



PPA/Central/Meeting EC -132017

(Saturday) 24th May, 2025

MINUTES OF MEETING OF THE 3rd EXECUTIVE COMMITTEE 2024-26

Date & Time: Saturday 17th May, 2025 at 11:30 AM.

Venue: PPA Central Office Khalid Plaza, 1st Floor, D-Chowk, Blue Area, Islamabad

Chaired Meeting: Mr. Gulam Khaliq Acting Chairman PPA chaired the Meeting.

The details of Members and Special Invitees are as follows:

Attendees:

1. Mr. Ghulam Khaliq (Acting Chairman PPA)
2. Mr. Malik Muhammad Sharif (Vice Chairman North Region)
3. Mr. Lal Bux Kolachi (Vice Chairman South Region)
4. Mr. Rai Mansab Ali (Member Executive Committee)
5. Mr. Muhammad Hamza Sarosh (Member Executive Committee)
6. Mr. Abdul Hai Mehta (Member Executive Committee)
7. Mr. Muhammad Aslam (Member Executive Committee)
8. Mr. Kamal Akhter Siddiqui (Member Executive Committee)
9. Dr. Khalid Iqbal (Member Executive Committee)
10. Mr. Tariq Aziz (Member Executive Committee)
11. Dr. F.M Sabir (Group Leader & CEO SABROSO)
12. Dr. Rana Sajjad Arshad (Former Chairman PPA)
13. Dr. Zafar ul Islam Siddiqui (Senior Member PPA)
14. Mr. Ch. Muhammad Ashraf (Former Chairman PPA)
15. Dr. Arshad Hanif Chaudhary (Former Chairman PPA North Region)
16. Mr. Ch. Muhammad Fargham (Former Chairman PPA North Region)
17. Mr. Ghulam Muhammad (Former Vice Chairman South Region)
18. Dr. Hanif Nazir Ch (Convener Standing Committee on National Disease Control)
19. Dr. Khalid Naeem Khawaja (Co-convener Standing Committee on National Disease Control)
20. Mr. Mehmood Ahmed (Former Member Executive Committee)
21. Mr. Khalid Saleem Malik (Former Chairman PPA)
22. Mr. Raza Mehmood Khursand (Former Chairman PPA)
23. Mr. Malik Muhammad Sajid Awan (Former Senior Vice Chairman PPA)

24. Mr. Rana Ghulam Mustafa (Senior Member PPA)
25. Mr. Ch. Abdul Majeed (Senior Member PPA)
26. Mr. Asif Zubair Sadiq (Senior Member PPA)
27. Mr. Muhammad Gul Aziz Awan (Secretary General PPA)
28. Mr. Syed M. Rashid Qadri Gilani (Regional Secretary North Region)

Agenda Points of the Meeting:

1. Recitation of the Holy Quran.
2. Necrology for all Poultry concerns.
3. Welcome address by the Acting Chairman, PPA.
4. Approval of the Minutes of the 1st Executive Committee Meeting 2024-26 held at 12:00pm on 26th October, 2024 (Saturday) at the PPA Central Office, Islamabad and the Minutes of the 2nd Executive Committee Meeting 2024-26 held at 12:30pm on 26th February, 2025 (Wednesday) at the PPA North Office, Lahore.
5. Discussion on the Issue Related to the Competition Commission of Pakistan (CCP).
6. Discussion on Further Tax Issues in the New Budget.
7. National Disease Control Committee Updates.
8. Consumer Awareness Initiatives.
9. Membership Report for 2025-26.
10. Any other items with the permission of the Acting Chairman PPA.

Agenda 1. Recitation of the Holy Quran.

The meeting commenced with Dr. Rana Sajjad Arshad's recitation of the Holy Quran Pak, establishing a solemn and respectful ambiance for the proceedings.

Agenda 2. Necrology for all Poultry concerns.

All attendees of the meeting joined in offering Fatiha for the departed souls, praying for their forgiveness, elevated ranks in Jannah, and peace in the hereafter.

Agenda 3. Welcome address by the Acting Chairman PPA.

Mr. Ghulam Khaliq, Acting Chairman of the Pakistan Poultry Association (PPA), expressed his appreciation to all attendees for their active participation in the meeting. He noted that this Executive Committee (CEC) meeting had one of the highest levels of participation this year, with members traveling from various cities across Pakistan, and extended his sincere thanks to all present.

