

# HOW INDIA MANAGED CAGE FREE LOBBYISTS

SURESH CHITTURI  
MD – SRINIVASA FARMS  
PRESIDENT - IEC

Started in 2016 when petition  
was filed in High court of Delhi

Union of India after consulting  
all the stakeholders, gave a  
strong response to the petition

Ministry of Animal Husbandry  
came up with the rules to be  
followed, 2023

# HSN1

RIGHT TO HEALTH

BAREN BATTERY CAGES

INHUMANE

CRUELTY

SALMONELLA

INTENSIVE

Petition

# HEALTH

GROWTH

EFFICIENCY

PRODUCTIVITY

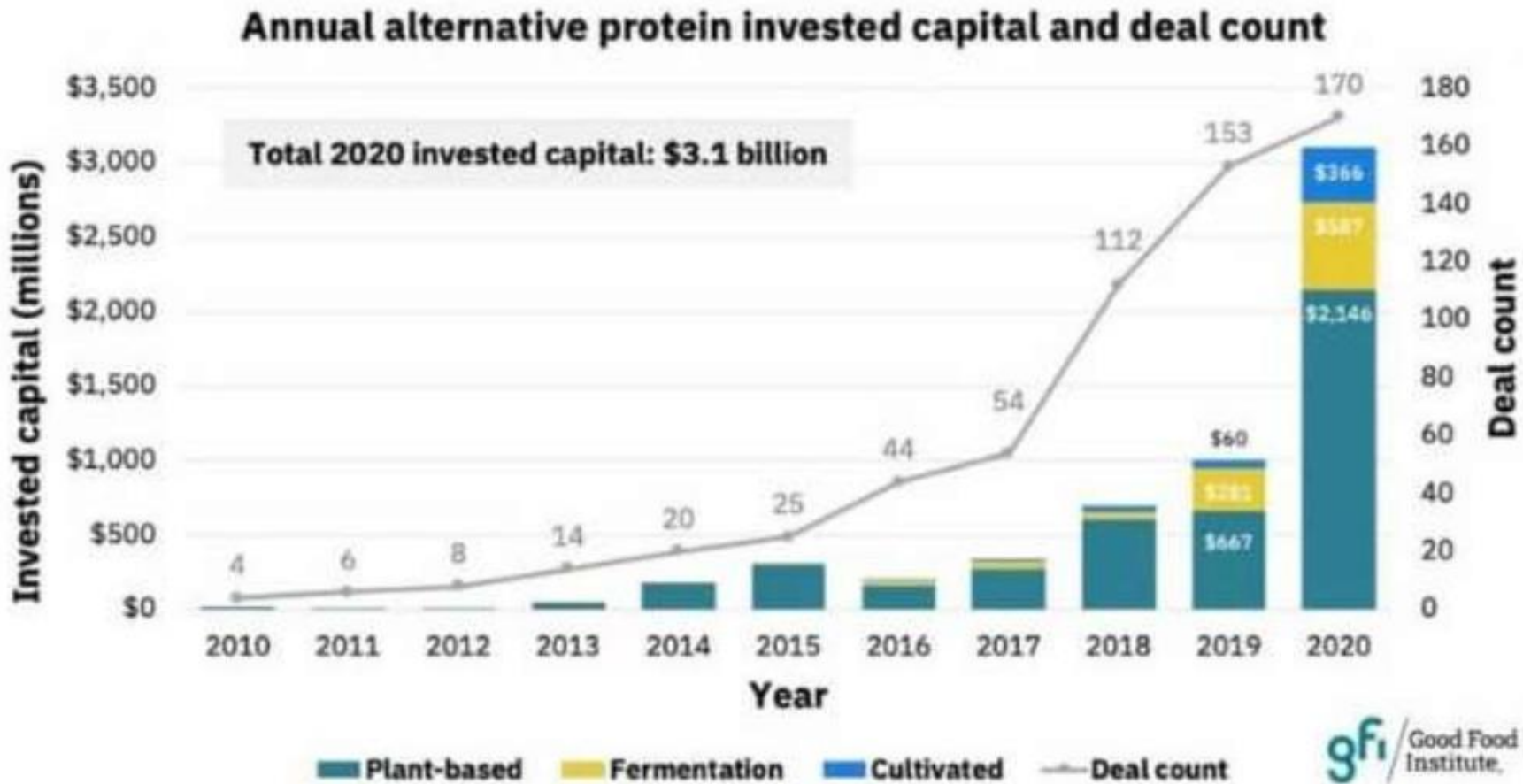
BIS GUIDELINES

CLEANER

LOW STRESS

Response

ACTIVISTS, MULTINATIONAL COMPANIES, NGO'S, AND FOOD INDUSTRY START-UPS ARE ATTACKING BUSINESSES THAT DEPEND ON ANIMAL PROTEIN, INCLUDING THE EGG INDUSTRY.



