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## Constraints in production and marketing of broilers & layer farming of poultry birds in Gorakhpur district of U.P.

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**Abstract**

In the past, poultry farming involved raising chickens in the back yard for daily egg production and family consumption. However, poultry farming today is a large sector of business that is split into several operations including hatcheries, pullet farms for meat production, or farms for egg production. In India, the per capita consumption of eggs has gone up from 30 eggs per annum to 68 eggs per annum, and that of chicken from 400 gms per annum, to 2.5 kg per annum in the last 5 years. Human nutritionists recommend a minimum of 180 eggs & 10 kg chicken per annum for a healthy adult human. The purposive cum random sampling technique was applied for the selection of district, blocks, villages and respondents. From the selected villages the list of all the poultry farmer prepared and then categorized into three size groups on the basis of their number of raising poultry birds *viz.*, Small size group – Less than 1000 birds, Medium size group – 1000 – 2000 birds and Large size group – above 2000 birds. From a list of 100 poultry owners' farms (50 layer and 50 broiler farms) was selected randomly following the proportionate random sampling technique. The primary data regarding production and marketing in respect of broiler meat and eggs obtained through suitable designed schedule while secondary data collected from books, journals, reports and records of district and blocks headquarters. The data from poultry owner will be collected through survey methods by direct personal interview. Individual rank given on the basis of average score of problem. It was observed during investigation that quality chick problems were most serious in production of broiler. For broiler, 1<sup>st</sup> rank of chick quality problem (38.80) having highest average score followed by problem of storage average score 37.80. It was observed during investigation that non availability of finance problems 38.70 were most serious in production of layer followed by problem of technical knowledge 38.20. It examined that in layer farming 1<sup>st</sup> rank non availability of finance, 2<sup>nd</sup> rank problem of technical knowledge and 3<sup>rd</sup> rank problem of storage facility. In broiler 1<sup>st</sup> rank of quality chicks problem, 2<sup>nd</sup> problem of storage and 3<sup>rd</sup> availability of finance.

**Keywords:** purposive, data, investigation, random sampling techniques

**Introduction**

Poultry farms are the farms that raise chickens, ducks, turkeys, and other birds for meat or egg production. In the past, poultry farming involved raising chickens in the back yard for daily egg production and family consumption. However, poultry farming today is a large sector of business that is split into several operations including hatcheries, pullet farms for meat production, or farms for egg production. This study focused on poultry farms raising chicken. Poultry sector in India is valued at about Rs. 80,000 crore (2015-16) broadly divided into two sub-sectors – one with a highly organized commercial sector with about 80% of the total market share (say, Rs. 64,000 crore) and the other being unorganized with about 20% of the total market share of Rs. 16,000 Crore. The unorganized sector also referred to as backyard poultry plays a key role in supplementary income & employment generation and family nutrition to the poorest of the poor. It is estimated that with a poultry population of 729 million [30% layers at around 215 million and 40% broilers at around 480 million] small and medium farmers are mostly engaged in contract farming system under larger integrators and there are around 30 million farmers engaged in backyard poultry as per 19th Livestock Census. The poultry industry in India has undergone a major shift in structure and operation during the last two decades transforming from a mere backyard activity into a major industry with the presence of a large number of integrated players. This transformation has involved a sizeable investment in breeding, hatching, rearing and processing activities. Increasing incomes coupled by changing food habits: Broiler meat in the past had been considered to be a delicacy but as a result of increasing levels of urbanization and higher levels of disposable incomes,

poultry meat is increasingly seen as less of a luxury product and more as a daily staple. Further with changing food habits and increasing exposure to global cuisines, the Indian population is increasingly converting to a non-vegetarian diet. India is the third-largest egg producer in the world after China and the USA and the fourth-largest chicken producer in the world after China, Brazil and the USA. In India, the per capita consumption of eggs has gone up from 30 eggs per annum to 68 eggs per annum, and that of chicken from 400gms per annum, to 2.5 kg per annum in the last 5 years. Human nutritionists recommend a minimum of 180 eggs & 10 kg chicken per annum for a healthy adult human, which means that the Indian poultry market is laden with opportunities. Adult population in most developed countries consume over 240 eggs and 20 kg of chicken per annum.

### Methodology

The purposive cum random sampling technique was applied for the selection of district, blocks, villages and respondents. The Gorakhpur district selected purposively to avoid the operational inconvenience and constraints of money and time of the investigator. A list of all blocks falling in Gorakhpur

district was prepared and two blocks selected purposively on the basis of higher poultry population. A list of villages of the selected blocks was prepared separately and 15 villages from each block having high density of poultry birds selected randomly. From the selected villages the list of all the poultry farmer prepared and then categorized into three size groups on the basis of their number of raising poultry birds viz., Small size group – Less than 1000 birds, Medium size group – 1000 – 2000 birds and Large size group – above 2000 birds. From a list of 100 poultry owners' farms (50 layer and 50 broiler farms) was selected randomly following the proportionate random sampling technique. The wholesalers, traders, and retailers, five each was selected to the study of poultry products marketing in system area. The primary data regarding production and marketing in respect of broiler meat and eggs obtained through suitable designed schedule while secondary data collected from books, journals, reports and records of district and blocks headquarters. The data from poultry owner will be collected through survey methods by direct personal interview. Suitable statistical tools used analyze the data and presentation of result. The data pertained for the agricultural year 2018-2019.

