**Feeding, Housing, Disease Prevalence and Milk Marketing System of Cattle at Sadar Upazilla in Rangpur.**

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**By:**

**Md. Jahid Iqbal**

**Roll No : 10/105 , Registration No: 00520**

**Intern ID: F-52**

**Session : 2009-2010**

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**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong-4225, Bangladesh**

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**Approved as to style and content by**

……………………

**Signature of Author**

Md. Jazid Iqbal

Roll No: 10/105

Reg. No: 00520

Intern ID: F-52

……………………………

**Signature of Supervisor**

Rasheda Begum

Associate Professor (Statistics)

Department of Agricultural Economics & Social Sciences . CVAS

**C**

**Chittagong Veterinary and Animal Sciences University**

**Khulshi, Chittagong-4225, Bangladesh**

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**ABSTRACT**

The study was conducted to explore the experiences of small-scale dairy farmers in Rangpur Sadar, Rangpur, Bangladesh with the particular focus on the Small-scale dairy farming for livelihoods of rural farmers. The aim of the study was to explore the socio-demographic characteristics of the respondents, to know the status of milk marketing system in the rural areas and to observe the most common diseases of the animal in rural areas. A total of 60 farmers were selected where 16.7% were illiterate, 33.33%were primary educated, 40%were secondary educated and 10%were higher secondary educated. The Income source was based on agriculture was 70% and 30% was not agriculture based. Out of 60 respondents about 50 were milking cows. 20% cows were Holstein Frisian and 80% were local breed. 19.6% person selling milk to goala; 19.6% selling milk at home and 26.1% selling milk to chilling plant. The average milk production 4.94 (SD=2.54) liter with range 2 to 12 liter. 34.8% carrying the milk to market by own self; 30.4% people came home to take milk. 19.6% comment to transportation problem; 23.9% comment not getting good price; 4.3% comment preservation problem; 17.4% comment transportation problem and not getting good price. The most common disease was diarrhea affected 16.67% animals. The report also showed that 19.6% farmers are satisfied with the milk price and 45.7% people are not satisfied.

Surveyed reports showed that disease was the most important dilemma followed by unpredictable milk market and high prices of milk. This research is important in relation of house hold level policy and decision making, performance analysis, and resource allocation to small-scale dairy farming.

**Key word:** small-scale farm, socio-demographic, milk marketing, disease, policy, profit