**THERE WAS A STRONG CAMPAIGN AT THE  
*UN FOOD SYSTEM SUMMIT (UNFSS)*  
TO HALVE LIVESTOCK PRODUCTION AND  
CONSUMPTION BY 2040.**

*“WE PLAN TO TAKE A DOUBLE-DIGIT PORTION OF THE BEEF MARKET WITHIN FIVE YEARS, AND THEN WE CAN PUSH THAT INDUSTRY, WHICH IS FRAGILE AND HAS LOW MARGINS INTO A DEATH SPIRAL. THEN WE CAN JUST POINT TO THE PORK INDUSTRY AND THE CHICKEN INDUSTRY AND SAY, “YOU’RE NEXT” AND THEY WILL GO BANKRUPT EVEN FASTER”*

**PATRICK O. BROWN, IMPOSSIBLE BURGER CEO**

**WHY  
THESE  
ATTACKS**





PROMOTERS OF A PLANT-BASED DIET CITE ANIMAL CRUELTY, EXCESSIVE CONSUMPTION OF RESOURCES, AND ENVIRONMENTAL POLLUTION AS REASONS FOR CHANGE, **BUT THESE DON'T APPLY TO THE EGG INDUSTRY.**

# New Crop - the vegan venture fund fighting for animal rights

A collective of animal welfare activists are gaining ground with an investment fund that supports businesses developing alternatives to meat, cheese and other animal products

- [Impossible foods: how startups are changing what we eat - in pictures](#)

Source: The Guardian

We would not be putting many millions of dollars into it if we didn't see it as lucrative opportunity – Cooney (an Investor)

It needs to be asked how much of this dynamic can be explained by genuine ethical, environmental, or health concerns, and how much by electoral or market opportunities and belief systems?????

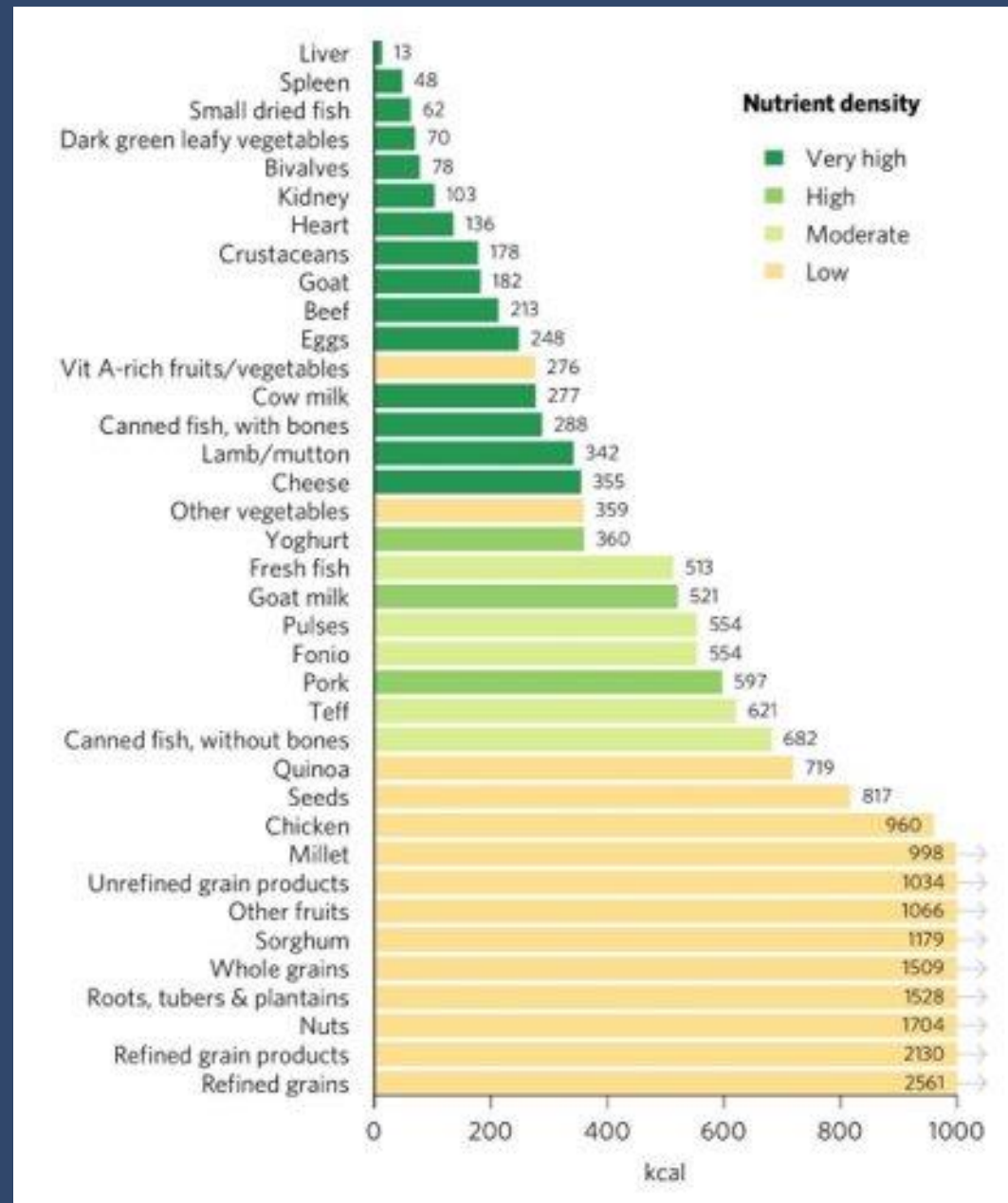


**LET'S CONSIDER WHAT THE SCIENCE SAYS:  
BEWARE OF ANEMIA AND IMMUNOLOGICAL  
SYSTEM ISSUES IF YOU QUIT EATING EGGS  
(OR ALL ANIMAL PROTEIN)!**

