

Poultry Farming the Problems and Prospects of Poultry Marketing and Research

Garima and Shruty

Institute of Home Economics, Delhi University

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ABSTRACT: In India, poultry is one of the rapidly developing sectors. India backs third position in the world for the production of eggs after the USA and China. This sector has shown immense growth rate among all other sectors of food and agriculture and has been acknowledged by the Indian government as one of the growth pillars of the Indian economy. This sector has shown exceptional growth averaging about 15 – 20 percent in broiler production and 10 percent in egg production annually. The hindrance in the growth and development of the poultry industry in India is the lack of knowledge about the breeds. As a result, the fluctuation in the prices of poultry products is observed.

The center of this study is to understand the various factors that affect the poultry market/industry in India. This information is required so that poultry operators, retailers, and manufacturers may better understand the industrial aspects. This study reveals the poultry products sold in the market and what are the different demands of industry and what are the various problems and their effects. The essential structural modification spurring production growth has been the unfolding of integral production systems bringing about economies of scale and sustained margin of profits mandatory for expansion of the sector.

I. INTRODUCTION

Poultry is one of the rapidly growing spheres in India. It refers to the raising of birds such as chickens, ducks, turkeys, rabbits, and geese, etc. domestically or for commercial purposes. The main purpose of poultry farming is to produce eggs and meats for consumption purposes. In India, poultry is one of the rapidly developing sectors. India backs third position in the world for the production of eggs after the USA and China. This sector has shown immense growth rate among all other sectors of food and agriculture and has been acknowledged by the Indian government as one of the growth pillars of the Indian economy.

This sector has shown exceptional growth averaging about 15 – 20 percent in broiler production and 10 percent in egg production annually. . As per the reports by Agriculture and processed food product export development authority (APEDA), India has exported 659,305MT of poultry products for worth of 7,680million. The Indian poultry system differs from one province to another. Andhra Pradesh and Telangana accounts for the majority of eggs and birds produced in India. In the recent years poultry farming has gained much importance as it provides the subsidiary occupation to the farmers. Independent and relatively small scale producers accounts for the bulk of production and there are about 123000 poultry farmers in India. The hindrance in the growth and development of poultry industry in India is the lack of knowledge about the breeds. As a result the fluctuation in the prices of poultry products is observed. Furthermore the presence of so many markets harm both the producers and the consumers. This study was conducted to know the prospectus and constrains for the poultry production.



Fig.1. Poultry farming in Kerala , **Fig 2.** Innovation in poultry farming

RANK	COUNTRY	PRODUCTION(1,000 METRIC TONES)
1.	US	19,710
2.	Brazil	13,800
3.	EU	12,470
4.	China	12,000
5.	India	5,100

Table 1. Top poultry meat producing countries 2019

Words:

BACKGROUND OF THE STUDY

In India, the poultry industry depicts a victorious tale. The poultry industry provides inception for employment and income to a lot of people. Before the 1960's poultry was considered as a backyard business that now has been transmuted to a vigorous agribusiness with an annual yield of Rs 30,000 crores. Poultry farming is a sector of agricultural sciences which deals with the domestication of birds like chicken, goats and sheep to produce meat, eggs etc. for the purpose of human consumption. Eggs and meat are highly consumed in the human population. Eggs are also used in various food industry and also as a cooking ingredients. Egg yolk are considered as important emulsifier in the kitchen. The intake of poultry products like eggs and mea enhance the nutritional values as a chicken egg provides approximately 70 calories of energy and approximately 6g of protein. Apart from this they are also used in the cosmetics manufacturing.

Poultry farming mainly focuses on the breeds and strain on fulfilling the need of the growing population. Some poultry species are suitable for the psychological and genetically study via others can be used for the purpose of meat eggs etc. In the ancient times, when the poultry industry was not well established, the domesticated chickens was used for cock-fighting but as soon as it was realized how useful it can be, people started considering it as a major occupation. India's poultry farming is about 5000 years old. When our farmers used to do the non-commercialize domestication of the hens, goats, sheep etc. After certain decades the industry attain its peak by the significant developments due to the involvement of the private enterprises and government's interest. Another developmental aspect of poultry industry in India is the regional variations. Andhra Pradesh, Telangana and Tamil Nadu accounts for about 45% of the total egg production. There are some negative aspects as well that will hinder the growth of the industry is the lack of basic knowledge among the farmers and labors. Fluctuating prices of

the valuable inputs and the dietary habits of the Indians as 42% of the household population is vegetarian also plays a major role in the set back of the industry.