He further stated that the Association continues to play a vital role in addressing the challenges faced by the poultry industry. At present, the industry is undergoing significant changes due to recent tax reforms, which are reshaping its dynamics. While issues like soybean import and pricing remain ongoing concerns, even more substantial challenges are emerging, as also highlighted by Dr. F. M. Sabir during the recent Feed Millers meeting.

Mr. Ghulam Khaliq requested all attendees to focus on the current issues and agenda points during the meeting, and to reserve discussions on additional matters for the end of the meeting.

Agenda 4. Approval of the Minutes of the 1st Executive Committee Meeting 2024-26 held at 12:00pm on 26th October, 2024 (Saturday) at the PPA Central Office, Islamabad and the Minutes of the 2nd Executive Committee Meeting 2024-26 held at 12:30pm on 26th February, 2025 (Wednesday) at the PPA North Office, Lahore.

The Secretary General presented the minutes of the 1st and 2nd Executive Committee Meetings for formal approval. He informed the house that these minutes had already been circulated via email, and hard copies had also been dispatched through courier for members' review. During the review, Mr. Abdul Hai Mehta raised a concern regarding the minutes of the 1st Executive Committee Meeting, specifically asking whether the word "approved" had been added in reference to the IPEX accounts. In response, the Secretary General PPA, Mr. Muhammad Gul Aziz Awan, confirmed that it had been included. Subsequently, Malik Muhammad Sharif, Vice Chairman of the North Zone, proposed the approval of the minutes, which was seconded by Mr. Lal Bux Kolachi.

Agenda 5. Discussion on the Issue Related to the Competition Commission of Pakistan (CCP).

The Secretary General requested Dr. F. M. Sabir to brief the house on the matter concerning the Competition Commission of Pakistan (CCP). Dr. Sabir informed the members that the Association has had a longstanding history of interaction with the CCP. Currently, there are three cases pending against the Association. The first case is an old one, for which an inquiry report has already been published. In that case, the CCP made the decision that the Pakistan Poultry Association (PPA) and its five wings were involved in price-fixing, an activity considered anti-competitive. As a result, a fine of PKR 5 crore was imposed—PKR 1 crore on each wing of the Association. To challenge the decision, there is a designated tribunal; however, at that time, it was non-functional. As a result, the Association filed the case with the Islamabad High Court, where it has been pending for a considerable period.

The second case pertains to an advertisement published in newspapers with the message "Murgi daal aur sabzi se sasti" Mr. Khalid Saleem Malik also recalled this advertisement. The CCP took notice of the publication and issued a show-cause notice to the Association. In its response, PPA clarified that the advertisement was intended purely for public awareness, to prevent consumers from being exploited and to inform them of the availability of chicken at reasonable prices. However, the CCP held the view that the advertisement constituted market interference, suggesting that the market could have reached even lower price levels had the advertisement not been circulated. Consequently, the CCP imposed a fine of PKR 10 crore on the Association. In that case, the PPA approached the tribunal but unfortunately lost. Following the tribunal's decision, the Association filed an appeal in the Supreme Court and engaged Mr. Salman Akram Raja as legal counsel. The Supreme Court subsequently waived 70% of the imposed fine, while the remaining 30% was upheld.

As for the first case, which was pending in the Islamabad High Court and had been inactive for some time, it has now been transferred to the tribunal following its restoration. The matter is currently sub judice. The hearing for this case was scheduled the day before yesterday but was adjourned.

During this period, another case was initiated by the CCP, alleging that there is a WhatsApp group where chick rates were being discussed. The Chairman of the North Region is a director of one of the companies involved, and the PPA was also associated with this group. As a result, the CCP issued another show-cause notice to the Association. In response, each individual involved engaged their own legal counsel. The CCP maintained the position that even if no official member of the PPA was directly involved in the discussion, merely replying "OK" to a message in such a context could be considered a legal offense. In this case, all hatcheries were fined a total of PKR 15 crore, while the PPA and Big Bird were each fined PKR 2.5 crore.

