# STUDY ON MARKETING POLICY OF POULTRY & POULTRY PRODUCT IN THE UPAZILA OF ANOWARA, CHITTAGONG



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## A Production Report Submitted as per approved style and content

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## **ABSTRACT**

The present study was undertaken to investigate the existing poultry marketing policy of farm owner in different areas of Anowara upazila under Chittagong district. In this study, marketing channel, marketing cost, marketing margin, problems and prospects of poultry marketing policy are also observed. A total of 13 poultry farms were selected randomly from different areas of Anowara for this study. The study identified nine different channels in existing marketing policy. The average price per kg poultry was about Tk 150 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.3.2. Finally, the study also identified some problems such as lack of financial credit, inadequate modern poultry equipment's, inadequate logistic support, lack of inadequate poultry rearing knowledge, high demand of native poultry meat, price fluctuation, inadequate supply of poultry in proper time, high transportation cost and suggested their remedial measure for improving the existing marketing system.

**Key words**: *Marketing channel, Cost, Margin, Problems, poultry products.* 

## **CHAPTER-I**

## INTRODUCTION

Poultry is a substantial contributor to food supply of Bangladesh. Many small and medium farmers are rearing poultry birds in Bangladesh. Development of poultry has generated considerable employment through the production and the marketing of poultry and poultry related products. The emerging poultry industry are gradually increasing in Bangladesh. But about 86% poultry meat and 78% eggs are produced from the indigenous chicken reared in backyard (Hossain, 1999). About 70000 small and big poultry farms have been established mainly close to the city areas where broilers or layers are introduced. Total number of Chicken are 275.183 million and meat production are 71.54 lakh metric ton (ULE, 2016-2017). Livestock marketing system plays a dual role in economic development in countries whose resources are primarily agricultural. Production activities on farm & the storage processing and distribution of farm commodities & item made from them (Davis & Goldberg, 1957). livestock products, Egg & poultry marketing standards (2011). Agriculture is an important sector of Bangladesh. Livestock is a growing sub-sector. Its shared of Agricultural GDP represented by livestock in Bangladesh rose from 12.9% in 1998-99 to 14.31% in 2016-2017(Updated livestock economy 2016-2017) which is mainly due to growth of poultry subsector & to a less extent the dairy sub sector. Bangladesh is a country of serious malnutrition where about 48 per cent of the population live below the poverty line (Bangladesh Bureau of Statistics 1998). Protein deficiency has been taken as the major contributory factor in malnutrition. The per capita consumption of animal protein in Bangladesh is only 11.8 g per day (Bangladesh Bureau of Statistics 2001) whereas the standard requirement of 36 g is recommended by UNO. The poultry sub-sector is considered an important avenue to reduce poverty and malnutrition as well as unemployment problems of Bangladesh.

Poultry farming is an important source of income for poor farmers in Bangladesh, who cannot afford larger animals (**Hussain** *et al.*,1990). Traditionally chickens are sold alive till today, because of lacking trust on slaughtering method (Halal or not), fear of disease or dead birds slaughtered. Egg grading and packing has not yet been

developed. Marketing system of it is in traditional. As a result, producers are not getting remunerative price that is why middleman are being gainer (Islam et al., 2003). Middlemen were exploiting poultry producers by exhorting a large portion of consumer's rupee. Therefore, producers were not getting remuneration according to the value of their products. Minimizing role of middlemen, providing marketing information to producers, strengthening marketing infrastructure, Government intervention are suggested approach (Masad et al., 2010). Therefore, modern Poultry processing plant, preserving technology and proper marketing channels are suggested to establish properly. Although commercial poultry started in 1980, until now only 14% of the meat comes from commercial farming systems (Alam 1995). The major portion of total poultry meat supply comes from traditional farming. Through contractual arrangements, agro-industry can assist farmers in developing countries to shift from subsistence or traditional agriculture to commercial or modern agriculture. Contract farming has recently been introduced in Bangladesh in 1994 by a big company, named ABFL (Aftab Bahumukhi [multipurpose] Farm Ltd). Livestock is an integral component of the agricultural economy of Bangladesh performing a central role in the livelihoods of poor people more than 75% rely on livestock to some degree for their livelihood. An efficient marketing system can play an important role in improving poultry industry in our Bangladesh. At the same time, the market and production context of poultry production has been changing rapidly over the last two decades. Rapid economic growth and urbanization in developing countries has resulted in fast expansion of industrial large scale, vertically integrated, poultry production units, specially in Asia. Opportunities have also expanded for small scale poultry enterprises due to improved market access infrastructure and a preference structure that might still favor free range birds and eggs (Conroy et al., 2005). As a result, there has been increased market orientation even among small scale poultry enterprises. These changes have brought large and small production systems in overlapping competitive space which has created both challenges and opportunities.

