



# Cattle Market News

## Livestock Tradeshow

# 2016

★ Insights for Exhibitors & Advertisers

### PLUS

Advertisement opportunities at Sheikhpura Market  
Educational tours at Sheikhpura Market  
Sagar Livestock and Dairy Farms  
Pakistan Medicos Veterinary services portfolio  
ICI Pakistan's Vanda

*Auction Ring in Sheikhpura Market*

# Livestock Tradeshow 2016

The Lahore Division Cattle Market Management Company is pleased to present the first open air Livestock Trade Show in Pakistan- the **Pakistan Livestock Tradeshow 2016**.

The tradeshow is scheduled to be held in the picturesque Sheikhpura Model Cattle Market. The Tradeshow is planned to be held in **March 2016**. A number of activities will be held. The purpose of the show will be to facilitate contact between various stakeholders in the Livestock sector.

**“The success of a cattle market depends on its ability to facilitate buying and selling and to provide connectivity to other potential markets”**

The activities for the Livestock show include:

- Milk competition between the Nilli-Ravi, Sahiwal, and Holstein-Freson breeds.
- Seminars and speeches by guest speakers.
- Promotional activities by interested parties.
- Agri-graphics and Youthshowmanship competition to test cattle knowledge and cattle handling abilities for the young cattle handlers.
- Sponsorship and marketing activities for interested parties.

For the **Exhibitor & Advertiser Manual**,

Please visit

<http://www.cattlemarketnews.net/events/livestock>

For more information, call  
**+92 321 8400389-92**

**Advertiser and Exhibitor Manual:** LDCMMC has prepared a comprehensive guide for potential Exhibitors and Advertisers. Interested guests can contact LDCMMC to request a copy. The guide contains detailed information and layout for the Tradeshow.

## Educational Tours kick off at Sheikhpura Market

On 12<sup>th</sup> December 2015, the Bright Masali School (Sheikhpura) visited the Sheikhpura Model Cattle Market. The tours are offered to schools and educational institutions in order to create awareness regarding the importance of cattle markets in a country's economy, and the role of technology and special breeds in the development of cattle markets.



(Clockwise- (1) GM operations while talking to the media, (2) students at the breed display, (3) students listen to a lecture, (4) LDCMMC staff lecturing the students)

The students were given detailed information regarding the local breeds, the functioning of the cattle market, and the importance of Bio gas plants for cattle markets. **(page 4)**

## LDCMMC & PAMCO to help Meat Exporters

LDCMMC and PAMCO have signed an MOU to improve the meat processing capabilities in Sheikhpura Cattle Market. A high level delegation comprising of both the organizations visited the Sheikhpura Market on 19<sup>th</sup> December 2015. The delegations inspected a special feed cattle lot and chalked out a process to weight and auction them in a transparent manner. The efforts of the delegation will undoubtedly go a long way to facilitate the meat exporters. **(page 4)**

# Sheikhupura Market: Advertisement plan

**Advertisement Opportunities:** LDCMMC is offering over a 150 advertisement locations for interested parties. These include Billboards, Fascia platforms, shed spaces, and banner/flex platforms. Detailed information can be obtained from LDCMMC on request.

**Advertisers** will be provided with a detailed layout and cost plan



## LDCMMC: The New Standard of Success

LDCMMC has done wonders after being given control of the cattle markets of Lahore Division. Whether it's the elimination of mafia or the provision of free facilities or the transparent outsourcing of critical facilities, LDCMMC has never been a disappointment. Fortunately, LDCMMC is committed to continue its success.

### Employee Monitoring

**Biometric machines** have been installed at all of the offices and workstations to improve Human Resource Management. Live reports and real-time monitoring allow more efficient allocation of human resources and better crisis response.



### Healthier Animals

**Free Medical Camp** has been established at the Shahpur Kanjran Lahore market. The camp operates all days of the week and provides free medical care to sick animals. The medicines are provided by LDCMMC.



### Cleaner Markets

**Messi 385 Tractor** has been procured by LDCMMC to improve cleaning of the Shahpur Kanjran Lahore market. The tractor is an addition to a fleet of dumpers, lifters, and Karcher machines already being utilized.



# LDCMMC & PAMCO

## join hands to help Meat Exporters

After successfully providing vital services at the cattle markets under its domain, the Lahore Division Cattle Market Management Company has yet again revolutionized the cattle sector of Pakistan. The LDCMMC is pleased to facilitate the concept of **Feedlot fattening** system in Pakistan.

A high level delegation from the **PAMCO** (Punjab Agriculture & Meat Company) and **LDCMMC** visited the Sheikhpura Model Cattle Market on 19<sup>th</sup> December, 2015. The dignitaries included **Mr. Ilyas Ghor**i (CEO-PAMCO), **Mr. Mumtaz Khan** (Chairman-PAMCO), **Mrs. Irum Shaheen** (President-Women Chamber of Commerce), and **Dr. Shela Javaid** (Founder President-Women Chamber of Commerce) and renowned high volume exporters/importers.

**“The purpose of the visit was to demonstrate the process of feed-lot fattening and show how to segregate animals by weight into separate sheds”**

Many factors responsible for low meat production including insufficient and improper nutrition, lack of veterinary coverage, poor marketing facilities, non-availability of inputs, lack of finances and absence of appropriate and actionable knowledge on feedlot fattening among the farming community.

