would double if its cattle are adequately fed. There is a dire need to make the villagers aware of the benefits of nutritive feed over the grass & fodder for the proper development and milk yield of cattle.

Cattle-Mettle is a research based feed development venture aimed at providing a low cost cattle feed to our untouched rural communities. The collection pattern would generate livelihood by the formation of women SHGs while its distribution pattern makes possible to reach the distant cattle owners and help them increasing the milk yield.

It is focused on the development of low cost cattle feed formulation that comprises of weed plants which have been rendered useless. Initially we intend to roll out using "Mesquite" known as "Babul" as the main constituent of feed which has become a nuisance across the geographies with its ever increasing number. Being a xerotolerant, it does not require water for its propagation and thus has grown ubiquitously; but has great nutritive values and is even consumed by people in many countries.

Apart from the novel composition, venture's unique collection and distribution strategies make us unique from the existing cattle feed producers. Women SHGs would be formed in the villages having high density of Babul to collect its pods and in turn, would be paid accordingly. The distribution channel would target the village samitis and dairies especially with a focus on breaking the rural barrier to reach lone cattle owners. The initial formulations have indicated a reduction in price by a rupee per KG when compared to the feeds available in the market. The trials have witnessed a 20-25% increase in the production of milk which adds to the income of a common cattle owner.

Our expansion plans are to conduct further research in alternative crops which would enable us to tap the resources in almost all the geographies in the country and to leap into low cost allied dairy services like animal health, artificial insemination, and so on to build a strong cattle industry in the country.

Team:

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We are a team of multifaceted people having a vast experience in the field of animal and cattle feed. Our team members have also been the recipient of the World Bank project on "Value Added Products from P. Juliflora" under NAIP, ICAR. We hold extensive knowledge of agro forestry, feed formulations, plant setup & management

and community associations which would smoothen the process of planning & execution of the venture – CATTLE
METTLE.

