

UNIT-9

CONTEMPORARY ISSUES IN LIVESTOCK ENTERPRISES

Gender and animal husbandry- definition, difference between gender and sex, role of women in animal husbandry, gender sensitization, importance of gender sensitization in animal husbandry, need for gender analysis, gender budgeting and mainstreaming. Salient features of recent livestock census, livestock insurance scheme, national livestock mission. Sustainability- concept of sustainability of livestock production system (social, environmental and economic challenges faced). Introduction to environmental consequences of livestock rearing. Animal welfare: Introduction to animal welfare, ethics and rights. Importance of animal welfare in the contemporary society. Expectations from veterinary professionals.

Gender Considerations in Veterinary Practice

Introduction

- FAO (1998) defined gender as the relation between men and women, both perceptual and material. Gender is not determined biologically as a result of sexual characteristics of either women or men, but it is constructed socially. It is a central organizing principle of societies, and often governs the processes of production and reproduction, consumption and distribution. Gender roles are considered as the social definition of women and men in a society. So, these roles can vary among different societies with regard to religious, culture, classes, values and beliefs. Gender relations are the ways in which a society defines rights, responsibilities, and the identities of men and women in relation to one another.
- International Funding for Agricultural Development (IFAD) defined gender as: "the socio-economic and evolving roles and functions of men and women as they relate to and complement each other within a specific socio-cultural and economic context". Despite such a definition, gender is often misunderstood as being the promotion of women only. However, gender issues focus not only on women, but on the relationship between men and women, their roles, access to and control over resources, and division of labor and needs. Gender relations determine household security, well-being of the family, planning, production and many other aspects of life.
- Concerning livestock development, there is a high level of agreement in the literature that socio-economic and institutional frameworks play an important role in determining who does what, and who gets what. Social and cultural norms dictate the division of labour and control over assets. Policy and institutional structures often restrict existing sources of support to women, particularly credit. Values, norms and moral codes embedded in culture and tradition have very strong influence on gender issues as they determine attitudes and the organizational set-up of the whole community system.
- Failure to take into consideration gender relationships leads to unsuccessful livestock development activities, and the marginalization of the disadvantaged sector of society and a large part of the agricultural workforce. Thus, understanding gender relationships and adjusting methods and messages to them is crucial for full

participation by all sectors of the community in the development of the animal husbandry sector.

- The involvement of women in livestock production is a long-standing tradition all over the world. Livestock patterns differ widely among ecological zones, and socio-political systems. According to Niamir, 1994, Livestock production systems can be divided into four major categories as
 1. Nomads or transhumants,
 2. Agro pastoralist,
 3. intensive crops and livestock, and
 4. Peri-urban intensive systems.
- Majority of livestock raisers in India are agro pastoralists, deriving their incomes from both livestock and crop production. It is difficult to generalize about the typical role of women within a livestock production system, as it differs even on a regional basis.

Gender-Sensitive Budgets: or 'women's budgets,' refers to a variety of processes and tools, which attempt to assess the impact of government budgets, mainly at national level, on different groups of men and women, through recognising the ways in which gender relations underpin society and the economy. Gender or women's budget initiatives are not separate budgets for women. They include analysis of gender targeted allocations (e.g. special programs targeting women); they disaggregate by gender the impact of mainstream expenditures across all sectors and services; and they review equal opportunities policies and allocations within government services.

Gender Mainstreaming: Gender Mainstreaming refers to a process of assessing the implications for women and men of any planned action, including legislation, policies or programmes, in any area and at all levels. It is a strategy for making women's as well as men's concerns and experiences an integral dimension in the design, implementation, monitoring and evaluation of policies and programmes in all political, economic and social spheres, such that inequality between men and women is not perpetuated. The ultimate goal is to achieve gender equality

Gender mainstreaming is a process rather than a goal. Efforts to integrate gender into existing institutions of the mainstream have little value for their own sake. We mainstream gender concerns to achieve gender equality and improve the relevance of development agendas. Such an approach shows that the costs of women's marginalization and gender inequalities are born by all.

Gender Issues Regarding Ownership of Land

- Insecurity of women's land tenure is one of the most serious obstacles to increase productivity of agriculture and livestock and the income of rural women. Land tenure refers to a set of rights which a person or organization holds in order to own, have access to or use land. Tenure enables the holder to make management decisions on how land-based resources will be used for immediate needs and long-term sustainable investment (FAO, 1998).

- Historically, in most cultures, women's access to land involved right of use, but not ownership. Men due to their status within the family, in most societies they are the main owners of land.
- Private land is mainly transmitted from the father to the sons, and often daughters are only taken into consideration if no male successor is available. Security of land tenure is the key to having control over major decisions in agriculture and livestock production: what techniques to use, which products to sell and which to consume are examples thereof.

Gender Issues Regarding Ownership of Different Livestock Species

- Generally, men and women tend to own different animal species. In many societies, cattle and larger animals are usually owned by men, while smaller animals, such as goats and backyard poultry which are kept near the house, are more women's domain. However, ownership patterns of livestock are more complex and are strongly related to the livestock production system and to social and cultural factors.
- Ownership of larger animals is often related to ownership of the land. The distribution of ownership of animal species between men and women depends not only on the society considered, but also on the type of animals raised. The more settled a family is, the more the division of ownership or control over different animal species becomes important. Men tend to own mainly cows and camels, and women goats, sheep and poultry.

Control over the Income

- Another way to look at ownership patterns is in terms of management of income generated from livestock. The general trend seems to be that men are the ones who control the income generated. But there are also exceptions to this.
- In some parts of India women have learned to keep their own personal accounts and the pattern of income management in women-managed households is quite different from men. Generally, women's control over livestock resources tends to occur with widowhood and to increase with age.

Gender Issues Regarding Access to Capital and Knowledge

- As a general rule, men have easier access to government provided credit than women. Women are rarely considered creditworthy because they have no collateral. In addition, they are not used to frequent governmental or official institutions without their husbands consent and being accompanied.
- However, of late women have developed their small credit/loan systems (Self Help Groups). Credit funds and revolving savings of women's groups are common in many parts of Indian the recent times.
- The members of the group save a certain amount of money which is then granted to one of the women as a loan and the social control guarantees that loans are repaid. Other credit systems consist of loans for purchase of animals, processing of milk and milk products. Generally, these systems only function at the village level, often between neighbours, where social control can be assured.

