

## (Prepared for Bull Directory's Preamble)

### **Introduction**

The **Lal Teer Livestock Development (BD) Limited (LTL)** is a leading company providing genetically superior livestock breeds and technical support for genetic improvement potential to the farmers' network. It belonging to the Multimode Group of companies started functioning since the end of 2010. Its core agricultural sister concern is the Lal Teer Seed Limited (LTSL), which is an international standard Bangladeshi seed company having all requisites of a modern seed company with distribution channel throughout the country and abroad. With the background of vast experiences in agricultural business, the company has extended its business based on research and development to **semen production** of farm animals: dairy cattle; dairy buffalo and beef with an integration of disease diagnosis, feed and nutrition, fodder production, milk and milk products and bio-fertilizer. LTL is currently operating four main components: (i) research and development with their own genetics farm, (ii) Bull station and frozen semen products processing, (iii) developing Artificial Insemination service provider (AISP) and (iv) the business component for products (semen) and its distribution that is focusing on meeting the needs of farmers as customers for Cattle & Buffalo development. The company experiences as one of the first research and development based farm animal breeding company in Bangladesh. Its success is attributed to its thorough concentration and significant investment in aspects of quality genetics, feed and nutrition with the support of fodder cutting distribution, health and technology transfer.

### **Vision**

Our vision is to build livestock farmers to way out and promote and sustain the growth of dairy and meat industry.

### **Mission**

Our mission is to grow and supply of multi-species high merited genetic of food animal to develop chain relationship to customers through innovative and outstanding services, technology, nutrition & health and management.

### **Objectives**

The main purpose of the LTL is to genetic improvement of Dairy and Beef cattle and Buffalo for business entrepreneur's development in the country. The activities of the program are to increase quality semen production from locally produced environmentally acclimatized supported excellent bull with superior genetic combination at desired blood levels for sustainable higher milk and meat industry and its distribution/marketing for Artificial Insemination for increasing milk and meat to cater future growing dairy industry throughout Bangladesh. This will integrate establishment of grasses by making available seeds of tropically adopted fodder and better nutrition through formulated feed in collaboration of existing seed production program of Lal Teer Seed Limited. The program will be integrated with sex semen and embryo production and marketing, cattle feed production, cattle and buffalo fattening for meat, quality heifer production for starting dairy farm, biogas, organic fertilizer, milk value chain and milk products marketing and meat processing. All these programs are based on **Nucleus Breeding Farm** and community based livestock farmers locally stationed called as **Livestock Growth Centre**.

The livestock research and development center of Lal Teer Livestock Development (BD) Limited is maintaining a nucleus genetic farm for dairy cattle, beef cattle, buffalo, link up with community based contract growing farms (Linked Farms) for breed improvement and development program for quality bull production; a separate breeding bull station of cattle and buffalo frozen semen production and marketing and sales of frozen

semen, grass seed and nutrition program for crossbred animals and animal health services for contract growers and other farmers. The company will produce value added premier products of milk, meat and bio-fertilizer, for sustainability of the intergraded production system. To increase the productivity and sustainability in animal agriculture, technological changes including skill manpower development is the target. The long term expected outcome is the creation of climatically adopted dairy, beef and buffalo breed for national livestock improvement which will significantly contribute in the food security of the rapid increasing human needs of animal protein in terms of milk and meat in Bangladesh. This climate adopted dairy, beef and buffalo breed improvement program is significantly contributing in income generation activities, poverty reduction and livelihood improvement of smallholder farmers in the country and creating greater scope for the innovative changes for quality protein supply for mental development and reducing the rough body structure. This will also lead the business dairy cattle, dairy buffalo and beef production along with non-farm enterprise development rural Bangladesh and create in rural employment in Bangladesh.

The LTL has a regular well equipped Training Program at her Training Centre jointly in collaboration with Bangladesh Agricultural University for developing Artificial Insemination Service Provider (AISP, Technician) to create self employed cadre which is directly involved with Dairy, Milk and meat industry development of the country and it improves the livelihood of dairy beef farmers as well as self employed youth. In the mean time, LTL developed [about 835](#) self employed service provider those contributing much in rural economy.

