

STUDY ON MARKETING SYSTEM OF POULTRY & POULTRY PRODUCT IN CHITTAGONG



A Production Report Presented in Partial Fulfillment of the Requirement
for the Degree of Doctor of Veterinary Medicine

A Report submitted by

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Session: 2012-2013

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ACKNOWLEDGEMENT

All praises go to the Almighty Allah, the creator and supreme ruler of the Universe, who enabled the author to complete the work successfully.

The author expresses his sincere gratitude, humble respect and immense indebtedness to my reverend teacher and internship supervisor **Abdul Rahman**, Assistant Professor, Dept. of Agricultural Economics & Social Science, Faculty of Veterinary Medicine, Chittagong Veterinary and Animal Science University, Chittagong for his scholastic guidance, kind cooperation, sincere help, valuable suggestions, inspiration, constructive criticism, who was involved with this study from its inception.

The author would like to express his deep sense of gratitude and heartfelt appreciations to **Professor M.A Halim**, Dean, Faculty of Veterinary Medicine and **Prof. DR. A.K.M Saifuddin**, Director of external affairs for their kind help and co-operation.

The author takes the opportunity to express his deepest sense of respect and appreciation to those farmers for their kind help and co-operation during entire study period.

Last but not least, the author extended his appreciation for their unforgettable support, suggestions, criticisms, cordial help and inspiration regarding my study from its inception to the last.

ABSTRACT

Livestock marketing system plays a dual role in economic development in countries whose resources are primarily agricultural. The present study was undertaken to analyze the existing poultry marketing system of farm owner to estimate marketing cost & marketing margin of poultry and poultry product in some selected areas of Chittagong district. A total of 15 poultry farms were selected randomly from Pachlish, Doublemuring & Potia thana in chittagong district for this study. The study identified nine different channels in existing marketing system. The average price per kg poultry was about Tk 152 and Tk 145 in case of indirect and direct marketing channel, respectively. The average marketing cost per kg poultry was Tk 5.73. The net marketing margin per kg poultry was Tk.4.09. Finally the study also indentified some problems such as high demand of native poultry meat, price fluctuation, inadequate supply of poultry in proper time, high transportation cost etc and suggested their remedial measure for improving the existing marketing system.

Key note: Marketing channel, Cost, Margin, Problems.