



Omega-3 Enriched Feed Mix & Omega-3 Chicken

Technology Description

The technology entail not only the development of innovative omega-3 enriched feed mix (EFM) resourcing omega-3 fatty acid from linseed for the production of omega-3 chicken, but also includes the regulation and monitoring of feeding quantity of feed and schedules of supplementation to optimize omega-3 incorporation of minimum of 300mg omega-3 per 200g (one serving) in breast and thigh, the edible portion of the chick.

Name Of institute:
Center for Innovation in Nutrition Health Disease
Stage of development:
Ready for commercialization
Patent status: Applied

Scientific Experts:
Prof. Mahabaleshwar Hegde

Background

Consumer: Omega-3 fatty acids are endangered nutrients. Modern diet is very deficient in this vital nutrient.

Linseed growing farmers: At the start of the project farmer used to get only Rs 25 or less per Kg. Now with the development of omega-3 oil technology farmer now gets Rs 50 or more per KG. Besides with the introduction of high yielding disease resistant varieties the productivity of the farmer has increased 3-4 times. His income has

Benefits / Utility

Potential Users: To the potential users the technology ensures better health. Potential Takers: To the potential takers, the technology provides new indigenously developed unique omega-3 chicken.

Country Context

Indian

Scalability

So far we have conducted six trials in various locations both in lab and under field conditions and we have firmly established its replicability and reproducibility. The technology is scalable to any level and equally operable in rural setting on a small scale.

Business and Commercial Potential

There is immense potential for growth of broiler industry in the country. The export market is also huge as we are one of the cheapest producers of poultry products. Although with regard to chicken meat production India is among the top 5 countries in the world, per capita availability is only 2.4 Kg, far lower than in the US and Europe. Just to meet the protein requirement ideally we need to raise per capita consumption to 11.4 according to NIN. Introduction of a healthier omega-3 chicken, can be an impetus to reach this level of consumption of chicken.

Although broiler meat annual production now standing at some 2.3 million metric tons, the demand is outstripping the industry's ability to supply, meaning that there is a need for expansion and greater

Potential investors to this technical innovation

Poultry farms with marketing backup Rural farmers



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Target Market / Customer

Including any export potential

Social impact of the technology

§ This is a pioneering effort of BVU, It is a profitable, commercially viable proposition § The EFM has 2 months shelf life stability, to support commercial viability § Can boost broiler Industry in India, Can generate lots of employment § Can revive Linseed agriculture to its hey days § EFM in the feed improves chick health, reducing morbidity and mortality adding to profit § Can be an instrument for poverty alleviation in rural setting § Omega 3 chicken would boost consumer health § Would have a major role in "Bring Back Omega-3 Fatty acids