Gender Issues Regarding Responsibilities and Division of Labour

- Patterns of gender division of labour are location-specific and change over time. Although the most typical pattern of gender division of labour is that women are responsible for animals kept at the homestead, there are many variations to this

pattern from non-involvement in livestock to the management and herding of large stock.

- If new livestock activities are introduced, it is mainly males who decide on whether or not to participate. The intra-household division of labour then depends on household labour availability, the number and type of livestock, economic development of the household and estimated income out of the new activity. But in fact, many decisions in a family are joint decisions, although they may not be formally recognised as such (not admitted by households and communities for socio-cultural reasons).
- Studies in India reported that women perform all the day to day activities related to caring, feeding, cleaning, health and production of livestock. These activities performed by women may appear to involve low skill levels, they are, however, most critical to the survival, health and production of the livestock. Activities performed by men are occasional in nature, involve less time, energy and labour and largely occur in the public domain, outside the confines of the household. These are activities such as vaccinations, deworming, grazing, purchase of fodder and medicines, and taking animals to the dispensary.
- Clearly these activities involve greater mobility, access to new technology and information, greater interaction with the market and the outside world. Despite this division of work, livestock production and management continues in India to be a household activity with flexible arrangements of work between women and men. Women's access to information and training in modern livestock management and dairying continues to be limited and even indirect, lowering their involvement and efficiency.
- With respect to children, gender-roles in most societies become internalized at a very young age - girls are socialized into performing roles traditionally performed by women and boys take on the roles considered appropriate for men. These internalized set of roles also influences attitudes and thinking and are carried later into life, which is why it is so difficult to change gender related issues (IFAD, 2000).

Difference between Sex and Gender

Sex	Gender
“Sex” is the term we use to refer to a person’s sexual anatomy (his or her sexual body parts). So if a doctor were to say that a girl is female in terms of her sex chromosomes, her sex organs, and hormonal make-up, the doctor is referring to the girl’s sex (her body).	“Gender” is the term we use to refer to how a person feels about himself as a boy/man or feels about herself as a girl/woman. Gender identity is the term for how a person self-identifies in terms of being a boy/man or girl/woman. When you say, “I’m a man,” you are stating your gender identity.

Changes in Work Ethics

Work ethics can be described as a set of values, which involves the right attitude, correct behavior, respect for others and effective communication. Essentially, work ethics regulate what an employee would do in different situations in office. It involves our morality and other values. Workers exhibiting good work ethics are considered

eligible for better positions and more responsibilities. Hence, it becomes important to be honest, responsible and dependable.

Good Work ethics are

1. **Honesty:** Any job assigned to an employee should be done with utmost honesty. It is psychologically proven that if a person doesn't follow good work ethics, his/her conscience will be disturbed.
2. **Dependability:** Those who are dependable are considered reliable as well. Hence, it is necessary to develop the quality of being a responsible person. This will, in turn, foster excellent results and set as a good example for others in the organisation.
3. **Efficiency:** Efficiency is vital for ones own growth as well as the betterment of the organisation in which one is working with. It is very easy to spot inefficient employees, who waste a lot of time and resources. However, efficiency is still a hallmark of good workers.
4. **Positive work habits:** Inculcate good working habits that will impress the people one is working with and ones superiors as well. Coming to work late, dressing inappropriately and shuffling jobs are considered as signs of not following good work ethics.
5. **Initiative:** To be successful in whatever one does, it is vital to take initiatives on ones part. Don't wait to be told what to do. Humility: humbleness and modesty are amongst the necessary elements of good work ethics.
6. **Positive attitude:** Maintaining a positive attitude at work is very important to accomplish ones tasks successfully. This is because ones colleagues get affected by his/her mannerism and respond accordingly.
7. **Teamwork:** The employee always remembers that he/she is part of the team, no matter what role he/she play in it. Do what is not only good for you, but also, beneficial for the team as a whole.

Salient Features of 19th Livestock Census

Total Livestock in 2007 and 2012- Highlights

1. The total livestock population consisting of Cattle, Buffalo, Sheep, Goat, Pig, Horses & Ponies, Mules, Donkeys, Camels, Mithun and Yak in the country is 512.05 million numbers in 2012. The total livestock population has decreased by about 3.33% over the previous census. Livestock population has increased substantially in Gujarat (15.36%), Uttar Pradesh (14.01%), Assam (10.77%), Punjab (9.57%) Bihar (8.56%) ; Sikkim (7.96%), Meghalaya (7.41%), and Chhattisgarh (4.34%). The total Bovine population (Cattle, Buffalo, Mithun and Yak) is 299.9 million numbers in 2012 which shows a decline of 1.57% over previous census. The number of milch animals (in-milk and dry) in cows and buffaloes has increased from 111.09 million to 118.59 million, an increase of 6.75%.
2. The number of animals in milk in cows and buffaloes has increased from 77.04 million to 80.52 million showing a growth of 4.51%. The Female Cattle (Cows) Population has increased by 6.52% over the previous census (2007) and the total number of female cattle in 2012 is 122.9 million numbers. The Female

Buffalo population has increased by 7.99% over the previous census and the total number of female buffalo is 92.5 million numbers in 2012.

3. The buffalo population has increased from 105.3 million to 108.7 million showing a growth of 3.19%. The exotic/crossbred milch cattle increased from 14.4 million to 19.42 million, giving rise to an increase of 34.78% whereas the indigenous milch cattle increased marginally from 48.04 million to 48.12 million, an increase of 0.17%. The milch buffaloes increased from 48.64 million to 51.05 million with an increase of 4.95% over previous census.
4. The total sheep in the country is 65.06 million numbers in 2012, declined by about 9.07% over census 2007. The Goat population has declined by 3.82% over the previous census and the total Goat in the country is 135.17 million numbers in 2012. The total pigs in the country have decreased by 7.54% over the previous census and the total pigs in the country are 10.29 million numbers in 2012. Horses & Ponies population has increased by 2.08% over the previous census and the total Horses & Ponies in the country is 0.62 million numbers in 2012.
5. The total poultry population in the country has increased by 12.39% over the previous census and the total poultry in the country is 729.2 million numbers in 2012. The total Mithun and Yak in the country has registered a growth rates of 12.98% and -7.64% respectively over the previous census and the Mithuns and Yaks in the country is 0.29 million and 0.07 million in numbers respectively.