### Result and discussion

**Table 1:** Constraints in production and marketing of broilers & eggs

	Name of constraints	Broiler					Layer				
		Percent Position	Garrett Value	Total Score	Average Score	Rank	Percent Position	Garrett Value	Total Score	Average Score	Rank
1	Availability of quality chicks	85.19	29	1940/50	38.80	I	78.10	35	1805/50	36.10	IV
2	Veterinary health care facility	44.68	53	1820/50	36.40	IV	55.40	48	1310/50	26.20	VIII
3	Non availability of finance	78.89	34	1870/50	37.40	III	88.20	27	1935/50	38.70	I
4	Seasonality of consumption	72.44	38	1410/50	28.20	IX	70.18	39	1780/50	35.60	VI
5	Problem of technical knowledge	40.09	55	1380/50	27.60	X	85.40	29	1910/50	38.20	II
6	Lack of market information	66.95	42	1478/50	29.56	VIII	75.10	37	1796/50	35.92	V
7	Disease out break	16.80	69	1714/50	34.28	V	26.17	63	1190/50	23.80	X
8	High capital intensive	32.60	59	1580/50	31.60	VII	47.11	52	1370/50	27.40	VII
9	Availability of quality feed	25.08	63	1642/50	32.84	VI	40.89	54	1300/50	26.00	IX
10	Problem of storage facility	54.63	48	1890/50	37.80	II	86.16	29	1860/50	37.20	III

Individual rank given on the basis of average score of problem. It was observed during investigation that quality chick problems were most serious in production of broiler. For broiler, 1<sup>st</sup> rank of chick quality problem (38.80) having highest average score followed by problem of storage average score 37.80, non availability of finance (37.40), disease outbreak (34.28), availability of quality feed (32.84), High capital intensive (31.60), lack of market (29.56), seasonality of consumption (28.20) and problem of financial knowledge (27.60). In broiler 1<sup>st</sup> rank of quality chicks problem, 2<sup>nd</sup> problem of storage and 3<sup>rd</sup> availability of finance.

It was observed during investigation that non availability of finance problems 38.70 were most serious in production of layer followed by problem of technical knowledge 38.20, layer problem of storage facility 37.20, availability of quality chicks 36.10, lack of market information 35.92, seasonality of consumption 35.60, high capital intensive 27.40, veterinary health care facility 26.20, availability of quality feed 26.00, and disease outbreak 23.80. It revealed that in layer farming 1<sup>st</sup> rank non availability of finance, 2<sup>nd</sup> rank problem of technical knowledge and 3<sup>rd</sup> rank problem of storage facility

### Summary and conclusion

Constraints in production and marketing broiler & eggs it was observed during investigation that quality chick problems

were most serious in production of broiler and layer birds. Individual rank given on the basis of average score of problem. It was observed during investigation that quality chick problems were most serious in production of broiler. For broiler, 1<sup>st</sup> rank of chick quality problem (38.80) having highest average score. In broiler 1<sup>st</sup> rank of quality chicks problem, 2<sup>nd</sup> problem of storage and 3<sup>rd</sup> availability of finance. It was observed during investigation that non availability of finance problems were most serious in production of layer. It concluded that in layer farming 1<sup>st</sup> rank non availability of finance, 2<sup>nd</sup> rank problem of technical knowledge and 3<sup>rd</sup> rank problem of storage facility

### Suggestive policy implications to overcome the production and marketing constraints of broiler and egg production:

1. The poultry farms in Gorakhpur district have a need to rationalize the use of resource in order to decrease the costs.
2. Government should lead to encourage poultry entrepreneurs by including certain subsidies and incentives.
3. The poultry farm have to adopt better management practices especially the maintenance of record and particularly poultry rearing regarding egg collection etc.

which will help the farmers to have a better perspective of future plan.

4. Poultry is neither treated as agriculture nor as industry and thus is not entitled to any benefits and thus is not entitled to any benefits applicable to agriculture or industry. Thus U.P. government should accord agricultural status to poultry granting all concessions applicable to agriculture for its sustained growth.
5. The eggs will not only improve health standard of malnourished children's but also improve attendance at the same time giving much needed relief to poultry owner in increasing consumption. There are 90 lakh students studying up to 5<sup>th</sup> standard in U.P. If Government provide them one egg per week, it will help increasing the consumption by 9 million eggs per week for 36/38 weeks in year.
6. Poultry owner may sell at least 25 per cent of their production capacity directly in the market, taking the advantages.
7. The extension activities should be strengthened to guide the poultry owners with latest technology for the poultry rearing.
8. Creation of broilers marketing board which can take care of both marketing and supply of inputs.
9. There should be established a numbers of retail outlet for protecting the interest of consumer's rupee.
10. With the improvement of poultry through cross-breeding the susceptibility of various contagious diseases may increase. So to reduce the mortality of poultry particularly the young stock efforts should be made to control the poultry diseases through health care and disease control measures.
11. The State Government should encourage establishment of compound feed mill at private sources to exploit the non-conventional feed resources and for supply of balance feed at the reasonable price to the poultry owner.
12. Last but not least, the conducive environment and confidence in the minds of the poultry owners be created to make a break through poultry rearing in the backward area.

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