

# **AN ECONOMIC ANALYSIS OF BROILER PRODUCTION IN AMPARA DISTRICT**

**BY**

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## ABSTRACT

Broiler production has increased rapidly during last two decades in Sri Lanka. There is a higher demand for broiler meat in Sri Lanka compared to other meat. Broiler production is one of the livestock enterprises in Ampara District. The enterprise has earned recognition in the socio economy of the farmers because it provides readily harvestable animal protein (meat).

A study was conducted to determine the marketing constraints and potential of broiler production in Ampara district during the period of November 2008-January 2009. The survey covered 80 farmers of 10 villages, located in 8 D.S.divisions in Ampara district. Stratified Random Sampling method was used in this survey and datas were collected through pretested structured questionnaires. Data were analysed using statistical softwares, SPSS and descriptive statistics, frequencies and multiple regression were done.

Aspects of socio economic features of farmers, productivity parameters, marketing, cost of production and constraints in broiler production and marketing in Ampara district were studied. Most of the farmers (87.5%) used family labor for rearing the birds. Most of the farmers (87.5%) in this district used their own money, as source of investment for the broiler production.

All the farmers had adopted the all-in-all-out system, Most of the farmers raised broilers to support their family income only. Only a few farmers are engaged at commercial level of broiler production. The average marketing age was 6.68 weeks; at a live weight of 2.175Kg. Average feed conversion ratio was estimated to be 2.14 and the average mortality was 8.59 percent.

There were 5 types of marketing channels observed in Ampara district, about 43.8% of the farmers directly sell their products at home. 22.5% of the farmers sell their products to middle men. 27.5% involve with marketing of broiler birds to village shops. 5% of them are market their products to village market. In another channel 1.5% of farmers directly sell the product to urban market.

Factors affecting broiler production were determined by the use of Cobb-Douglas production function. Quantity of feed, and cost of equipments were the factors which should show more impact on production. Labour hours did not show any effect.

Factors affecting profitability was determined by the use of linear profit function model. Sale price of broiler, Price of Purchased chick, price of feed, cost of labour, Feed conversion ratio were significant in the model. Veterinary cost not much effect on profitability.

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