Introduction- Livestock Insurance

- Livestock farming involves numerous risks – natural, social and human.
- The uncertainty of livestock yields as a result of death of animals is one of the basic risks that every farmer has to face.
- Risks are simply future issues that can be avoided or mitigated and risk is always a probability issue whereas uncertainty is the lack of complete certainty, that is, the existence of more than one possibility. The true outcome/state/result/value is not known.
- The individual farmer with limited resources is seldom able to face such risks, and this result in disastrous losses.
- Livestock insurance, exists in many countries as an institutional response to nature induced risk.
- The importance of risk mitigation cannot be overstated as far as Indian farmers are concerned.
 - In India, agriculture and allied activities such as animal husbandry continues to be the main source of livelihood for millions of households.
 - A large majority of producers are small farmers.
- Livestock for their feed depends on the fodder production which depends on the monsoon which has been uneven.
- Apart from this, there is widespread incidence of diseases, drought, floods and fluctuations in market prices of livestock products which makes it a risky venture.
 - A recent example is the incidence of Bird flu which resulted in a huge loss to the poultry industry.

- In this juncture, livestock insurance plays a vital role for maintaining the sustainability of the production.
- A concrete step for introducing crop insurance at the national level was taken only in October 1965 and livestock insurance was started after that in late 70's.

Present status of Livestock Insurance

For promotion of the livestock sector, it has been felt that along with providing more effective disease control and improvement of genetic quality of animals, a mechanism of assured protection to the farmers and cattle rearers needs to be devised against eventual losses of such animals.

In this direction, the Government has approved a new centrally sponsored scheme on Livestock Insurance.

A Centrally sponsored scheme of livestock insurance is being implemented in all the States with twin objectives: providing protection mechanism to the farmers and cattle rearers against any eventual loss of their animals due to death; and demonstrating the benefits of insuring livestock to the people.

The scheme, which was introduced in 100 selected districts on pilot basis during 2005-06, has now been extended to 300 selected districts covering all states. The scheme benefits farmers and cattle rearers having milch cattle and buffaloes.

In 2010-11, Rs. 20.12 crore has been released up to December 2010 and 20.63 lakh animals were insured from 2006-07 to 2009-10.

Types of Insurance in Livestock Sector

- Livestock insurance in India is a multi-agency programme.

General Insurance Corporation (GIC) along with its subsidiaries – United India Insurance Company Ltd., New India Assurance Company Ltd., Oriental Insurance Company Ltd., and National Insurance Company Ltd., is carrying out livestock insurance. The insurance market was liberalized only in the year 2000. After this, understanding the volume of business, private sector (BASIX-Royal Sundaram) have also entered into the market. The type of insurance, procedure, claim details, etc. are listed below.

1 Cattle Insurance

Under this insurance, animals are covered against death due to diseases or accident (including fire/lightning/famine/flood cyclone) surgical operation, strike, riot, civil commotions risk.

Generally there are three types in it:

- Cattle insurance,
- Foetus (Unborn Calf Insurance) and
- Calf heifer rearing insurance.

2 Sheep and Goat Insurance

- This scheme is also governed under Market Agreement.
- Policy provides indemnity to indigenous cross-bred and exotic sheep and goat against death due to accident (including fire, lightening, flood, cyclone, famine, strike, riot and civil commotion) and disease.
- Earthquake and landslide covers are also provided. Standard and common exclusions apply as per Cattle Policy.
- Animals are identified by means of small brass buttons ear tags.

- Animals under scheme category enjoy certain benefits in premium rate and claim procedure.
- Pig, Horse, Donkey, Yak, Mule insurance etc., are also available.

3 Poultry/Duck Insurance

- The cover is available to the poultry/duck farm owned by the farmers.
- Insurance covers all types of exotic and cross breed poultry birds and ducks against death due to accident (including fire, lightning, famine, riot and strike and civil commotion) or diseases as per Poultry Insurance Policy.

4 Animal Driven Cart Insurance

- This insurance covers carts, tongas and coaches drawn by buffaloes, bulls, bullocks, horse, mule, donkeys and camels and also the animals pulling it. T.P. liability and death, disablement of the driver as per Animal driven cart Insurance policy.

Cattle Insurance

The scheme covers the following animals, whether indigenous, exotic or cross-bred.

- Milch Cows and Buffaloes
- Calves / Heifers
- Stud Bulls
- Bullocks (Castrated Bulls) and Castrated Male Buffaloes
- Animals within a specified age group are accepted under the Standard Insurance Scheme.
- Sum insured under the policy will be the market value of the animal.
- Indemnity under the policy will be the sum insured or market value prior to illness whichever is less. The indemnity is limited to 75% of sum insured in case of a PTD claim.
- The basic premium rate per annum is 4% of the sum insured. Long term policies are also issued with long term discounts.
- The premium rates under the policy are concessional for covering animals under government subsidized schemes.
- Group discounts are also available.

Insurance Coverage

- The policy shall give indemnity for death due to.
 - Accident (due to fire, lightning, flood, inundation, storm, hurricane, earthquake, cyclone, tornado, tempest and famine).
 - Diseases contracted or occurring during the period of the policy.
 - Surgical Operations.
 - Riot and Strike.
- The policy can also be extended to cover PTD on payment of extra premium;
 - Permanent total disability which, in the case of milch cattle result in permanent and total incapacity to conceive or yield milk.
 - PTD which in the case of stud bulls results in permanent and total incapacity for breeding purpose.
 - In case of bullocks, calves / heifers and castrated male buffaloes results in permanent and total incapacity for the purpose of use mentioned in the proposal form.
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Documents to Effect Insurance Coverage

- Proposal form
- Veterinary health certificate from a qualified veterinarian giving the age, identification marks, health, and market value of the animal in the prescribed format.

Identification of Animal

- All insured animals should be suitably identified by natural identification marks and color should be clearly noted in the proposal form and Veterinarian's Report.
- Ear tags made of suitable material are applied to the ear of the animals and the code number is entered into the Veterinary Health Certificate.
- Photographs of animals may be insisted in case of high value animal.

Claim Procedure

- In the event of death of an animal, immediate intimation should be sent to the insurers and the following requirements should be furnished:
 - Duly completed claim form.
 - Death certificate obtained from qualified Veterinarian on Company's form.
 - Postmortem examination report if required by the Company.
 - Ear tag applied to the animal should be surrendered. The condition of 'No Tag- No claim' will be applied if the tag is not surrendered.
- Claim procedure for PTD claim
 - A certificate from the qualified veterinarian to be obtained.
 - The animal will be inspected by the company's Veterinary Officer also.
 - Complete chart of treatment, medicines used, receipts, etc. should be submitted.
 - Admissibility of claim will be considered after two months of Veterinary Doctor / Company Doctor's report.
 - The indemnity is limited to 75% of sum insured.