As a source of income, from the economic point of view poultry is very significant with a view to popularizing poultry forming on commercial basis and to meet the

increasing demand for eggs & meat a good no of educated unemployed youth have already come toward to initiate poultry production & marketing. The participants who are involved in agribusiness sector of poultry & poultry meat products are poultry hatchery, poultry farm owner, poultry traders, hotel & restaurant owner & fast food traders. So, numbers of people are employed in this sector as a source of food. Poultry meat especially chicken meat is the most desirable animal protein & accepted to most of the people of Bangladesh. The amount of protein energy & fat in chicken meat are 23.4 gm, 117.00 kcal, and 1.90 gm respectively.

In recent years, the poultry sector in Bangladesh has gained sufficiency against current market demand (Raha, 2013) but not against the standard nutritional requirement (DLS, 2016)

**Table no-1 Poultry population in Bangladesh (in million)** 

Species	2008-	2009-	2010-	2011-	2012-	2013-	2014-	2015-	2016-
	09	10	11	12	13	14	15	16	17
Chicken	221.394	228.035	234.686	242.866	249.011	255.311	261.770	268.393	275.183

**Source: Updated Livestock Economy, 2016-2017** 

The present study will be helpful for the poultry farmers, middleman, consumer and policy maker to get appropriate market information timely. It is a matter of fact that marketing is vital for supplying poultry & poultry meat products to consumer in good condition and right time. Consumer will also be mostly benefited. The present study was conducted to meet the following objectives-

- To investigate the existing marketing policy of poultry & poultry meat traders.
- To explore the present status of the poultry sector in Bangladesh.
- To identify the marketing channel of poultry & poultry meat products.
- To estimate marketing cost & market margin of poultry.
- To identify the problem of poultry production & marketing and suggested measures for improvement of market.
- To suggest some recommendations for the development of the poultry sector in Bangladesh.

## **CHAPTER II**

## MATERIALS AND METHODS

## 2.1 Selection of the study area

It was a bare necessity to select the areas which would provide minimum information regarding commercially produced egg marketing. The selection of the study area depends on the objectives of the research. On the basis of available information, very good transportation facilities of the selected areas, poultry farm owners were selected from at Anowara upazila under Chittagong district. This Thana have the maximum potentiality for poultry production.

#### 2.2 Period of data collection

For this study, data were collected form February and March 2018; several visits were made during the period to collect necessary data from poultry farm owners.

## 2.3 Preparation of the survey schedule

For this study survey method (Questionnaire-Appendix-I) was followed to collect data. After consulting the available literature on poultry & poultry products marketing and keeping the objectives of the study in view to sets of close- cum open type interview schedules. The interview schedules pretested and then prepared for survey. The schedule was prepared maintaining with the objectives of the study.

## 2.4 Selection of sample

Total 20 farms were selected randomly from different areas of Anowara upazila under Chittagong district for this study.

#### 2.5 Analytical techniques

After collecting, the data were put on the master sheet and were arranged in tabular form. Simple statistical measures were used in this study.

Marketing margin= Price paid by consumer- Price paid by farmer.

