High price of Petro/Diesel have led to farmers preferring native breed for draught.

Ongole breed of cattle had remained indispensable native breed for all farm operations for centuries in Prakasam district of Andhra Pradesh in view of their draught power.

Health benefits: Ongole ‘A2 cow milk’ fetches a premium price of over ₹150 per litre as it enables consumers to build immunity against viral and other diseases. The continuing incidence of coronavirus has also led to a spurt in demand for A2 cow milk

High International Demand: The Ongole breed of cattle is much in demand in Brazil and other countries with a significant pastoral economy as the animals have qualities of heat tolerance, resistance to diseases and ability to survive under extreme climatic conditions.