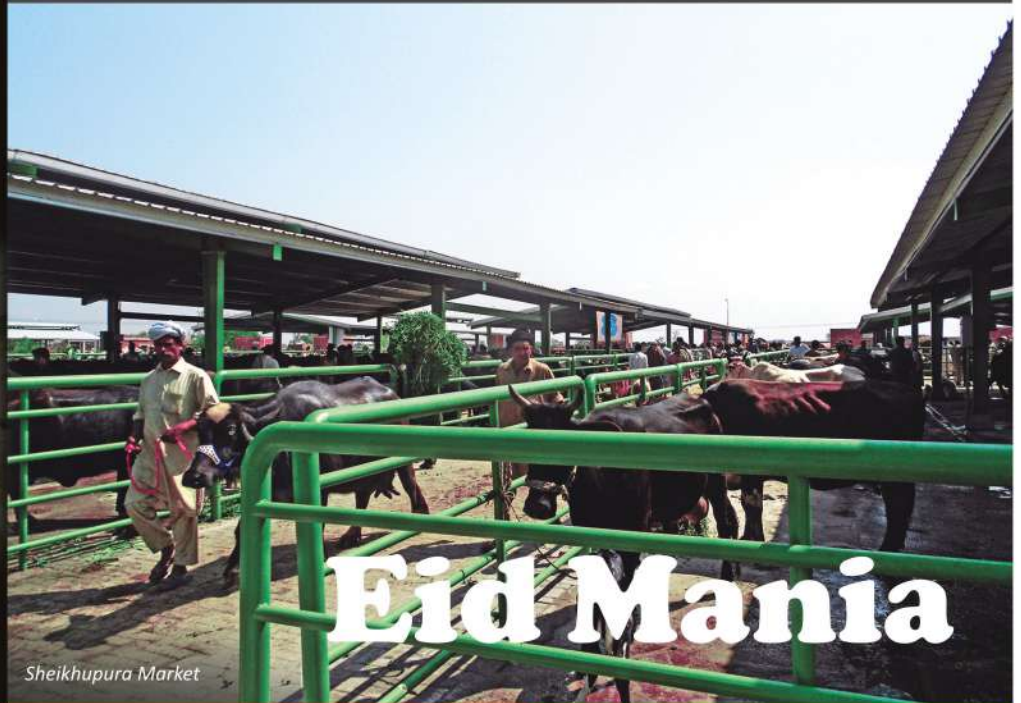


Cattle Market News

LAHORE DIVISION CATTLE MARKET MANAGEMENT COMPANY (LDCMMC)



Chairman Steering Committee Punjab Cattle Market Management Companies MNA Afzal Khokar on a visit to Sheikhpura Market



Sheikhpura Market

Eid Mania

An Eid Like Never Before

With Eid around the corner, buyers and sellers from every nook and corner of the Lahore District are making their way to the Cattle Markets of Lahore Division for the next 30 days, especially Shahpur Kanjran Lahore and Sheikhpura Model Market.

LDCMMC promises to deliver an Eid festival never witnessed before-not only for the traders, but also for the women and children. This Eid, LDCMMC has resolved to create a new Cattle Market experience; experience that actively involves buying and selling with a range of stimulating activities.

For this year's Eid festivities, LDCMMC is going to provide promotional stalls for well reputed companies in a bid to promote access to the rural markets. Mascots, colorful stalls, hitherto unknown cattle breeds, and animal buying guidelines are going to be just a small part of the Eid festival.

For the buyers and sellers, LDCMMC is going to provide a wide array of services. These include free tents, banking facilities, free veterinary camps, free water and power, eateries at market rates, and effective security.

The LDCMMC has also made efforts to provide hassle free buying and selling. A thoroughly planned and well-articulated market plan has been created. The animals have been compartmentalized according to the breed and type to create ease in identification, buying and selling.



Pattoki

Dignitary Visit



Chairman Steering Committee Punjab Cattle Markets MNA Afzal Khokar visited the LDCMMC's Head Office. During the visit, He interacted with all tiers of the staff. He praised the LDCMMC for its efforts, especially in eliminating the Commission Mafia. He emphasized the importance of team work and coordination between all members of the organization. He also emphasized the power of a single individual's determination. In the end, He prayed for the continuous success of LDCMMC.



Ground leveling in Shahpur Kanjran

The Eid Plan

Like all previous Eids, a mega market is expected this Eid as well, especially in the Shahpur Kanjran Market, where Ruminant numbers are expected to surpass 40,000. Corresponding with this increase is an exponential increase in the Multan Road congestion. To streamline the traffic flow, the entry point will be the high noon road. The parking will only be allowed to the left of the entrance. To the right of the high noon road, the Camel section is situated. After the Camel section, the Cow and Buffalo section is situated. The Goat and Small Animal section is located on the far end. Fodder shops and water supply are provided at each section. Once the purpose of visit is achieved, the PAMCO road will be used for exit.

The Countdown Begins

With Eid around the corner, LDCMMC has been working diligently to ensure a smooth and trouble free Eid. After a thorough survey of the entire area, all tiers of the LDCMMC management resolved to eliminate any shortcomings.

As part of its overall strategy for Shahpur Kanjran Cattle Market, LDCMMC intends to provide unbridled access to food and refreshments for both Ruminants and general public alike at Market rates. Recently, 6 new water Khurlis each with 1700 litres capacity were installed for greater Ruminant nourishment. A total of 15 water tanks with capacity of 500 Gallons each have also been installed. 6 water motors are also under installation. To ensure smooth operations, over 250 workers will be assigned to the Shahpur Kanjran Cattle Market and its vicinity.

