**EXPLORING BROILER FARMING MANAGEMENT AT RANGAMATI UPAZILA IN RANGAMATI DISTRICT**

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**A Report**

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**ABSTRACT**

The experiment was conducted for profiling the existing broiler farming in Rangamati District during the period from March 1 to April 6 and July 5 to August 3,2017. Data were collected using an interview schedule from 20 randomly selected respondents who were involved in broiler farming. Most of the farmers were age between (31-50). Most of the respondents 12 (60%) had large (1001-2000 birds) and 8 (40%) had medium (501-1000 birds). The average number of flocks was 1190 (SD 282.66 ;Range (700 to 1700) and average rearing days were 33 days (SD 1.73; Range 30 to 35) 16 respondents reared Cobb-500 strain, those were purchased from Kazi Farms Ltd. Out of 20 respondents 6 (30%) took necessary suggestions from the experienced farmers and 14 (70%) farmers taken short training on broiler farming. 19 (90%) farmers used ready made feed and 1 (10%) farmers fed on hand made. All farmers collected feed from dealer, had separate feed storage room, used deep well water, used rice husk as litter materials. 16 (80%) farmers collected vaccine from dealer and 4 (20%) farmers collected from Govt. veterinary hospital and 18 (90%) farmers regularly vaccinated their broilers.All the farmers maintained good ventilation but did not maintain footbath . About 15 (75%) respondents considered market weight as 1.5 kg per bird, whereas the rest 5 (25%) sold broiler weighing about 1.8 kg per bird. Most of the respondents 12 (60%) sold broiler at 30-33 days of age and 16 (80%) respondents marketing their broiler at 110-115 taka per kg live bird and reported higher cost of feed. About 6 (30%) respondents had production cost approximately 90-95 taka per kg bird and had lack of training facilities .In conclusion, the result of present study could be considered useful to farmers and researchers to identify the overall problems and their remedies on management and marketing related to broiler production.

**Key words:** Broiler production, Farming system, Rangamati District