

# A Study of Business Development Strategies of Cattle Feed Manufacturing Firms

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*Abstract- India's cattle feed market is of great significance for the growing cattle sector of the country. Today, India is the largest producer of milk globally, and its production is increasing steadily. Along with it, the demand for scientifically prepared cattle feed is also increasing. However, it is observed that a major portion of cattle is still dependent on traditional sources of cattle feed, i.e., crop residues and natural grass. According to a study, it is observed that approximately seventy percent of cattle feed is crop residues, whereas only a small percentage of cattle feed is manufactured feed. This is a major opportunity for cattle feed manufacturers to increase their market presence. This research aims to identify the business development strategies adopted by cattle feed manufacturing companies of India. For conducting research, secondary research is done based on academic research, industry research, and company research. Some of the major strategies identified for cattle feed manufacturers are product innovation, branding, developing partnerships, and investing in technology. These strategies can be helpful for entrepreneurs and policymakers to grow the cattle feed market of India.*

**Keywords:** Business Development Strategies, Cattle Feed Industry, Dairy Sector, Rural Marketing, Supply Chain Management.

## I. INTRODUCTION

India's cattle feed industry is very important in providing support to the massive livestock population in India. India has become the largest milk-producing country in the world, and livestock farming has become a major source of rural livelihood. Despite the massive size of the livestock industry in India, the feeding habits in India are still in the traditional form. A major portion of the livestock feed is derived from crop residues, straw, and green fodder.

Due to the conventional form of livestock feeding, the usage of cattle feed in India is not very high. The livestock cooperatives and small-scale livestock farmers have always relied on homemade feed

mixtures and available fodder resources. Hence, the organized cattle feed manufacturing industry has had to take innovative steps to increase their market presence.

With increasing demand for milk products, commercialization of cattle farming, and increasing awareness among cattle farmers regarding cattle nutrition, there is a gradual increase in demand for cattle feed. These developments create enormous opportunities for cattle feed manufacturers. However, it is important for cattle feed manufacturers to use effective business development strategies due to stiff competition from other sources of cattle feed and price-sensitive rural markets. This research is based on understanding the business development strategies adopted by cattle feed manufacturing companies.

## II. LITERATURE REVIEW

Livestock nutrition and cattle feed marketing research has changed over time, especially with the growth of the dairy industry worldwide. Past research was based on animal nutrition and productivity, while recent research has focused on marketing strategy, supply chain, and agribusiness development in cattle feed marketing.

Markowitz (1952) and Fama (1970), although not directly related to cattle feed marketing, have provided the foundation for strategic decision-making and resource allocation in business organizations. Markowitz and Fama's theories have been applied in recent agribusiness research, especially in understanding the role of strategy in business organizations.

Birthal and Jha (2005) researched the productivity gap in India's livestock sector. They found that lack of proper feeding was one of the major causes of low

milk productivity. This research emphasized the importance of proper feeding and the adoption of commercial feed in improving dairy productivity.

Paulose and Manoj (2013) undertook an empirical research on marketing strategy in cattle feed marketing in Kerala. This research emphasized the importance of branding, supply chain, and awareness on cattle feed marketing. It was found that cattle feed manufacturers should engage themselves with the farmers in order to gain trust.

The study by Chavali and Mohanraj (2016) on decision-making patterns in rural agribusiness markets revealed that demographic factors, income levels, and risk perception are some of the factors that affect the adoption of agricultural products and inputs. The study revealed that companies should design specific marketing strategies for rural markets.

The study by Sivaramakrishnan, Srivastava, and Rastogi (2017) on financial markets highlighted the importance of financial knowledge and information accessibility in affecting rural investment decisions. The study is relevant to agribusiness markets like the financial market, as knowledge dissemination is crucial in affecting adoption behavior.

Industry reports and policy studies published by the Department of Animal Husbandry and Dairying (2020) and other institutions highlighted the importance of feed and fodder development in improving livestock productivity. The government has initiated schemes like the National Livestock Mission for promoting feed manufacturing units and encouraging entrepreneurs to venture into this sector.

A recent research study done by Jadhav et al. (2025) focused on understanding the supply and demand gap for feed and fodder resources available across India. According to the research study, it was observed that a major portion of animal feed is obtained from crop residues and natural sources of fodder, whereas the availability of commercial animal feed is limited. However, it is essential for improving animal productivity and meeting the increasing demand for dairy products.

Based on the above literature, it can be stated that the cattle feed industry is moving towards a new direction from traditional animal feeding practices towards more organized and scientifically improved animal feeding practices. However, there are various research studies available, stating that the success of animal feed manufacturers is not only based on the quality of animal feed products but also on effective marketing strategies and government policies.

### III. RESEARCH METHODOLOGY

The present study is based on a qualitative approach of research and is mainly based on secondary data collection methods. The information is collected from different academic journals, industry reports, government reports, and company websites regarding cattle feed industry in India.

The present study is based on the understanding of different industry developments and strategic developments undertaken by cattle feed manufacturing companies. The secondary sources of information are compared and identified regarding different patterns and strategies followed by key players in this industry. The information is categorized regarding different themes such as product development, marketing strategies, and different developments undertaken by companies regarding infrastructure and partnerships. The major business development strategies followed by cattle feed manufacturers are identified from different secondary sources of information.

### IV. FINDINGS AND DISCUSSION

From the analysis of secondary data, several key business development strategies adopted by cattle feed manufacturing companies in India have been identified.

#### Product Innovation and Branding

Most companies have been focusing on developing nutritionally balanced feed formulations that can contribute to enhanced milk production. Such feeds may include scientifically designed nutrient combinations that can cater to the dietary needs of dairy cattle. Companies have also been focusing on

branding to create differentiation in homemade feed mixes.

#### Farmer Engagement and Training

Farmer education has turned out to be another key business development strategy adopted by feed manufacturers. Companies have been conducting training sessions for farmers to create awareness about the benefits of using feed mixes for dairy animals.

#### Strategic Partnerships and Distribution Networks

Strategic partnerships with dairy cooperatives, milk collection centers, as well as distributors, have played a key role in business development. Companies have been focusing on partnerships with dairy associations to create wider market access for their feeds.

#### Investment in Technology and Infrastructure

There are many companies that invest in modern feed production facilities. These facilities are equipped with modern machinery, which increases the efficiency of production. Large production facilities enable companies to minimize production costs.

#### Use of Government Support Programs

There are several companies that take advantage of government schemes regarding livestock development, feed production, and rural entrepreneurship. These schemes minimize risks and enable companies to operate on a large scale.

#### Market Segmentation and Sustainability

There are some companies that operate in the feed production industry, focusing on high-yielding dairy cattle feed. Companies are also focusing on sustainability, including resource efficiency and environmentally friendly production.

## V. CONCLUSION

The Indian cattle feed industry has shown great scope and potential for growth, considering the rise in the dairy industry and the awareness of animal nutrition. It has been evident from the study that in order to be successful in the competitive cattle feed industry, there are different strategies that can be adopted by the industry.

Companies that are more focused on improving the quality of feed and simultaneously maintaining good relations with farmers can be more successful in this industry.

Government initiatives in feed and fodder development are encouraging and can be taken as a positive sign for the development of this industry.

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