Sheep and Goat Insurance

Highlights

All indigenous, crossbred and exotic sheep and goat will be covered under the Scheme.

Scope

- The policy provides indemnity against death of sheep and goats due to accident including fire, lightning, flood, cyclone, famine, earthquake, landslide, strike, riot or diseases contracted or occurring during the period of insurance.

Sum Insured

- The market value of sheep and goats varies from breed to breed, from area to area and from time to time.
- The examining veterinarian's recommendations is considered as the proper guide for acceptance of insurance as well as for settlement of claims.
- Sum insured will not exceed 100% of market value.

Claim Procedure

- In the event of death, immediate intimation should be given to the Company and the Insured should furnish the following documents and required information.
- Duly completed claim form.

- Death certificate from a veterinarian on Company's form
- Post-mortem examination report, if required by the Company.
- Ear tag wherever applicable.

Poultry Insurance

Highlights

- This is a comprehensive insurance scheme applicable to poultry farms consisting of layer birds, broiler birds and parent stock (Hatchery) which are exotic and crossbred.
- All birds in a farm should be covered. After issuing policy, if additional birds are introduced in the farm, immediate notice to be given to insurer otherwise claim will be repudiated.
- The scheme is applicable to poultry farms consisting of minimum number of birds as specified.

The scheme is available for insuring birds in the following age groups

Broilers	1 day to 8 weeks 1 day to 6 weeks
Layers	1 day to 20 weeks 21 weeks to 72 weeks 1 day to 72 weeks
Hatchery Birds (Parent Stock)	1 day to 72 weeks

- The premium rates are applicable on per cent basis which are applicable to the peak value of birds in the applicable categories.
- The sum insured is the peak value and for broilers it is Rs 45 and for layers Rs 75. There is a week wise valuation table in-built in the policy which is applied for calculating indemnity. In case of parent ,stock the same is negotiable.
- The policy is characterized by excess and final indemnity is restricted to 80% (60% in case of Gumboro).
- The scheme is characterized by No claim discounts as well as good feature discount.

Insurance Coverage

- The policy shall provide indemnity against death of birds due to accident (including fire, lightning, flood, cyclone, storm, tempest, earthquake, strike, riot, act of terrorism) or diseases contracted or occurring during the period of insurance subject to the exclusions.

How to Effect Insurance

- Proposal form.
- Veterinary Health Certificate from a qualified veterinarian.
- All birds in the farm should be covered. Farm should follow standard package of practices, vaccination schedule, deworming and debeaking.
- Farm should maintain essential records as per insurers specifications.

Claim Procedure

In the event of death of birds, immediate intimation should be given to the Company and the Insurer should be supplied with the following documents and required information:

- Duly filled in claim form.
- Vet. P.M. Report for sample birds.
- Daily records of mortality, feeding, etc.
- Purchase invoices for the birds.
- Any other point to substantiate the loss like photographs, medical bills, etc. as and when required.
- In case of alarming death/outbreak of epidemic nature, immediate notice within 12 hours should be given to the Company and all birds should be segregated and produced to the representative of the Company or to any person authorised by the Company for inspection.
- Daily mortality details should be sent to the Company on weekly basis failing which report will be treated as nil for that particular week.
- Delay in reporting of the claim should be avoided and if there is delay for more than three days the claim would be treated as non-standard.
- In case of doubtful claims/ farms for which claim ratio is adverse, Technical Report from an expert may be insisted for settlement of claim.

National livestock mission

The National Livestock Mission (NLM) has commenced from 2014-15. The Mission is designed to cover all the activities required to ensure quantitative and qualitative improvement in livestock production systems and capacity building of all stakeholders. The Mission will cover everything germane to improvement of livestock productivity and support projects and initiatives required for that purpose subject. This Mission is formulated with the objective of sustainable development of livestock sector, focusing on improving availability of quality feed and fodder. NLM is implemented in all States including Sikkim.

Introduction

The National Livestock Mission (NLM) has been formulated by subsuming and modifying 7 Centrally Sponsored and 7 Central Sector Schemes of Government of India, given under Schemes

Name of the Central Sector Schemes

- 1 Central Fodder Development Organisations
- 2 Central Sheep Breeding Farm
- 3 Central Poultry Development Organisations
- 4 Integrated Development of Small Ruminants and Rabbits
- 5 Piggery Development
- 6 Poultry Venture Capital Fund
- 7 Salvaging and rearing of male buffalo calves

Name of the Centrally sponsored Scheme

- 1 Centrally Sponsored Fodder and Feed Development Scheme
- 2 Conservation of Threatened Breeds of Livestock

3 Poultry Development

4 Utilisation of Fallen Animals

5 Livestock Insurance

6 Establishment / modernization of Rural Slaughterhouses, including mobile slaughter Plants 7 Livestock extension and delivery services

The NLM will be implemented throughout India in accordance with guidelines described hereunder. -

Mission Objectives

The NLM intends to achieve the following objectives:

1. Sustainable growth and development of livestock sector, including poultry
2. Increasing availability of fodder and feed to substantially reduce the demand – supply gap through measures which include more area coverage under quality fodder seeds, technology promotion, extension, post-harvest management and processing in consonance with diverse agro-climatic condition.
3. Accelerating production of quality fodder and fodder seeds through effective seed production chain (Nucleus-Breeder-Foundation-Certified- Truthfully labelled, etc.) with active involvement of farmers and in collaboration with the dairy / farmers cooperatives, seed corporations, and private sector enterprises.
4. Establishing convergence and synergy among ongoing Plan programmes and stakeholders for sustainable livestock development.
5. Promoting applied research in prioritized areas of concern in animal nutrition and livestock production.
6. Capacity building of state functionaries and livestock owners through strengthened extension machinery to provide quality extension service to farmers.
7. Promoting skill based training and dissemination of technologies for reducing cost of production, and improving production of livestock sector
8. Promoting initiatives for conservation and genetic upgradation of indigenous breeds of livestock (except bovines which are being covered under another scheme of the Ministry) in collaboration with farmers / farmers" groups / cooperatives, etc.
9. Encouraging formation of groups of farmers and cooperatives / producers" companies of small and marginal farmers / livestock owners.
10. Promoting innovative pilot projects and mainstreaming of successful pilots relating to livestock sector.
11. Providing infrastructure and linkage for marketing, processing and value addition, as forward linkage for the farmer"s enterprises.
12. Promoting risk management measures including livestock insurance for farmers.
13. Promoting activities to control and prevent animal diseases, environmental pollution, promoting efforts towards food safety and quality, and supply of quality hides and skins through timely recovery of carcasses.
14. Encouraging community participation on sustainable practices related to animal husbandry, involvement of community in breed conservation and creation of resource map for the states.

