

PERMANENT REFERENCE

PRESENT TREND OF BROILER PRODUCTION IN THE BATTICALOA DISTRICT

BY

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Abstract

Data were collected from 60 broiler farms located in four veterinary ranges in the Batticaloa district, from August to October 2001, to investigate present trend of broiler production in the district.

The main objective of this study was to determine whether the broiler management is economically profitable, from calculating the cost of production and income of the farmers in the study area.

At present, broiler meat constitutes the major source of animal protein in the diet of people in the district. Therefore improvement of the broiler sector is vital to meet the increasing demand of animal protein.

Most of the broiler farmers in the district use their own savings, as source of investment for the broiler production and rest is being loans from private sectors or loans from banks of either state or private.

All farmers in the district practice intensive system of rearing and majority of them use paddy husk as litter materials.

All farmers in the study area use compounded feeds namely Starter and finisher.

The study reveals that the average cost of production per bird weighing around 2 kg live weight is Rs. 166.65. Average income per bird is estimated to be Rs. 195.50 and the profit per bird is about Rs. 28.85.

This gives an annual income of Rs. 374,400.00 for a farming producing 80 birds in a batch and 24 batches in a year.

Marketing of broiler is mainly done through retail sale to local consumers or wholesale mainly through middleman (wholesale buyers).

From the study, it appears that the broiler industry in the district is operating profitably. But it has some limitations such as lack of processing, storage, transport and marketing facilities and also increasing cost of production mainly the feed cost. If these limitations can be over come and adequate extension and veterinary facilities are provided, the broiler industry will be more profitable in the future.

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