Net profit = marketing margin - Marketing cost

## **CHAPTER III**

## **RESULT & DISCUSSION**

Marketing policy is the network of buyers, sellers and other actors that come together to trade in a given product or service and Marketing channel are the alternative routes of product flow from producers to consumers (kohls & Ukl, 1980). It involves a number of important activities at different stages by a serve of intermediaries linking the producers with the consumers. Other farm owners sell their poultry to the wholesaler cum retailer or retailer. They have direct contact to the hotel & restaurant and fast food traders. Sometimes the poultry are also sold by hawker in the city

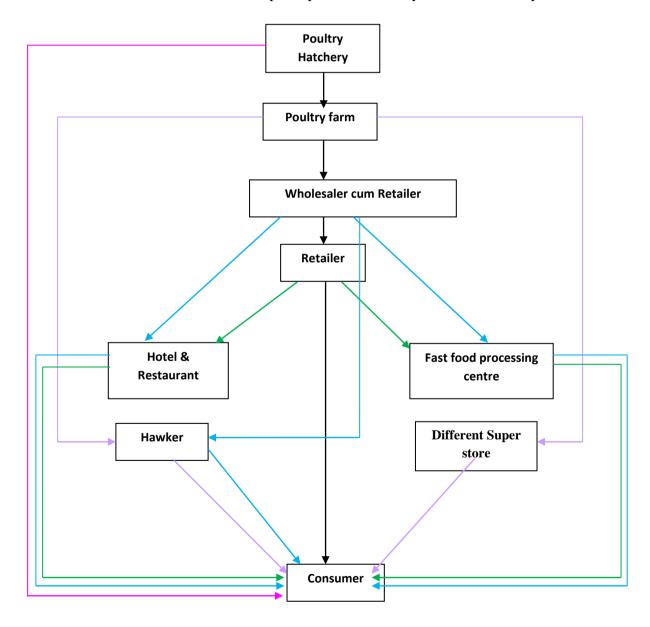


Figure.1: The marketing channel of poultry & poultry meat products

#### **Direct marketing channel:**

Farm/ poultry farm→consumer.

#### **Indirect marketing channel:**

Other farm owners sell their poultry to the wholesaler cum retailer or retailer. They have direct contact to the hotel & restaurant and fast food traders. Sometimes the poultry are also selled by hawker in the city.

Channel 1: Poultry hatchery  $\rightarrow$ Poultry farm  $\rightarrow$ Wholesaler Cum Retaile  $\rightarrow$ Retailer  $\rightarrow$  consumer.

Channel 2: Poultry farm $\rightarrow$  Wholesaler cum retailer $\rightarrow$  Hotel & Restaurant  $\rightarrow$  Farm $\rightarrow$ Consumer.

Channel 3: Poultry farm→Wholesaler cum retailer→ Fast food processing centre → Consumer.

Channel 4: Poultry farm  $\rightarrow$ Retailer $\rightarrow$  Hotel & Restaurant  $\rightarrow$  Consumer.

Channel 5: Poultry farm →Retailer →Fast food processing centre →Consumer

Channel 6: Poultry farm → Wholesaler cum retailer → Hawker → Consumer

Channel 7: Poultry farm  $\rightarrow$  Hawker  $\rightarrow$  Consumer.

Channel 8: Poultry farm→ Different Super store→ consumer

#### 3.1 Market Participants

In case of poultry & poultry meat products market participants involved are-

- 1. Poultry hatchery: Poultry hatchery is engaged in production and supply of day old chicks by artificial incubation. They sell their dayold chicks to their own sales centre or poultry farm owner collect their DOC from farm by their own demand. The transportation cost of poultry mainly carried by hatchery owners.
- **2. Poultry farm owner:** The marketing channels of poultry start from collection of day old chicks by commercial farm owner from hatchery. Most of the farm owners sell their poultry to the wholesaler cum retailers and small portion of local consumer.
- **3. Wholesaler cum retailer:** They are professional poultry traders who have fixed establishment in the city. They purchase poultry from poultry farm in a large number and sell to the retailer, hotel & restaurants owner, fast food traders. They sell in large quantity to the retailers at cheaper prices.