The **feedlot fattening** means providing special protein-rich diet to calves or buffaloes to raise their weight and also the quality of their meat. Such animals are kept in a yard or a farm in hygienic conditions and not allowed to go for grazing in the fields.

The delegations were received by the top-tier LDCMMC staff, including the Managing Director and General Manager-Operations.



(Above: MD LDCMMC and the dignitaries)

The delegation included prestigious dignitaries including the Chairman PAMCO and CEO PAMCO. The delegation were given a short tour of the cattle market and were informed of the importance of model cattle markets for Pakistan's economy. The dignitaries were also apprised of LDCMMC's work and the future goal of LDCMMC.

The dignitaries also had the chance to interact with the local traders and farmers present at the cattle market. The rare cattle breeds and buffaloes were also in plain sight for anyone interested in eyeing Pakistan's rich livestock heritage.



(Above: Awe inspired dignitaries)

The dignitaries lauded LDCMMC's efforts and were baffled by the prospects of a model cattle market in Pakistan. The dignitaries were also provided detailed information for advertisement and promotion activities at the cattle market.

The dignitaries took keen interest in the **Pakistan Livestock Tradeshow 2016 and Billboards and Advertisement Placements** at the Model Cattle Market Sheikhpura. Some of the dignitaries booked advertisement placements in advance while some expressed their resolve to not only participate in the **Pakistan Livestock Tradeshow 2016**, but also explore possible sponsorship opportunities.

A large contingent of media personnel was also present at the cattle market.



(Above: MD LDCMMC talking to the media)

# End of the Congo Virus

With Livestock sector being an indispensable part of the national economy, animal health has never been so important.

**“Keeping up with its commitment to disease free cattle markets, LDCMMC has initiated its drive to eliminate Congo Virus from the cattle markets”**

**The Crimean–Congo hemorrhagic fever (CCHF)** is a widespread tick-borne viral disease that is endemic in Africa, the Balkans, the Middle East and Asia. It is a zoonotic disease carried by several domestic and wild animals. While clinical disease is rare in infected animals, it is severe in infected humans, with a mortality rate of 10-40%.

A person cannot be infected by eating well-cooked infected meat since the virus does not survive cooking.

The patient may show general symptoms like high fever, headache, joint and muscle aches, nausea, stomach pain and loose motions. He may suffer from severe bleeding, jaundice, convulsions, and coma.

**CCHF** is diagnosed using tests like ELISA, isolation of the virus, antigen detection, and polymerase chain reaction. The patient is treated with intravenous fluids and an antiviral drug ribavarin.

The LDCMMC started a comprehensive spray campaign in all of its markets, especially the Shahpur Kanjran Lahore and Sheikhpura Model Cattle Market. The spray is not only good for eliminating the Congo Virus, but also helps to eliminate dengue and reduce the number of flies that plague the visitors at the markets.

*(Right: LDCMMC sweepers sweep Shahpur Kanjran Market)*



## Educational Tours gain momentum at Sheikhpura Market

After the Bright Masali School (Shaikupura) visited the Sheikhpura Cattle Market on 12<sup>th</sup> December 2015, the Punjab Group of Colleges (Sheikhpura) followed suit. Around 85 female students from the Zoology department joined the LDCMMC team for a detailed introduction into the world of model cattle markets. The tours was designed to create awareness regarding the importance of cattle markets in a country's economy, and the role of technology and special breeds in the development of cattle markets.

After the students were seated, they were given an introductory address by the General Manager Operations followed by the Operations Manager of LDCMMC. They informed the students of LDCMMC's activities and the impact that LDCMMC has created in the lives of the cattle farmers. The veterinary doctor then held a detailed question & answer session with the students. In this interactive session, questions requiring intricate knowledge, such as the reasons for variation in cattle colors, reasons for variations in the thickness of milk and various techniques adopted for the identification and classification of cattle were also discussed.



The students were later given a cattle display in which various local breeds, such as the Nilli-Ravi, and exotic breeds, such as the Australian Cow, were shown. The students expressed their amazement at Pakistan's rich livestock heritage in front of the electronic media.

*(Clockwise- (1) Manager Operations while delivering a lecture, (2) Veterinary Officer delivering a lecture, (3) students talk to the media.*



**“I liked visiting the market. We learnt many new things. These things will prove to be very helpful for us. I will definitely come back again.**

**We also learned a lot of new things after visiting the market which, perhaps, we might not have learned elsewhere. We especially learned about the buying and selling process for animals”**

**(Khazeel Abbas, class 8, Bright Masali School)**



I am a 7<sup>th</sup> class student. I have enjoyed a lot , especially the cattle information session. I will definitely come again. In the future, I will adopt a profession related to cattle farming.

**Zain-ul-haq  
(Bright Masali School)**



I have been coming in this market for 7 years. The management now is very helpful. The facilities, like shed and water are very beneficial for us.

**Muhummad Sarfraz  
(Sheikhupura Market)**



LDCMMC’s educational trip is a good initiative. The students enjoyed a lot. The information session was the best part. I will definitely come again.

**Student  
(Punjab Group of Colleges,  
Sheikhupura)**

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