Mission Design

The Mission is designed to cover all the activities required to ensure quantitative and qualitative improvement in livestock production systems and capacity building of all

stakeholder. The Mission will cover everything germane to improvement of livestock productivity and support projects and initiatives required for that purpose subject to condition that such initiatives which cannot be funded under other Centrally Sponsored Schemes under the Department.

The mission is organised into the following four Sub-Missions:

1 Sub-Mission on Livestock Development

The sub-mission on Livestock Development includes activities to address the concerns for overall development of livestock species including poultry, other than cattle and buffalo, with a holistic approach. Risk Management component of the sub-mission will, however, also cover cattle and buffalo along with other major and minor livestock.

2 Sub-Mission on Pig Development in North-Eastern Region

There has been persistent demand from the North Eastern States seeking support for all round development of pigs in the region. Therefore, pig development in the North Eastern Region is being taken up as a sub- mission of NLM. The sub-mission will strive to forge synergies of research and development organizations through appropriate interventions, as may be required for holistic development of pigs in the North Eastern Region including genetic improvement, health cover and post harvest operations.

3 Sub-Mission on Feed and Fodder Development

The Sub-Mission is designed to address the problems of scarcity of animal feed and fodder resources, to give a push to the livestock sector making it a competitive enterprise for India, and also to harness its export potential. The sub-mission will especially focus on increasing both production and productivity of fodder and feed through adoption of improved and appropriate technologies best suited to specific agro-climatic region in both arable and non-arable areas. -

4 Sub-Mission on Skill Development, Technology Transfer and Extension

The extension machinery at field level for livestock activities is not adequately strengthened. As a result, farmers are not able to adopt the technologies developed by research institutions. The adoption of new technologies and practices requires linkages between stakeholders. The sub-mission will provide a platform to develop, adopt or adapt the technologies including frontline field demonstrations in collaboration with farmers, researchers and extension workers, etc. wherever it is not possible to achieve this through existing arrangements.

Sustainable Livestock Production

Introduction

- Livestock play a vital role in rural economy.
- The combination of livestock and crop farming enables complementarity through productive utilisation of farm by-products and conservation of soil fertility, thus increasing rural farm income.
- Apart from providing food products like milk, egg and meat, livestock sector generates productive employment and valuable supplementary income to the vast majority of rural households, majority of whom are small and marginal farmers and landless labourers.

- Growing human population, increasing urbanisation, rising domestic incomes and changing lifestyles in the country have led to increasing demand for livestock products.
- Livestock like cattle (bulls and cows), buffaloes, sheep and goat are an integral part of India's socio-economic life. Animal husbandry is a part of agricultural economy. It directly supports about five per cent (20 million) of our population. India has two per cent of the geographical area and accounts for 15 per cent of livestock population (400 million). Cows and buffaloes comprise 56.5 per cent of world population. India ranks first, second, third and fifth in buffalo, cattle and goat, sheep and poultry population in the world, respectively (Economic Survey of India, 2008-09).
- It has been estimated in official reports that capacity of land to support grazing is 31 million, whereas the population, which grazes, is 90 to 100 million. It has also been calculated that fodder required for total population is 1800 million tons (MT) per annum whereas the total fodder available is 900 MT.
- For sustainable rural livelihood, resource poor farmers have to overcome technical, economic and social constraints to take benefit of increasing demand of livestock products and compete with commercial producers. There are indications that this can be done in developing countries by complete understanding of the different production systems evolved over a period of time and introduction of improved and appropriate technologies eliminating the constrained faced by the farmers.

Importance of Livestock

- Livestock sector employs over 11 million rural poor and women in principal status and eight million in subsidiary status, which is about 5 per cent of total working force in the country. According to estimates of CSO (2009), the value of output from livestock and fisheries sector together was about Rs. 2, 82,779 crore during 2007-08, which is 31.6 per cent of the value of output from agricultural and allied sectors. The contribution of these factors in the total GDP during 2007-08 was 5.21 per cent.
- During 2009-10, the country produced 112.5 million tonnes of milk 59.8 billion eggs, 43.2 million kg of wool and 4.0 million tonnes of meat from the organized sector (Economic Survey of India, 2010-11).
- The livestock and fisheries sector contributed over 4.07 per cent to the total GDP during 2008-09, which is 29.7 per cent of the value of output from agricultural and allied sectors.
- The livestock sector is one of the fastest growing parts of the agricultural economy, the FAO report underlines. Globally, livestock contributes 15 percent of total food energy and 25 percent of dietary protein. Products from livestock provide essential micronutrients that are not easily obtained from other plant food products.

Livelihoods

Strong demand for animal food products offers significant opportunities for livestock to contribute to economic growth and poverty reduction. But many smallholders are facing several challenges in remaining competitive with larger, more

intensive production systems. FAO recommends that smallholders should be supported in taking advantage of the opportunities provided by an expanding livestock sector and in managing the risks associated with increasing competition.

Environment and Eco Jobs

There is a need to enhance the efficiency of natural-resource use in the livestock sector and to reduce the environmental footprint of livestock production. It has to be ensured that continued growth in livestock production does not create undue pressure on ecosystems, biodiversity, land and forest resources and water quality and does not contribute to global warming. Market-based policies, such as taxes and fees for natural-resource use or payments for environmental services, would encourage producers to ensure that livestock production is carried out in a sustainable way. Livestock can play an important role in both adapting to climate change and mitigating its effects on human welfare, FAO said. To realize the sector's potential to contribute to climate change mitigation and adaptation based on enhanced capacities to monitor, report and verify emissions from the livestock production new technologies will need to be developed.

A Eco/green job, also called a green-collar job is, according to the United Nations Environment Program "work in agricultural, manufacturing, research and development (R&D), administrative, and service activities that contribute(s) substantially to preserving or restoring environmental quality. Specifically, but not exclusively, this includes jobs that help to protect ecosystems and biodiversity; reduce energy, materials, and water consumption through high efficiency strategies; de-carbonize the economy; and minimize or altogether avoid generation of all forms of waste and pollution. In 2007 the United Nations Environment Program (UNEP), the International Labor Organisation (ILO), and the International Trade Union Confederation (ITUC) jointly launched the Green Jobs Initiative. The International Employers Organisation (IEO) joined the Initiative in 2008. Now, Corporate Social Responsibility (CSR) is also stressed in rejuvenating the environment and they are also contributing both qualitatively and quantitatively in improving the environment.