Now coming to the way forward, one case is already under proceedings in the tribunal. For the second case, we are required to file an appeal within 30 days. Although the law allows for an appeal within 60 days, the fine becomes effective after 30 days, and legal counsel must be engaged. Therefore, it is imperative that we take necessary action and file the appeal within the 30-day window. When the fine was imposed on the PPA, show-cause notices were also issued to all stakeholders, including broiler farmers, feed millers, and hatcheries. Our approach will be to present our case in a manner that encourages a lenient view, in order to avoid any severe consequences.

Agenda 6. Discussion on Further Tax Issues in the New Budget.

The Secretary General once again requested Dr. F. M. Sabir to brief the house on the matter. At this point, Ch. Muhammad Ashraf raised a concern regarding the agenda, stating that despite holding several meetings on the issue, no progress has been made and the situation remains at a standstill. He further pointed out that teams from the FBR have now started visiting feed mills to examine sales tax implications. Now it is high time to take firm decisions to address this issue, which is currently affecting the farmers. However, it should be noted that feed millers will also begin to face this issue starting July 2025. We need to deliberate and decide on the way forward to effectively tackle this matter.

Dr. F. M. Sabir stated to Ch. Muhammad Ashraf that he has raised a very valid point. According to the sales tax law in Pakistan, any person engaged in a business must be registered for sales tax, except those who have applied for exemption. Regardless of whether someone is registered or not, the law requires that sales made to unregistered persons be subject to a 4% penalty. Therefore, if goods are sold to an unregistered buyer, a 4% penalty must be charged. When the 4% tax was applied to animal feed, it resulted in an increase of approximately Rs.250 per sack. If a 10% tax had been implemented instead, it would have led to a 10% increase in the price of each sack, which could have potentially shut down the entire industry. At that time, we calculated that an organized business operating with proper invoicing was already paying approximately Rs.400 in sales tax—on soybean purchases, imported goods, and electricity bills. Based on the 10% rate, the total sales tax liability amounted to around Rs.580. Therefore, it was decided that only Rs.150 would be charged directly. To address the remaining 4%, significant efforts were made: we were invited to the Prime Minister's Office, met with the Chairman of the FBR, and also held discussions with Mr. Ahad Cheema and officials from the Ministry of Commerce. While everyone acknowledged that our concerns were valid, they stated that issuing an

SRO (Statutory Regulatory Order) was not possible. We were told that an alternative solution would be explored before July 1. However, July 1 came and went without any action being taken, and as a result, the 4% tax effectively came into force.

The PPA and a couple of feed mills filed writ petitions without the issuance of any show cause notice. Our position was that, according to the law, we are required to charge the tax; however, we are supplying goods to businesses that are exempt. Eventually, the court granted a stay order.

Later, in Multan, show cause notices started being issued to enforce the 4% tax. The affected parties approached the Multan Bench of the Lahore High Court to challenge these notices. The court ruled that only an aggrieved party could challenge the notice—meaning the party on whom the tax is imposed. Now, the burden lies on the farmer to prove that their operations were limited to poultry farming (e.g., for the production of eggs or meat), which qualifies as exempt. Those who successfully presented such evidence received stay orders. As a result, all related cases in Multan were dismissed.

We held a meeting at the Lahore PPA office, where all feed millers were invited to discuss the situation. It was agreed that the best course of action is to encourage farmers—particularly those who have not yet approached the court—to file writ petitions. However, there seems to be a lack of interest, as most stakeholders are inactive and unwilling to take initiative. I must emphasize that those who are not charging the tax are at serious risk. As the case progresses, what is currently a 4% tax may lead to further complications, including penalties of up to 100% and default surcharges for non-compliance. The only viable way forward is for farmers to urgently file writ petitions to protect themselves legally. The PPA should bear the legal expenses on behalf of the farmers so that all affected farmers can be brought together and file a collective petition.

Mr. Ghulam Khaliq stated in the meeting that when we initially spoke to the feed miller who received the notice, he agreed to take action. However, he later backed out, expressing hesitation and concern about possible consequences. At present, no feed miller is willing to take a stand individually. Therefore, we should take the initiative through our platform, generate the necessary funds, and hire legal counsel to move forward collectively.

Mr. Abdul Hai Mehta stated that our poultry industry is highlighted a lot. Reputable newspapers, such as Dawn, have even compared the poultry industry to the tobacco industry. We must take immediate steps to address the issue and work toward a viable solution.

