**CHAPTER-1**

**INTRODUCTION**

Poultry meat is the fastest growing component of global meat production, consumption and trade, with developing and transition economies playing a leading role in the expansion. World poultry meat increased nearly eight fold between 1961-2001. **(Regmi, 2001).** Commercial broiler production contributes about 86% to total poultry meat production worldwide, leaving other birds far behind. **(Executive Guide to World Poultry Trends, 2002).** The total poultry population in year 2002 is estimated to be 211.4 million **(Howlider, 1999).** Worldwide, poultry meat and egg production accounts for more than 30% of all animal protein **(Permin and Pedersen, 2000).** The International Food Policy Research Institute **(IFPRI, 2000)** has estimated that by year 2015 poultry will be account for 40 percent of all animal protein. In Bangladesh poultry is a substantial contributor to food supply and poultry industry is one of the rapidly developing industries in the livestock sector of the country. Bangladesh is considered as one of the most appropriate countries in the world for poultry production. The revolution in poultry industry has achieved more than 200 percent growth last 5 years though they are facing scarcity of efficient or skilled workforce, mainly because of new technology, using locally available feed ingredients, breeding, hatching and other inputs **(Samsuddoha and Sohel, 2008).**

In Bangladesh poultry farming is recognized as a profitable business and getting popularity as employment opportunities are being created among rural people, traders, support serviceman and other business people. As developing country poverty, unemployment and nutrition are the major problems. Over 80% of the country’s people live in the rural sector and highly dependent on agricultural system that is finely attuned to a tropical monsoon climate. The Human Development Repots-2005of UNDP indicates that the total population in Bangladesh is 14.18 crore at an annual growth rate of 1.7%. The per capita income is only US$ 476 **(BBS 2006)** and the percentage of literacy is around 51.6% **(BBS2006, BANBEIS).** A major portion (44%) of the population of Bangladesh lives below absolute poverty line and the number of landless poor has been increasing by 3.4% per annum **(BBS, 2000)**. About47.5% people receive less than 1900 calorie per person per day as against the standard 2300 calories **(HDI,UNDP1996).** The current production of all types of meat provides only 10.44% of total meat requirement of the country while eggs meet24.04% of the requirement **(Rahman, 2003).** Consumption of animal protein is only17.3 grams **(BBS, 1998)** per capita per day as against the standard requirement of 36.0 grams as recommended by UNO **( Ahmaed and Islam, 1985).**

 According to DLS **(2007)** meat requirement is 120 gm/day/head and 6.26 metric tonne/year. But our achievement is only 20 gm/day/head and 1.04 million metric tonne/year. And egg requirement is 104 pieces/head/year but we getting 40 pieces/head/year. So we can see that the production cannot cope at with the high demand by our native chicken. Given this context, poultry raising particularly broiler raising appears to be a good way of meeting the protein gap. Income elasticity of demand for chicken meat is very high **(Raha, 2003).** The share of poultry in the animal protein of human diet is estimated to be 30% **(DLS, 1995).**

Poultry meat is the most popular to all irrespective of religion in whole world.

But sometimes the evaluation of poultry can be affected by some socio-cultural events or activities such as special banquets for family distinguished guests, gifts, cocks as alarm clock for the villagers; religious ceremonies using cocks as offering to the deities; marginal practices where eggs are widely used. Black feathered chickens are favored by some communities for casting away bad spirits or in traditional human medicine where white-feathered chickens tend to be more involved in medical cures**. (Gueye, 1998).** Though white-feathered broilers are dominate world poultry meat production owing to their rapid growth and high feed efficiency. However, consumers’ preference for color-feathered and slow-growing meat-type quality chickens is growing in certain regions of the world. The appearance (plumage, skin, combs and so on), meat flavor, and meat texture are the main attributes that attract customers to purchase those **(Yang and Jiang, 2005).**

Now-a-days in Bangladesh color-feathered cross breed Sonali **(Fayoumi x Rhode** **Island Red)** rearing on adlibitum feeding basis for meat purpose like Commercial Broiler (strain) also getting popular beside with White-feathered Commercial Broiler for their color-feathered and slow growing capacity. Generally Commercial Broiler reared 30-35 where Sonali are reared 60-70 days. Sonali is mostly chosen for their looking appearance like Deshi (Local) chicken, colored-feathered and slow growing. Sometimes it is sold as Deshi Chicken by cheat traders to consumers. Because Deshi chickens are popular for its palatability, aged meat texture and flavor to the consumers and price of Deshi chicken is higher than any other chicken of the market**. Frands Dolberg** reported **(2008)** that in the market the Sonali goes as a local chicken with the associated premium price.

Thus it is important to make a comparative analysis between Commercial Broiler and Sonali Chicken for the meat purpose, because no systemic study has yet been under taken to determine the comparative discussion among these two

chickens which will be beneficiary for poultry industry of Bangladesh. It will give them the insight on the relative profitability of these three Birds.

**M A Zaman & G.C Chanda,(2008)** Reported that 20 hens per farm was suitable in semi scavenging system**.**

**The objectives of the present study are:**

1. To compare profitability.

 (ii) To estimate profitability.

 (iii) To explore the possible constraints in production and marketing

 of the bird.

 (iv) To estimate feed conversion ratio of the bird.

 (v) To estimate the mortality rate.

 (vi) To suggest possible recommendations.