- **4. Retailers:** They are the last link in the poultry marketing. They purchase poultry from wholesalers cum retailers & sell at their retail shops to the consumers, hotel & restaurants owner & fast food traders.
- **5. Hotel & restaurant owners:** This is a place where poultry meat is cooked with other products for selling. The hotel owners/managers purchase poultry (live or dressed) farm retailers and wholesaler cum retailers for cooking in hotel.
- **6. Fast food traders:** Here fast food items are stored and displayed for selling. After buying poultry or poultry meat from poultry traders (retailer and wholesaler cum retailer), the fast food trader brings those at the processing plant. In processing plant fast food is prepared from poultry meat.
- **7. Hawker:** The hawkers are part time traders. They purchase poultry from retailer and sell to the consumer in city.
- **8. Super store traders:** They purchase the poultry from farm owner. Then they sell their products to consumers.

## 3.2 Marketing functions:

#### A. Exchange functions

Pricing- 1. Buying 2. selling.

i) **Pricing:** In case of poultry marketing, farm owners fix price on the basis of production. All poultry traders follow the open bargaining method for fixing the price at the time of buying & selling.

#### A. Physical functions

i) Storage & packaging: Poultry are marketed alive in Chittagong like other parts of the country. Now a days dressed broiler are sold. A kind of iron & bamboo made case is used for temporary storage. The traders can store live bird maximum for three days. Refrigerator is used in hotel & restaurants for storage poultry meat.

- **ii) Transportation:** Mainly bus, truck & pick-up vans are used for transporting poultry from farm to city area. Hotel owners and fast food traders transporting poultry from the poultry traders by rickshaw and van.
- **iii) Processing:** Every poultry trader has a dressing centre where the poultry are dressed. It hotel business, after bringing live or dressed poultry from the poultry traders it is cut into some pieces of optimum size. In fast food trade various fast food items are prepared from poultry meat.

#### **B.** Facilitating functions:

- i) **Grading & standardization:** In poultry marketing, poultry traders normally grade poultry on size & weights.
- **ii**) **Financing:** Small portions of the farm owner in the study area are self financed. Most farm owner and traders are run their business with institutional credit.
- **iii) Risk bearing:** In case of poultry & poultry meat marketing physical and market risk are occurred. Physical risks occur from theft, death, loss of weight. Market risk arise from the changes in market price.
- **iv**) **Market information:** In the present study poultry traders collected information from fellow traders by observing present marketing trend, from leaflet & newspaper.

In case of direct market the average price per kg broiler is Tk 145 and in case of indirect market the average direct price per kg broiler is Tk 151.58 which is Tk 6.58 higher than direct market (Table 2).

Table 2. Price difference in direct and indirect market.

Market Channel	Av. price/ kg poultry
Direct	145
Indirect	150
Difference	5

In the study areas 3(20%) farm owners out of 20 followed direct marketing channel and rest (80%) were followed indirect marketing channel, which has been shown in figure-2

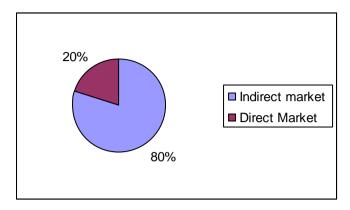


Fig-2: Followers of market.

## 3.3 Marketing cost & Marketing Margin:

The cost of marketing includes the cost of all business activates necessary to ascertain the needs & wants of market plan product availability effect transfer to ownership of products provide for the physical distribution & facilitate the entire marketing process (Haque 1996). The various cost items are rent shop, transportation wages & salaries, storage, electricity & telephone bill, tools & equipment wastage market tools market security, personnel expense etc.

## Rent a shop:

The selected sample farms sell poultry by rent a shop or to a Arats from at own sale centre. Table-3 shows that the majority (73.33%) of sample farm owners sold poultry from their rent shop and (26.67%) farm owner sold poultry from their own sale centre & average marketing cost per kg poultry is 20.94% for farms. (table-5)

Table-3: Distribution of farm owners by place of sale

Place of sale	No of farm owners	Percent
Rent shop	10	73.33
Own sale centre	3	26.67
Total	13	100%

## **Transportation cost:**

Transportation creates place utility and facilities availability of goods at the proper place by the movements of products between places. In the study area pick up and rickshaw –van are used as transports. (Table 4). Reveals that about 40% of sample farm owner used pick up and rest 60% used rickshaw- van for transporting poultry from farms to middleman and consumer. The average transportation cost per kg poultry was Tk 0.80 which represents 13.96% of total cost for farms. (Table 5).