Sustainable livestock production strategies

- Proper management and nutrition are essential to the health and well being of domestic animals; particularly livestock species that are expected to maintain a high level of production while relying on livestock owners to meet all their physiological and behavioral needs. As livestock production becomes more intensified, the need to ensure that management and nutrition do not limit only to animal health or productivity increases. Best management practices have to be followed in biosecurity management of livestock and also in handling livestock manure.
- Management and nutrition are also central to the prevention and control of many infectious and noninfectious diseases besides high-level production performances. Although infectious diseases require the presence of a specific infectious organism(s), the mere presence of the causal microbe is not usually sufficient to assure that disease will develop. Other environmental and host

factors influence whether the infected animal develops clinical disease or has reduced productivity as a result of the infection.

- The most effective method of preventing infectious disease is to eradicate and exclude the organism(s) causing the disease. Often, this is impossible or impractical. It becomes necessary to control the infectious disease by minimizing circumstances that favor the spread of the infectious agent, mitigating the environmental circumstances that contribute to development of the disease in the presence of the infectious agent, and minimizing circumstances that increase the host's susceptibility.
- Proper nutritional management is essential to animal health and productivity and thereby reduce the uses of scarce resources which are essential for sustainability. Nutrition plays a significant role in influencing the animal's susceptibility to disease as well as in managing certain diseases . Rations/diets must be formulated to provide for the basic physiologic needs (Eg. energy, protein, fats, carbohydrates, vitamins, minerals) of the animal and to ensure optimal growth and productivity.
- Loss of biodiversity is the major threat to the global eco-system.
- Watershed management can partly take care of such ill-effects, which consists of conservation of soil, biomass and water resources, development of reclaimable areas, introduction of improved crop production practices, etc.

Sustainable production measures

Many different management practices can improve a livestock operation's production efficiency and reduce greenhouse gas emissions. Improved livestock management reduces atmospheric concentrations of carbon dioxide through the mechanism of soil carbon sequestration on grazing lands.

As plants grow, they remove carbon dioxide from the atmosphere. Even though grazing cattle harvest a large portion of the plant material, through good management residues accumulate and increase the amount of organic matter in the soil. Some of this organic matter will remain in the soil or plant root system for long periods of time instead of being released back into the atmosphere as carbon dioxide. Some of the most effective practices include

Improving grazing management

- Soil testing, followed by the addition of proper amendments and fertilizers
- Supplementing cattle diets with needed nutrients
- Developing a preventive herd health program
- Providing appropriate water sources and protecting water quality
- Improving genetics and reproductive efficiency

Livestock Waste Management

Livestock waste contains many microorganisms such as bacteria, viruses, and protozoa. Some of these microorganisms do not cause sickness in animals or humans. However, some others are pathogens, meaning they are capable of causing disease in animals and/or humans. Irrespective of the size of their farms, all livestock producers have an important role in limiting pathogen movement from their operation to the

environment. Waste management provide livestock producers to control pathogens in their production system. The Best Management Practices (BMPs) are pertaining to animal management and housing, dietary modifications, production management, land application of manure, and the chemical and biological treatment of stored manure.

Animal Husbandry and Green House Gases

The two major green house gases produced by animal husbandry are methane and nitrous oxide. Their concentrations have increased considerably over the past 120 years. In this period the atmospheric CH₄ concentration has more than doubled and the N₂O concentration has risen by more than 30 per cent. One source of CH₄ in animal husbandry is the fermentation of feed in the stomach of ruminants and non-ruminants. Due to their ability to digest cellulose, ruminants account for the greater share in the production of CH₄. Another source of CH₄ associated with animal husbandry is the decomposition of animal wastes. These mainly consist of organic material, which produces CH₄ when decomposed under anaerobic conditions. The source of nitrous oxide due to animal husbandry is the decomposition of animal wastes. Any further intensification of animal husbandry will increase the amount of animal waste, making a further increase in N₂O emissions likely.

Interventions for Sustainable Livestock Production

Policy instruments fall into three main groups: (a) price policies, (b) institutional policies, and (c) policies promoting technological change. Price policies are the responsibility of national governments, although they may be influenced by international agencies, such as customs unions, the World Bank or the WTO. However, national and local governments, private individuals or associations, development agencies and Non-Government Organizations introduce institutional and technological changes.

Price policies can be categorized into (i) trade policy, (ii) exchange rate policy, (iii) tax and subsidy policy, and (iv) direct interventions such as floor and fixed prices. Trade policy, from a developing country's perspective, should include continued pressure, through international fore such as the WTO, on developed countries to reduce tariffs and other barriers aimed at supporting their own producers. However, greater benefits might be achieved by reducing levels of protection for industrial sectors within the developing countries, as such protection raises input costs and effectively taxes agricultural producers. Taxes, subsidies and governments' direct market interventions have usually failed to bring lasting benefits. There remains a case for limited use of subsidies for disaster relief and to promote the use of new inputs, such as vaccines or drugs. Alternatively moderate taxes on livestock producers might be used to recover costs of providing public goods such as disease control or eradication programmes.

Policies for the promotion of appropriate institutions have a major impact on livestock development. The authors of a review of about 800 livestock development projects found that most had failed to bring about significant sustainable improvements in livelihoods of the poor.

Institutional development is also needed for the provision of credit, animal health services and genetic material. The introduction of new technology must be accompanied by the strengthening of the institutional framework required for its

implementation. The other key area, where institutional change is essential for the success of livestock development, is that of marketing, including transport, processing and selling. As marketing activities exhibit economies of scale, large commercial operations are most likely to be cost-effective. Unfortunately, in negotiating contracts with such companies, small-scale producers are in a weak position, lacking market power and information on patterns of supply, demand and prices. Thus in promoting institutional development, there is a need for dissemination of market information, and encouragement of co-operative group action and participation by small-scale producers to strengthen their bargaining position.

Technological change may be promoted by supporting research and development and the dissemination of information to farmers. Public funding for agricultural research, and particularly for livestock research, has declined over recent decades. Since much research output provides public goods it is unlikely to receive adequate funding from the private sector. The decline in public sector funding should therefore be reversed.

An appropriate institutional framework must be developed to integrate a farmer participatory systems approach with science-based adaptive and applied research, depending on collaboration between producers, and natural and social scientists. The national research organizations must take responsibility for research prioritization, ensuring that it is appropriate for relative resource availability, taking into account the needs of the poor, and coordinating donor assistance. To improve food security in a sustainable manner, developing countries will often require an investment in their agricultural research system at a level of 1 percent of the value of agricultural output over the short term and 2 percent in the long term.