Mr. Zafar ul Islam Siddiqui stated that when neither farmers nor feed millers are willing to take individual action, we must recognize that those who have received notices are already affected—but the 4% tax applies to everyone, including those who have not yet received notices. There is no ambiguity in this matter. He suggested that any excessive sales tax currently being applied should be immediately declared as such. This would clarify that anyone who registers for sales tax will not be subject to the additional Rs.240–250 burden. As a result, farmers will have a clear legal basis to act, and there will be no need to send individual letters. Instead, a general letter should be issued to all

stakeholders. Dr. Zafar concluded by saying, "The issue belongs to one party, but the consequences are being suffered by others."

Mr. Malik Muhammad Sharif said that the consequences of the 10 months we have already lost will now fall on the feed millers. Farmers will not take responsibility for this. This is your fight and your destiny—if no action is taken now, you will ultimately be the ones who have to bear the cost.

Mr. Hamza Sarosh posed a question to Dr. F. M. Sabir, stating: "Whenever a tax is imposed on our industry, we tend to respond defensively. We absorbed the sales tax, we absorbed the further tax—each time a tax is introduced, we hold small meetings, but as an industry and as an association, we have never strongly protested. For example, the petroleum associations effectively advocate for their interests. Even now, as we discuss the upcoming budget, one must ask why we did not hold an Executive Committee (EC) meeting in January or February to discuss budget-related issues. That meeting should have brought together representatives from the pharmaceutical sector, the feed mill industry, and the broiler sector to develop a strong, unified budget proposal that could be formally presented. Unfortunately, no such coordinated effort took place."

Dr. F. M. Sabir responded by stating that although budget proposals were presented, it was not possible to secure an exemption from the sales tax. Mr. Ghulam Khaliq intervened, stating that the government is currently not focused solely on revenue generation; rather, their priority is to expand the tax network. Dr. F. M. Sabir stated that farmers are currently fearful of registration, thinking something adverse might happen if they register. However, nothing has actually happened. Now, with a price difference of Rs.250 between registered and unregistered entities, farmers will naturally be inclined to register on their own.

Agenda 7. National Disease Control Committee Updates.

The Secretary General invited Dr. Hanif Nazir Ch., the Convener of the Standing Committee on National Disease Control, to present a briefing on the NDCC and the current situation. Dr. Hanif Nazir Ch. began by thanking the Chairman and Mr. Malik Muhammad Sharif for inviting him. He also acknowledged the presence of Dr. Khalid Naeem Khawaja, Co-convener of the Standing Committee on National Disease Control, who had joined the meeting.

He informed the house that he had prepared a comprehensive presentation to make it easier for members to understand the issues. He mentioned that his presentation would take around 15 minutes and requested the house to pay full attention, assuring them that doing so would allow them to understand the briefing from a close and informed perspective, including some international insights. He added that he comes from a production background and is also involved internationally.

Dr. Hanif compared multiple options and criteria using various charts and tables that covered vaccination timings, different methods and patterns of poultry farming, and the practices adopted by various types of poultry farmers. He discussed types of sheds used by farmers, adjustments in nipple drinkers, and diseases such as Influenza, Gumboro Disease or Infectious Bursal Disease (IBD), highlighting the challenges these pose to vaccines due to virus variants.

He also touched upon reports by NDCC members on virus isolations, types, mutations, and preventive measures. He emphasized the importance of sharing samples with credible laboratories for bacterial isolation, sequencing, risk assessment, and screening of bacteria causing infections, both in 2024 and anticipated in 2025. He addressed the subclinical challenges of Coccidiosis and the value of experiences shared by individuals closely involved with poultry management.

Further topics included breed standards, biosecurity measures, use of essential oils, the role of humidity in virus development, the necessity of humidity meters, and the optimum temperature levels for bird comfort. He also covered vaccination programs, feed quality, the importance of having trained personnel managing the birds, and how mortality rates vary based on different vaccination patterns.

Dr. Hanif stressed the need to avoid conditions favorable for virus outbreaks and the importance of strictly following vaccination programs recommended by the NDCC. He concluded with remarks on the use of biotechnology in breeding.