Table-4. Distribution of farm owners by mode of transport

Mode of transport	No of farm owners	Percent
Rickshaw van	10	60
pick up	3	40
Total	13	100

## Wages and salaries:

Farm owners generally employ some labour on monthly salary daily wage basis for performing various function at farm. Wages and salaries cost were Tk 1.3 per kg poultry which represent 22.69% of total cost for farms (Table-5).

Table 5: Cost item of poultry & poultry product marketing

Cost item	Cost/kg poultry	Percent
	( <b>Tk.</b> )	
Rent a shop	1.2	20.94
Transportation	0.8	13.96
Wages & salaries	1.3	22.69
Storage	0.30	5.24
Electricity charge	0.18	3.14
Tools & equipment	0.25	4.36
Wastage	0.80	13.96
Market tools	0.05	0.87
Market security	0.25	4.36
Telephone bill	0.20	3.49
Personnel expenses	0.25	4.36
Miscellaneous	0.15	2.62
Total cost	Total=5.73	%=100

**Storage cost:** Incase of distant, storage was needed for poultry about 2-3 days. Average storage cost was Tk 0.30 per kg poultry which is 5.24% of total cost for farms. (Table-5).

## **Electricity charge:**

Electricity charge was estimated Tk 0.18 per kg poultry which contributed 3.14%, of total marketing cost for farms (Table-5).

## **Tools equipment:**

This charge was estimated Tk 0.25 for per kg poultry which contributed 4.36%, of total cost for farms (Table-5).

## Wastage:

Wastage charge was estimated for per kg poultry were estimated Tk 0.80 per kg poultry which contributed 13.96% of total cost for farms (Table-5). Wastage are mainly occurred when death & and any deformities are show.

#### **Market tools:**

Now a day's market tools are very important thing. Belong of these activities the marketing system improved and grow an association. The cost of market tools is Tk 0.05 per kg poultry which represents 0.87% of total cost for farms (Table-5).

## Market security:

Market security charge was estimated Tk 0.25 for per kg poultry which contributed 4.36% of total marketing cost for farms (Table-5).

## **Telephone bill:**

Telephone bill is an important instrument of business. The average cost telephone bill were Tk 0.20 per kg poultry which contributed 3.49% of total marketing cost for farms (Table-5).

#### **Personnel expenses:**

Personnel expenses for selling purpose in shop were Tk 0.25/kg poultry which contributed 4.36% of total cost for farms (table-5).

#### **Marketing margin**

The portion of consumer's price that goes to market intermediaries is referred to as the marketing margin. According to khols & Ukl (1980) marketing margin may be defined as the difference between what is paid by the consumers and what is received by the producer.

In this section both gross & net marketing margin of poultry are calculated. Gross margin was calculated by subtracting the value of purchase of poultry from their value

of sales proceeds and net margin (profit) was calculated by subtracting the total marketing cost of poultry from the gross margin.

Table-6 Marketing margin per farm per kg poultry.

Name of the farm/ Direct market	Farm price/ kg poultry	Consumer price/kg	Marketing margin
		poultry	
M.M. and Brothers poultry farm	143	145	0
Prime poultry farm,	147	148	0
Mohona poultry farm	145	142	0
Average	145	145	0

In direct market farm owner sell their poultry directly to the consumer. So, their marketing margin is zero. Their marketing cost in included with farm poultry price.

Table-7 Net marketing margin of per farm per kg poultry

Name of the farm /	Farm	Consumer	marketing	Cost	Net
Indirect market	price/ kg	price/ kg	margin		marketing
	poultry	poultry			margin
Nirmol poultry farm	137	147	10	5.58	4.42
Shotota poultry farm	142	150	8		2.42
Helal poultry farm	140	147	7		1.42
Datta poutry farm	138	145	7		1.42
Amena poultry farm	140	149	9		3.42
Bismillah poultry farm	140	150	10	5.7	4.3
Jaker poultry farm	142	150	8		2.3
Selim uddin Poultry farm	145	155	10 5.9		4.1
Mitra poultry farm	143	152	9		3.1
G.M. poultry farm	142	153	11		5.1
Average	140.9	149.8	8.9	5.73	3.2

The marketing margin for indirect market shown in tabel-7. The margin ranges from Tk 8 to 12. Average marketing margin was Tk 8.9/kg poultry in case of indirect market. But there is no margin in case of direct market. Average net marketing margin for indirect market was Tk 3.2.