Areas of research deserving attention include animal and veterinary public health measures, improvements in forage crops and utilization of crop by-products, and improvements in husbandry and management of production systems. Local breed improvement is a slow process and crossbreeding with, or adopting, exotic breeds generally more easily achieve increases in production. Technical research has to be complemented by socio-economic research into the institutional framework for the allocation of natural resources, credit, and labor hire, the delivery of inputs and the processing and marketing of livestock products. Research is needed to describe and analyze the strengths and weaknesses of existing institutions and to propose and test alternatives for improvement. In addition, socio-economists are needed to contribute to the research prioritization process, by assessing likely costs and benefits of proposed research projects.

Conclusions

- Human progress depends on the judicious utilization of animals and nature's resources in a balanced way.
- In sheer self-interest, proper animal care is a must.
- Massive and intensive campaigns are required to create awareness among farmers that better animal care would lead to tangible economic benefits to them by way of increased income.
- This can only be achieved through better technology inputs and management.

- The enormous economic benefits, arising from improvement in productivity, would adequately justify the investment required for modernizing the existing system.
- Thus modernization and management of the livestock sector will pave the way for sustainable development and protection of the Environment.

Introduction to environmental consequences of livestock rearing.

There is an urgent need for governments and institutions to develop and enact appropriate policies, at the national and international levels, that focus more on and account for livestock–environment interactions. Continued growth in livestock production will otherwise exert enormous pressures on ecosystems, biodiversity, land and forest resources and water quality, and will contribute to global warming.

A key policy focus should be on correcting market distortions and policy failures that encourage environmental degradation. For example, subsidies that directly or indirectly promote overgrazing, land degradation, deforestation, overuse of water or GHG emissions should be reduced or eliminated. Market-based policies, such as taxes and fees for natural resource use, should cause producers to internalize the costs of environmental damages caused by livestock production.

Some negative environmental consequences from livestock production stem from problems associated with open-access common-property resources. Clarifying property rights and promoting mechanisms for cooperation are vital to sustainable management of common property.

The application of technologies that improve the efficiency of land use and feed use can mitigate the negative effects of livestock production on biodiversity, ecosystems and global warming. Technologies that increase livestock efficiency include improved breeds, improved grazing-land management, improved herd-health management and silvipastoralism.

Payments from public or private sources for environmental services can be an effective means to promote better environmental outcomes, including soil conservation, conservation of wildlife and landscapes and carbon sequestration.

The livestock sector has enormous potential to contribute to climate change mitigation. Realizing this potential will require new and extensive initiatives at the national and international levels, including: the promotion of research on and development of new mitigation technologies; effective and enhanced means for financing livestock activities; deploying, diffusing and transferring technologies to mitigate GHG emissions; and enhanced capacities to monitor, report and verify emissions from livestock prod

Animal welfare: Introduction to animal welfare, ethics and rights. Importance of animal welfare in the contemporary society.

Animal welfare denotes the desire to prevent unnecessary animal suffering (that is, whilst not categorically opposed to the use of animals, wanting to ensure a good quality of life and humane death).

Animal rights denotes the philosophical belief that animals should have rights, including the right to live their lives free of human intervention (and ultimate death at the hands of humans). Animal rightists are philosophically opposed to the use of

animals by humans (although some accept 'symbiotic' relationships, such as companion animal ownership).

Welfare v Conservation The key difference between conservation and animal welfare is that conservation cares about species (and extinction) whereas animal welfare cares about the individual animal (and its suffering). Animal welfarists believe that each individual animal has an intrinsic value, and should be respected and protected. They recognise that animals have biologically determined instincts, interests and natures, and can experience pain and suffer, and believe that they should therefore be permitted to live their lives free from avoidable suffering at the hands of humans. It is not difficult to see why the conservation movement has attracted support more readily than the animal welfare movement. Animal welfare requires greater altruism and Animal Welfare in Context 2 empathy than conservation. Care for conservation can be generated by human-centred objectives, such as not wanting species to become extinct because of the loss for future generations (of humans). Although many people now recognise that animals feel pain and suffer, this comes lower down on their list of priorities for action – and may indeed challenge their own lifestyle and habits. **Welfare Defined** Welfare is not just absence of cruelty or 'unnecessary suffering'. It is much more complex. It includes the following different states: -

Physical State: Traditionally definitions centred on the physical state of animals. "I suggest that an animal is in a poor state of welfare only when physiological systems are disturbed to the point that survival or reproduction is impaired." McGlone, 1993.

"Welfare defines the state of an animal as regards its attempts to cope with its environment." Fraser and Broom, 1990.

Mental State: Mental states play an important role in welfare. These states are becoming increasingly understood and explored, including by scientists.

Naturalness: The third state – naturalness – refers to the ability of the animal to fulfil its natural needs and desires. The frustration of these harms its welfare. This third dimension has been recently recognised and added. "Not only will welfare mean control of pain and suffering, it will also nurturing and fulfilment of the animals' nature, which I call telos." Rollin, 1993 The definition of animal welfare is often debated. However, these three states, which are given in the definition given by WSPA in its 'Concepts of Animal Welfare' veterinary training resource, provide the most comprehensive to date.

Five Freedoms: The 'five freedoms', which were originally developed by the UK's Farm Animal Welfare Council (FAWC), provide valuable guidance on animal welfare. They are now internationally recognised, and have been adapted slightly since their formulation. The current form is: -

- 1 Freedom from hunger and thirst – ready access to water and a diet to maintain health and vigour
- 2 Freedom from discomfort – by providing an appropriate environment including shelter and a comfortable resting area
- 3 Freedom from pain, injury and disease – by prevention or rapid diagnosis and treatment

- 4 Freedom to express normal behaviour – by providing sufficient space, proper facilities and company of the animals own kind
- 5 Freedom from fear and distress – by ensuring conditions and treatment which avoid mental suffering

Expectations from veterinary professionals.