The house applauded Dr. Hanif Nazir Ch. for his informative and insightful presentation.

Agenda 8. Consumer Awareness Initiatives.

The Secretary General requested Dr. F. M. Sabir to share details about the ongoing consumer awareness initiatives.

Dr. F. M. Sabir informed the house that a campaign for consumer awareness is being launched, featuring a creative piece developed by the renowned company **Saatchi & Saatchi**, followed by a professionally executed video shoot by a production company. The central theme of the video is child stunting in Pakistan. According to data from the United Nations International Children's Emergency Fund (UNICEF) and the World Bank, 40% of children under the age of five in Pakistan are affected by stunting.

This video is a public service message by the Pakistan Poultry Association, aimed at educating the public through electronic and social media in the form of short clips. The message has been crafted with an emotional tone, targeting parents and the nation, emphasizing the importance of raising healthy children. It highlights that if children are not physically and mentally strong; the future of the country is at risk. The video conveys how children can become healthier by consuming eggs and chicken, which are rich in high-quality protein.

Dr. F. M. Sabir stressed that for Pakistan to move forward, we must focus on improving children's diets. The video also features a touching and impactful anthem, which Dr. F. M. Sabir read aloud to the attendees before playing it on the video projector. He said:

ہم سورج کے راج ڈلارے
ہم بڑھیں گے ، ہم کریں گے
آسمان کو تھام لیں گے
گر پڑیں تو پھر اُٹھیں گے
اُٹھ کے پھر سے چل چلیں گے

بچے بھلے ہیں، بچ کے نہیں رہیں گے
اپنا زمانہ ہاں جیت لیں گے
دنیا کی نظروں میں اونچے رہیں گے
ہم چاند تارا روشن کریں گے
جیتنا ہے زمانہ، پروٹین کو بے بڑھانا
کھانا ہے چکن روزانہ، کھانا ہے چکن روزانہ

After that, the video was played on screen for the attendees. The audience applauded the video enthusiastically. Along with their appreciation, they also shared their views and offered suggestions to make it even more effective. Dr. F. M. Sabir responded by saying, "Basically this advertisement is about the protein requirement. We will incorporate your precious suggestions in the next phase of our work. We have a full 1 minute and 20 seconds available on the low-cost platform, so we will run the complete video there. On the more expensive platforms, we will run it in ADAPs. I hope that our effort will leave a powerful impact on society."

Agenda 9. Membership Report for 2025-26.

The Secretary General of PPA presented the membership report, completed as per the extended renewal date of 20th April 2025, to the house. He thanked Dr. Rana Sajjad Arshad and Mr. Amir Ali Khan for their continued efforts throughout Ramadan via Zoom meetings.

Agenda 10. Any other items with the permission of the Acting Chairman PPA.

With the permission of Acting Chairman PPA Mr. Ghulam Khaliq, Mr. Asif Zubair Sadiq raised an additional point regarding soybean meal procurement. He suggested that those involved in purchasing should take the initiative to import soybean meal directly during times of shortage, but the main hurdle was the lack of a license—because no one, except him, had applied. He emphasized that if applications had been submitted collectively, the license could have been issued. Dr. F. M. Sabir clarified that the relevant license falls under FFP (Food, Feed & Processing) and can be granted if the requirements are fulfilled. The application must go through an Institutional Biosafety Committee (IBC), which operates under universities specializing in biotechnology and genetic engineering, and is regulated by the Ministry of Climate Change (MOCC).

He addressed the misconception that the government is unwilling to issue licenses, stating the real issue is a lack of initiative and awareness about the application process. He urged that if a group of stakeholders approaches the government together, the process will become significantly easier. Mr. Asif Zubair Sadiq had his IBC issued through UVAS, but regrettably, his remains the only application submitted. This has led to criticism, questioning why—despite the size of the industry—only one individual has pursued this route, without broader industry support. The matter is now under review by an inter-ministerial committee comprising MNFS&R, MOCC, MOC, and the Ministry of Industries, which will decide on approval. A hearing has already taken place, where Mr. Musadik Malik Federal Minister for Climate Change and the Ministry of Commerce supported Mr. Asif Zubair Sadiq's position.