## **CHAPTER IV**

## **CONCLUSION**

Bangladesh is one of the developing country in the world. Most of the people of any religion of Bangladesh eat poultry and poultry meat products. So, poultry meat is treated as important agribusiness products in Bangladesh. From the above study we found, direct & indirect poultry marketing channel. The marketing cost is higher in indirect market than direct market. Because of, middleman costs add with the marketing cost. Increase the cost of middleman is also called marketing margin. In direct marketing system farm owner sell their poultry directly to the consumer. So, they save their marketing margin. So, if we are able to minimize the cost of middleman activities, then both farmer and consumer will be benefited. Then poultry and poultry products will be available to the general consumer at a reasonable price. From the above discussion it can be concluded that Anowara Upazila under Chittagong district is a very suitable and prospectious zone for broiler farming and broiler production. But first it is crying need to solve the problem related with broiler farming. Then it would be possible to establish broiler farms to meet the protein demand of the people. The study also suggested some remedial measures for improving the existing marketing system. The study recommended that the expansion of poultry farming and marketing are necessary for creation of employment both in rural & urban areas.

## **CHAPTER V**

## PROBLEMS & RECOMMENDATION

#### **5.1 Problems associated with farm:**

In the existing socio-economic condition of Bangladesh, there are so many marketing problems for poultry farm owner. From the field survey, it was known that poultry farm owner face some problems at the time of poultry marketing are presented in table -8.

Table -8 Problem faced by farmer

Problems	No of respondent	Percent (%)
High demand of deshi birds	3	20.00
Fluctuation of price	3	20.00
Inadequate supply of poultry	2	13.33
in proper time		
High transportation cost	2	13.33
Lack of capital	1	6.67
Lack of market space	1	6.67
Hartal, natural calamities &	2	13.33
disease outbreak		
Load shedding	1	6.67
Total	15	100

## High demand of deshi bird

In the study area about 20% of respondents reported that the demand for deshi bird was higher than broiler (Table-8). They also reported that the consumers considered the meat form indigenous bird are tastier than of farm produced broiler and people are habituated to have meats of native bird.

## Fluctuation of price

About 20% farm owner reported that price fluctuation affected them seriously. They reported that when price increased, then consumers are less interested to buy poultry at higher price (Table-8).

## **Inadequate supply of poultry in proper time:**

Chick is the main input for broiler farming. When avian influenza or other disease outbreak is higher then the day-old chick production decrease ultimately. About 13.33% poultry farm owner reported that inadequate supply of poultry in proper time is another major problem for them (Table-8).

## **High transportation cost**

When middleman buys poultry, they needed to transport poultry or when farm owner sell to different super store they need to transport poultry. This time transportation cost is added to the net income. About 13.33% farm owner claimed it (Table-8).

### Lack of capital

When an owner starts a farm, he needs sufficient cash capital. They had to take loan from bank and borrowed money with high interest. About 6.67% respondent claimed it (Table-8).

## Lack of market space

6.67% respondents complained that the space in the market was inadequate for poultry trade. It is extremely difficult for a new comer to enter the market because of the lack of space.

#### Hartal, slrike natural calamities & disease outbreak

All of the respondent's opinion that hartal, slrike, natural calamities caused problems for the smooth transportation system and the delay in transportation. Other side disease outbreak is another cause of hampering poultry business. About 13.33% respondent complained for that (Table-8).

#### Load shedding

About 6.67% respondents mentioned that, load shedding was the most important problem (Table-8). Sometimes they use generator which is costly and increase marketing cost.

## **Recommendations:**

On the basis of the findings of this study the following recommendations are made for improvement of the existing production and marketing system.