Introduction

In the face of unprecedented competition, the veterinarian and his/her team must provide their patients & clients the best scope of medical and surgical care but also a variety of services and products related to their pet's wellness. For most pet owners, these services and products are expected to be provided by the veterinarian. They wish to find at the veterinary practice all necessary advice, but also products and animal health services. It is therefore mandatory that veterinarians know and try to match as closely as possible their client's expectations. For some veterinarians these services & products are not considered to be "ethical" or part of their responsibility. However in the eyes of the owners, the veterinarian is the expert, so it is quite normal and "expected" that he or she would fulfill these needs. The "animal doctor" is expected to propose such services or products. However, it is well known that there is a potential cultural conflict. Most veterinarians will mention that they have not studied medicine and surgery to "sell dog food, or shampoos". In such case the barrier is the veterinarian, not the owner. Definition of client's expectations & needs Expectations are what is expected, wish, hoped, and desired. In the word "expected" one can perceive the necessity and potential for dissatisfaction if this expectation is not or no longer fulfilled. In other words clients may be initially impressed because a service was beyond their expectation. However it then may become a need and a request. This is the continuing challenge of trying to achieve excellence in client service by exceeding client expectations. A few years ago when you called a veterinary clinic, or any consumer service oriented business you received the typical welcome such as 'hello'... today a correct welcome would be something like "Welcome at the Samaritan Animal Hospital, Jenny speaking, how can I help you?..." to the point that when we don't receive such type of personal greeting, one wonders if he or she did not dialed the wrong number? There are several kinds of expectations. Those who are expressed or so-called 'explicit' and those who are not expressed by the customers or so-called 'implicit' expectations. It is quite important to know what are our client's implicit expectations since by definition these will not be mentioned by people. A perfect example is the fact that people expect the personnel and staff in a veterinary clinic to have a ' professional medical look' (white or medical types of clothes...), if it is not the case, people may be surprised or even upset...but they will not mention it...it is implicit for them. Veterinarians specifically need to have a good understanding of that category of expectations. Some classical implicit expectations of the consumers include:

- 1 Availability (no wait, flexible hours, easy access & parking, sufficient stock, etc.)
- 2 Client's Needs and Client's Expectations
- 3 Transparency (prices should be clearly marked, invoices should be itemized, etc.)
- 4 Choice (various products & services, 'freedom of choice', etc.)
- 5 Environment (comfortable, neat, clean, odorless, friendly, modern, etc.)
- 6 clarity of the offer (prices listed, estimations, badges, etc)

7 services (various services adapted to their needs as pet owners)

Clients cannot judge the level of medical and surgical care you give, but they can and do judge the level of service they receive. In the client's eyes, the only major factor that may distinguishes you and makes you unique from other practices, therefore striving for excellence in client services is essential.

Various surveys have shown that what clients were looking for in a veterinarian was by order of importance his or her:

1. kindness
2. availability
3. capacity to listen,
4. And only after: his or her competency!

Why does competency only rank in fourth's position? Simply because all veterinarians have the same degree/diploma and therefore the same level of competency to treat pet's common medical problems.

Don't we react the same way with our family doctors?

A recent survey conducted by the American Veterinary Medical Association in 1996 revealed what were the factors that influenced people's choice to select their veterinarian:

1. Proximity (65%)
2. Recommendation (42%)
3. Prices (39%)
4. Hours & availability (31%)
5. Road signs (7%) others...

What is quite remarkable in this study is the fact that proximity is the major factor, but recommendation has a very strong influence. I believe that for this part of the world, 'pricing' is overestimated in this survey as it is an American study and in the USA pricing and 'tele-shopping' is a much more sensitive issue and part of the American culture. One also would notice the paramount importance of "recommendation". This is our best (and only?) marketing tool. Everyone knows that there are good and bad recommendations. These are very powerful. Specialist mention that one dissatisfied client will talk to 10 persons around, while it requires 5 satisfied persons to obtain one good recommendation! Measuring client satisfaction in a practice can help maintain a more stable, satisfied client base. Satisfaction will often be a measure of client perception of quality. The highly satisfied client will feel they have received a high quality service, whereas the dissatisfied client will be disappointed by the quality of service. Client service is the ability to meet client requirements. Services are experienced, and veterinarians, as service providers, are as much in managing the client's experience as in providing technical expertise.

Client's Needs and Client's Expectations The first law of services summarizes this concept by Maister: Satisfaction = Perception-Expectation. In other words, if the client perceives services as better than expected then satisfaction is high. We are all consumers at one time or another and this is indeed the way we also as consumers analyze the services that are provided to us. The aim of a veterinary staff is that every client who comes to the practice goes away satisfied with the services they have received. This is the way the business should be build.

Another survey in France (STIV 1994) has shown what were the client's expectations for pet services given by veterinarians:

1. Health (74%)
2. Preventive medical care (63%)
3. Nutrition (60%)
4. Behaviour (44%)
5. Emergency services (30%)
6. Animal training (15%) etc...

It is quite important to realize that people expect veterinarians to provide nonmedical or surgical type of services. The veterinarian is expected to deal with the healthy pet and no longer only with the diseased animal. Clients expect the veterinarian to advise them what is the best nutritional regime, the best food for their pet. This is again an important client's expectation. As one of the leader of the British Veterinary Practice Management Association once said: "Any business that wants to succeed must be aware of its customer's requirements...failure to do so is a missed opportunity to satisfy client needs and to maximize profits." (Dr Geoff Little, 1994). Many practitioners are focused on the medical & technical issues. They do not realize that their services do not match necessarily what their clients expect and do not listen to them. How to create a loyal client base As Marty Becker states "in the face of unprecedented competition veterinarians and their team must fight back with better skills, increased attention to detail, and a commitment to exceed client expectations" Today veterinarians may still value their business by evaluating their client base. Loyal clients are those pet owners that when they think of animal health, product, care, service, advice, think veterinarian and not any other place (pharmacist, drugstore, supermarket, pet-store, grooming, dog trainer, etc). There will always be people that will use other sources for certain services & products and it is normal. However in our society people's time is so valuable that many customers are looking for a one stop purchase (no need to travel somewhere else to get the food or the flea product). Also clients are often looking for specialized and customized services and high quality products, this is again the reason why they select premium products and services provided by a professional, by their family veterinarian... This is the basis for establishing a loyal and faithful clientele. The clientele that will use the practice service not only for the sick and injured pet, but more so for the healthy one. The American have even invented a new word for their dictionary: "wellness". In order to make loyal clients, veterinarians and their team need to possibly do everything that is required for the people to be happy and to come back as often as possible. This is more than meeting client's expectations ...It is exceeding client's expectations.

Client's Needs and Client's Expectations: Marketing surveys have shown that a loyal client to a veterinary practice visits the clinic about 2.8 times /year and spends about \$140/year (excluding pet food). Therefore there is indeed a direct economical impact as well as an emotional one since it is rewarding and motivating to work with clients that follow your suggestions.