***FAO:***

If consumed as part of an appropriate diet, animal source foods can help with meeting the nutrition targets endorsed by the World Health Assembly and Sustainable Development Goals (SDGs) related to reducing stunting, wasting among children under five years of age, low birthweight, anaemia in women of reproductive age, and obesity and non-communicable diseases (NCDs) in adults.

“EGGS ARE ONE OF THE MOST NUTRIENT DENSE NATURAL FOOD SOURCES AVAILABLE TO HUMANKIND, WITH UNIQUE HEALTH BENEFITS FOR ALL STAGES OF LIFE, INCLUDING BEING A GOOD SOURCE OF MANY UNDER-CONSUMED ESSENTIAL NUTRIENTS SUCH AS CHOLINE, VITAMIN D, VITAMIN B12 AND IRON.”



THINKING OF ALL OF THE ABOVE, ITS  
STORY, ITS PRESENT, AND ITS  
FUTURE,  
IT IS OUR TURN TO SPEAK UP AND  
REMIND THE WORLD THAT

**THE EGGS ARE  
IRREPLACEABLE**

**IN THE WAY EGGS  
BIND TOGETHER  
INGREDIENTS,**

**WE AS AN INDUSTRY ARE  
INSPIRED TO BIND TOGETHER  
TO CREATE A BRIGHT FUTURE.**



**International Egg Commission**





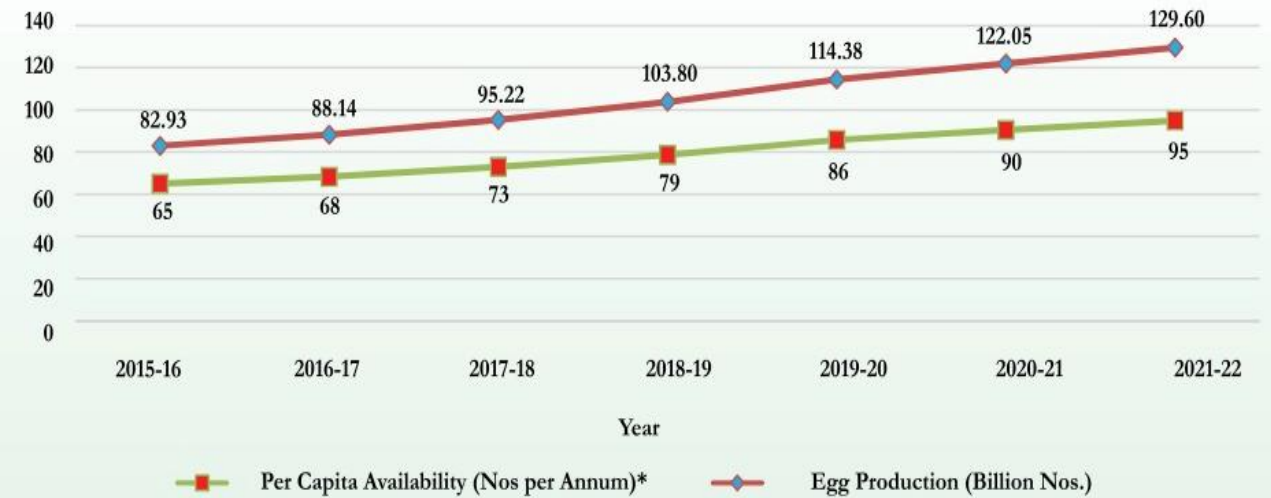
WE NEED TO HIGHLIGHT THE EGG'S  
REPUTATION AND SPREAD THE WORD  
ABOUT ITS EXTRAORDINARY BENEFITS,  
FOCUSING ON AN EQUALLY  
EXTRAORDINARY GOAL: TO PROMOTE  
THE CONSUMPTION OF  
**ONE EGG PER  
PERSON EVERY DAY.**  
365 EGGS PER PERSON EVERY  
YEAR.

# INDIA'S POULTRY SECTOR CONTRIBUTION IS SIGNIFICANT

ANNUAL GROWTH OF POULTRY IS AROUND 6-8% PER ANNUM AS AGAINST 1.5 TO 2 PERCENT GROWTH OF AGRICULTURE CROPS

PROVIDES EMPLOYMENT TO OVER SIX MILLION PEOPLE IN THE COUNTRY

GRAPH 2.10 : PRODUCTION & PER CAPITA AVAILABILITY OF EGG (ALL INDIA)



\*Based on Projected Population according to Population Census-2011

*PRODUCTION AND PER CAPITA EGG AVAILABILITY INCREASED SIGNIFICANTLY*

Thank You