- ❖ Farmers should be given training to improve their technical knowledge and management skill.
- Financial institutions and NGOs should provide credit facility at easy terms and conditions to the farm owners and egg traders to meet their production and marketing requirements.
- ❖ Legal price of poultry should be ensured.
- Proper market information should be ensured.
- Price fluctuation should be controlled
- Development of disease diagnostic facilities.
- Increase supply of Day-Old Chicks.
- ❖ Feed manufacturing factory should be established the local area.
- Supply Poultry feed at cheaper price
- Provisions should be made to increase vaccine production by exploring the existing capacity also encouraging potential entrepreneurs in vaccine production.
- Provision of adequate supply of medicine.
- Establishment of hatchery
- \* Regular electricity supply should be ensured to operate the farming.
- Communication and transportation system must be developed to increase the efficiency of marketing system. Adequate transportation facilities should be made available for carrying bird form farm yard to market.
- Price stabilization and floor price schemes should be chalked out to ensure minimum level of profit from production.
- Provision of effective extension service about the nutrition of broiler meat

The study also recommends that the expansion of farming and marketing is necessary for the creation of employment both in rural and urban areas. Government, private entrepreneurs, different NGOs, veterinarians and poultry specialists can play an important role for development of production and marketing in the country

#### CHAPTER-VI

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## **APPENDIX-1**

## Questionnaire for data collection

An interview schedule for research study entitled 'Marketing policy of poultry and poultry products in the Upazila of Anowara Under Chittagong District'

					Date-	
					Mobile no-	
1. Name	of the farm	•••••	•			
2.Name o	f the owner/Farn	ner/Empl	oyee	•••••		
3.Address	s: Village		Union			
	Р.ОТ	Γhana	District.			
Please answ	er the following	g questic	ons:			
A. Rearing sy	ystem:					
a. Cage b. Flo	oor					
B. Total num	ber of poultry	•••••				
C. Number	of shed for bird	l <b>?</b>	•••••			
D. Production	n Cost per bird.	. (in Tk) .	•••••			
E. Average	weight per bird	l (kg)				
□ 1	□ 1.5	□ 2	□ 2.5			
F. Selling p	rice per bird (in	Tk)	•••••			
G. Net profit	per bird. (in Tk)	)				
[	□ 2.0	2.5		□ 3		□ 3.5
H. Which cl	nannel used for	marketi	ing?	•••••		
I. Retailer p	orice and whole	saler pri	ice:			
J. Credit re	ceipt					

	Did you receive any credit for rearing purpose last year?							
	Yes	No	• • • • •					
If yes, pleased give answer to the following questions:								
Sl.	Source of credit	Amount of credit rece	eipt					
No.								
01.	Bank (Sonali, Krishi, Janata)							
02.	Village money lender							
03.	Relatives							
04.	Livestock division							
05.	NGO							
06.	Rural development division							
07.	Others (if any)							
K. Aı	ny local consumer can buy?							
	□ Yes	□ No						
L. Any institutional buyer?								
	□ Yes	□ No						
M. Any type of faria involved?								
	□ Yes		$\square$ No					
N. Marketing Channels.								
	□ Direct		☐ Indirect					
O. Wholesaler comes in farm.								
	□Yes		□No					
<b>P. A</b> :	ny diseases.							

			Yes		$\square$ No			
Q. Any feeding problems.								
		$\Box No$						
Please mention your problem (s) during marketing of eggs.								
S1.	problems		Extent of problem					
No.			high	moderate	low			
01.								
02.								
03.								
04.								
05.								
R. Mortality rate?								
	1%	2%	□ 3	3%	4%			
S. Which is the easy method of transport?								
$\Box$ van $\Box$ truck s $\Box$ other transport								
Thank you for your co-operation and interviewing								
Signature of the interviewer								
Date								

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The Author

## **BIOGRAPHY**

I am Ema Das, daughter of Uttam Kumar Das and Ashru Kona Mohajan. I passed Secondary School Certificate Examination in 2010 followed by Higher Secondary Certificate Examination in 2012. Now I am an intern doctor under the Faculty of Veterinary Medicine in Chittagong Veterinary and Animal Sciences University. As an upcoming veterinarian I would like to dedicate my rest of life for the welfare of animals. I am keen to be a field veterinarian as well as a pet practitioner.