Civil and uplifting work is also underway in the Shahpur Kanjran Market at lion's pace. Round the clock work involving heavy machinery is being used to level low lying areas. These areas become inundated in rainy days-causing traffic problems by forcing traders to move towards the Multan

Road with their Ruminants. LDCMMC also plans to cover 130,000 Square Feet of Shahpur Kanjran with tents that will be provided free of cost to arriving buyers and sellers.

LDCMMC has also arranged for heavy equipment including trucks, tractors, trolleys, and dumpers in both Shahpur Kanjran and Sheikhpura Market for lifting of dead animals and meeting any adverse conditions. Uninterrupted electricity will be provided in all of the Cattle Markets under LDCMMC Management: Sheikhpura Cattle Market, Shahpur Kanjran Cattle Market, Nankana Sahib Cattle Market, Pattokki Cattle Market, and Kasur Cattle Market. It is worth noting that the number of Ruminants brought to both the Shahpur Kanjran Market and the Sheikhpura Market are expected to reach 35,000-40,000 and 8,000-10,000, respectively.

This Eid, the facilities of promotional stalls will be provided. These stalls will provide unprecedented access to the distant and rural population. Those interested in availing this once in a lifetime opportunity are requested to contact LDCMMC.

Men at Their Best





Eid preparations at Shahpur Kanjran

Uncovering a Gold Mine

The rural markets of Pakistan comprise of the majority of Pakistan's population. These population centers are largely undeveloped and ignored. By providing the opportunity to setup promotional stalls for periods up to 30 days, LDCMMC plans to create a platform for rural-urban integration. Given the diversity of the Cattle Markets, where traders from as far as Waziristan and lower Sindh are routine visitors, failure to exploit this interactive opportunity will have long term repercussions for both the national economy, and the individual traders and organizations. LDCMMC will provide 4x4 metre tents for interested parties.

A New Era in Banking

LDCMMC is committed to provide the buyers and sellers at the Sheikhpura Model Cattle Market and the Lahore Cattle Market with convenient banking facilities. A separate building has already been built at Sheikhpura Market with one being planned in the new Shahpur Kanjran Market.

Recently, a top tier team each from the FINCA Bank and Dubai Islamic Bank (below) graced the LDCMMC with their presence at LDCMMC's Head Office. During the cordial and constructive meetings, a prospective plan to tap into the 40 Billion PKR annual Cattle Market was chalked.



Meeting with Dubai Islamic Bank at LDCMMC Head Office

A Step Closer to E-tagging

The absence of a robust traceability system has always plagued the Pakistani Meat Export Market. The E-tagging system is designed to address this issue; by tagging the Ruminants and maintaining feed, health, and farm data, not only can the Ruminants be better nourished, corrective action can also be taken in case of a health scare.

To discuss the prospects of an E-tagging system in the Cattle Markets, members of the USAID and LDCMMC held a detailed meeting. During the meeting, USAID reaffirmed its commitment for financial, technical, and training support for LDCMMC to successfully implement the E-tagging system.



Meeting with USAID at LDCMMC Head Office

The Legends Meet

14th September, 2015 will forever be a part of the Pakistani Cattle Markets history. On this day, elite Bankers, Veterinary Specialists, University Professors, Economists, and Corporate Specialists will unite under LDCMMC's banner to contemplate the future of the Cattle Markets.

In this conference, efforts will focus on including the Cattle Markets in the documented economy, uplifting rural markets through soft loans and other financial instruments, and disseminating prosperity within the entire value chain.



Editorial

How To Buy An Animal For Eid?

With Eid just around the corner, a lot of savers and nervous first time buyers are grappling with one question: How to decide which animal to buy for Eid?

To ease the animal buying process, LDCMMC is offering the following basic guidelines based on insights of professional buyers;

The meat of young animals, known as Dondha, is preferred. The meat is soft, can be easily cooked, and is very tasty. Cattle and goats can be categorized with respect to ages as:

- Dondha- Characterized by 2 big teeth, the age for goats is between 1-1.5 years and the age for cattle is between 2.5-3 years.
- Choga- Characterized by 4 big front teeth, the age for both goats and cattle is 4 years.
- Chiga- Characterized by 6 big front teeth, the age for both goats and cattle is around 6 years. The meat of Chiga is the hardest and least preferred.

Since Pakistan is blessed with a large number of Cattle and goat breeds, it is quite difficult to choose a single breed. However, for the Cattle, the best breeds for this Eid are the Sahiwali, and Neeli Ravi.

The Sahiwali breed is red colored and has a massive hump. It is hardy and adaptable to stressful environments.



The Nilli Ravi is black colored. It is ideal for draught work and is renowned for meat quality.



Like Cattle, some goat breeds are famous for their meat and some for their hides. Due to the large number of breeds, the characterization of the breeds is a challenge even for experienced professionals.

The Barbari goat is cheaper than the other breeds and is renowned for its meat.



The Beetal goat is used for both milk and meat production and is also known as the Amritsari goat.



Ground Reality



In the past, when we used to wake up at night, our animals were nowhere to be found. Now the presence of guards is assuring. Moreover, free water helps us to bath and water our animals without any hurdles. (anonymous)



Although I have been a regular visitor to the Cattle Markets, the change in the past 6-7 months has been revolutionary. The improvements, especially in security, cleanliness, and the removal of commission mafia, have made us happy. (Mohammad Saleem)



The situation has improved tremendously since LDCMMC's takeover. Tents and clean water are available for all. We no longer pay Bhatta for our Khokhas. The Bhatta mafia has been driven away by the company. We use free parking and toilets now. (Abdul Ghafoor)