

SUSTAINABLE FEEDING APPROACHES IN BROILER FARMING: INSIGHTS FROM COLOMBO DISTRICT



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ABSTRACT

Sustainable feeding methods are essential for broiler farming, especially in Sri Lanka, where the poultry industry faces challenges due to high costs. This research aimed to evaluate the implementation of sustainable feeding practices among broiler farmers in the Colombo District, examining the connection between these methods and farm performance. The study explored key elements affecting adoption, including economic feasibility, environmental considerations, and farmer awareness, while assessing the perceived effectiveness of different feeding techniques. A pre-tested, structured questionnaire was distributed to 100 farmers chosen through a non-probability convenience sampling approach. Quantitative data were analyzed using descriptive statistics, correlation analysis, and multiple regression analysis with SPSS version 22. The results indicated a significant relationship shows the adoption of sustainable feeding practices. Current feeding practices significant at 0.1 level. Among the independent variables, factors such as adoption of sustainable feeding approaches ($p = 0.000$), current feeding practices ($p = 0.016$) and farmers' characteristics ($p = 0.443$) closely linked to the likelihood of adopting these practices. On the other hand, governmental support and prior knowledge of sustainable methods did not exhibit a significant impact, highlighting the need for improved information dissemination among farmers. The study concludes that while economic and environmental factors play a crucial role in promoting sustainable feeding practices, increasing awareness and knowledge among farmers is equally important. These findings underscore the necessity for policy-driven interventions that offer practical guidance and assistance for adopting sustainable feeding strategies, thus strengthening the overall resilience and sustainability of Sri Lanka's poultry sector. This research adds to the existing body of literature on agricultural sustainability practices and offers practical recommendations for stakeholders to encourage a transition to more sustainable broiler farming.

Keywords: Adoption factors; Broiler farming; Farm performance; Farmer Characteristics ; Sustainable feeding practices.

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