The LTL also established well organized frozen semen sales, marketing and distribution network throughout the country with marketing of high merited Dairy & Beef frozen semen to increase number of quality cattle and buffalo for decreasing the shortage of milk and meat gap of the country.

### **Innovative Aspects:**

To meet the growing demand for milk and milk products and meat, the livestock farmers in Bangladesh require improved breeds of cattle and buffalo with a higher productivity potential. In addition the cattle and buffalo farmers need to have improved feed and better access to animal health services in order to realize the production potential of the improved cattle and buffalo breeds. The LTL is the first private sector initiative in Bangladesh that is contributing to develop improved dairy and beef cattle and buffalo breeds for the Bangladesh livestock sector. The frozen merited semen of the cattle and buffalo breeds is distributed and marketed through a network of AISP who will also market seeds of carefully selected forage crops and combine the AI-services and forage seed sales with advisory services on improved animal health, forage crop cultivation and nutrition for buffalos, dairy and beef cattle.

### **The main Innovations that LTL will introduce:**

LTL will leads to the development of improved Bangladeshi breeds for dairy, beef and buffalo farming. Semen is collected from LTL developed high merited acclimatized bulls at the stations. The program will continue with the onward crossing based on a scientific approach with the ultimate aim to develop new synthesis breeds for dairy, beef and buffalo farming. These new breeds will combine the genetic potential for high productivity of foreign breeds and the resilience of local breeds to produce under the prevailing climatic conditions of Bangladesh. The ultimate impact on the productivity and economic viability of the various ruminant sub-sectors in Bangladesh will thus be significantly larger than with the existing cross-breeding approaches and not only limited to the dairy sub-sector.

The semen for AI-services produced by LTL will be sexed so that livestock farmers can plan their herd development with a high degree of probability. Beef farmers prefer to have bull calves, whereas dairy farmers

prefer to have female calves. Through this program the supply of sexed semen will become available in the Bangladeshi livestock sector for the first time. The promotion and marketing of seeds of improved forage crops such as Napier, Zamboo, Sudan grass, alafalfa, and triticale and fodder maize, in combination with cattle breeding services is highly complementary and novel in its approach. Commercial sales and distribution of forage seed has been developed by LTL and is currently extended in Bangladesh. The LTL is marketed these seeds as part of a comprehensive cattle and buffalo improvement program. Farmers are given advice on forage crop cultivation and animal health, feeding program and nutrition issues.

We believe LTL will not lead to market distortion. With the exception of semen for AI-services in the dairy sector, the program introduces calves care and services that are new in livestock sector of Bangladesh. The local climate based semen for dairy and beef cattle improvement is eventually a different quality of genetics adopted in this climate from the existing supplies chain of the breeding program.

The LTL has started Livestock insurances program through PROGATI INSURANCE LIMITED company for their genetic farm's cattle. LTL is interested to develop insurance in linked farmers. A start-up support is essential to introduce Livestock Insurance. Animal recording system in linked farmers is under strengthening process.

### **Activities:**

- ✦ Promote genetic improvement of Dairy cattle, Dairy buffalo and Beef cattle enterprises in the country,
- ✦ Proven/tested Bull Production,
- ✦ High merited semen sales under linked farmers through contract farming as well as to the Dairy and Buffalo farmers network,
- ✦ Quality Dairy , Beef and Dairy Buffalo semen production that adapted local environment,
- ✦ Self employed AISP, (AI Technician) training facilitation to enhance the tool of Genetic Improvement of Dairy & Beef,
- ✦ Premier dairy value added products marketing,
- ✦ Livestock insurance,
- ✦ Dairy, Beef and Buffalo synthetic Breed development
- ✦ Improved Heifer and Calf production and marketing,
- ✦ Animal Feeds and Fodder solution
- ✦ Dairy Disease Diagnosis and Treatment solution
- ✦ Bio-Gas & Organic Fertilizer

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