Dr. F. M. Sabir concluded by encouraging members to take action, saying, "If there's a shortage, we must be ready to import. No one is stopping you from requesting the government—just make the move and be positive." Mr. Ch. Muhammad Ashraf responded that it has been one year; yet no serious action has been taken on this matter. When Mr. Zubair applied for the license for the first time, I had sent the application to all feed millers who were interested in obtaining a license, but no one completed the form. What we need is unity. Mr. Malik Muhammad Sharif, recalling the most recent feed millers' meeting, stated that even when meetings are called for the benefit of our fellow members, they remain unwilling to cooperate. He emphasized that despite repeatedly requesting and urging them for their own benefit, they continue to show reluctance.

Dr. Rana Sajjad Arshad stated that all segments of the poultry industry must remain united, instead of thinking that a particular matter does not concern them. The reality is that the loss of one segment will ultimately affect all, just as the benefit of one segment will bring advantages to the entire industry in one way or another. Mr. Ch. Abdul Majeed raised a point that, at present, we are facing a lack of effective leadership. Mr. Ghulam Khaliq responded to Mr. Ch. Abdul Majeed's point about leadership, stating that the Chairman of PPA and the regional chairmen are fully committed to the industry. However, the issue is that our farmers are so carefree that they assume any problem will be handled solely by the senior leadership. This perception must now change. Yes, we are here to support them, but they must also make their own efforts. Additionally, I want to extend the point of Mr. Malik Muhammad Sharif that we have no comparison with the solvent industry because they are organized factories—their NTN and everything else is the same. Even if there are 200 people working in parallel, their production remains uniform. But here in PPA, we are all connected to the poultry industry, but there is a significant difference in the nature of our businesses. Our stakes vary greatly from one another, even though we are interconnected.

Mr. Malik Muhammad Sajid Awan highlighted the need to further expand PPA's membership and suggested that meetings be limited to CEC members. He emphasized that special invitees should be acknowledged for prioritizing the industry's interests over their own work and expressed concern over the absence of farmers at NR office meetings. In response, Mr. Malik Muhammad Sharif noted that not everyone can be invited to every meeting and that participants are selected based on relevance to the agenda. He added that dedicated wings have been created for farmers, yet their participation remains limited. Mr. Ch. Fargham also raised concerns when a previously planned meeting was cancelled. The NR office, he reiterated, remains open and welcoming to all sectors of the poultry industry.

Mr. Tariq Aziz emphasized the importance of standing with Mr. Asif Zubair for the collective interest of the poultry industry, irrespective of individual stakes. Mr. Rai Mansab Ali noted that although the CEC meeting was once cancelled due to the ongoing national crisis, its resumption reflects unity within the association. Dr. Arshad Hanif Chaudhary added that engaging with concerned members fosters inclusion and encourages participation. All members share one goal: industry progress.

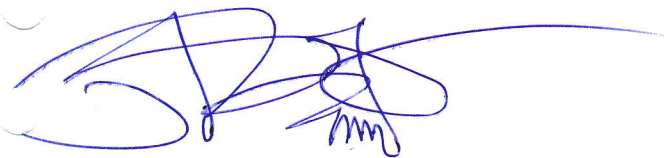
association. Dr. Arshad Hanif Chaudhary added that engaging with concerned members fosters inclusion and encourages participation. All members share one goal: industry progress.

Dr. F. M. Sabir concluded the meeting by emphasizing that we must rise above petty issues for the greater good of our industry. Our first matter concerns the further tax issue, which we will first discuss with our legal counsel to determine the appropriate course of action based on their advice. The second matter is the soybean issue, for which we have a window of six months. During this period, we must make every effort to collect the maximum number of license applications. You may also coordinate with Mr. Zubair for this purpose. It is essential for our industry to have both options available—bean and meal. Decisions should be made beyond self-interest, moving away from the mindset of 'why should I do this if I don't benefit directly while someone else does more?' This is the same understanding we try to convey to those in the solvent industry: these clients are yours—if they cease to exist, how will your business survive? They will only be able to pay you if they are earning. As the industry grows, your plants will also grow. Lastly, I am deeply thankful to all of you for your active participation and for taking the time to be here today.



Muhammad Gul Aziz Awan
Secretary General
Pakistan Poultry Association

Submitted for your kind approval please.



Abdul Basit
Chairman
Pakistan Poultry Association