PROBLEM STATEMENT

The Indian poultry system is 5000 years old and had experienced a transformational changes in the methodology and processing. From the casual open lawn activities to a commercialize field processing, poultry industry in India had evolved a loads. In all business ventures, it is always said that manufacturing is not ended until the goods reach the final consumer. This accentuates the fact that solely producing poultry birds and other products are merely not enough as merchandising is required to make the revolution complete. Marketing means discovering the need of the customer and supplying it proficiently at a surplus. For a long time marketing has not been captiously contemplated by most industry contenders as the foremost feature of the poultry business. The Indian farmers had transformed from the non-commercialize farming to the newly developed era of technology which ensures the fastest growth, good livability, excellent feeds and higher profits to rearer's. Promoting poultry and poultry products is subject to the laws of demand and supply. An excess supply of poultry products will lead to a fall in price and profitability and an undersupply will lead to high profitability and high prices which will be a disadvantage for regular customers. Poultry production and management in India gets adversely affected as there are boatload of challenges to the farmers managing the poultry production. The Gordian knot is the spread of diseases leads to the lower consumption of poultry products. The set back of poultry industry in India causing the trammel in growth and development is lack of technical knowledge, relatively higher cost of the inputs and relatively less knowledge about the poultry diseases

OBJECTIVE OF THE STUDY

The primary objective of this study is to identify the problems and prospects of poultry farming and marketing. The various aspects related to the growth and development of the poultry industry.

- To identify the problems in poultry production.
- Effect of these problems on poultry management.
- What are the prospects of poultry production?

RESEARCH QUESTION

Some research questions will be useful in assisting the evaluation of problems in marketing of poultry industry and these are:

- To identify the types of poultry products are sold?
- Which part of poultry products is sold maximum daily?
- The important role of transportation in poultry?
- Why are poultry products demanding/ difficult in the market?
- What are the different ways that can help in poultry marketing?

II. LITERATURE REVIEWS

According to Acharya (1988) a market is traditionally defined as a specific geographical area where buyers and sellers meet for exchange of goods and services. The most common way we obtain goods and services we do not produce ourselves is to buy them from others who specialize in producing them. To make such purchases, buyers seek out sellers in markets. Markets are ways in which buyers and sellers can conduct transactions resulting in mutual net gains that otherwise would not be possible.

Emam and Hassan (2010) conducted work on egg poultry. This study revealed that 58% of the egg poultry producer’s main job is poultry breeding and 60% of them have experience of more than five years. The price of the feed is the main cost item in the egg farming and it represents about 90.2%, 89.7% and 92.7% of the total production cost in small, medium and large farms respectively. The other factors influencing the production cost in the egg poultry production are the prices of the hens, mortality cost, vaccines, drugs and labor cost. As per the studies the cost of the production gets lower as the size of the farm increase. So the highest gross profits was from the larger size farms. We can from this study conclude that the production and profit is more effective and efficient in large size farms than that of the small size farms.

As per FAO (2003), eggs are considered to be an important and elementary food item for the small scale farmers in the developing country. As compared to other substances with the psychological and physiological functions, eggs are considered as the major source of vitamins, minerals, proteins and lipids. Due to the presence of all kind of essential amino acids in the egg protein it is used as the standard for measuring the qualities of the other food products.

Hamilton, (1982) in his studies had considered some external quality traits of the eggs that included; the egg shell color, shell thickness, dry shell weight, egg weight, egg shape index, which gets adversely which are highly affected by breed of chicken, age of chicken, molting, level of nutrition, prevalence of disease, the type of chicken production system affected by the chicken breed taken into consideration, age of chicken, molting, nutritional level , prevalence of disease, the type of chicken production system and many more. The traits that taken into the consideration play a major role in the quality check of the eggs produced thus helpful in the quality check.

III. METHODOLOGY

The study is self-explanatory. It is purely based on the secondary sources. The study also tried to investigate the internal sources of the different forms. The sources include books, journals, and websites and research papers as well which will be mentioned.

Analysis of the problems and prospects of poultry marketing

According to the Analysis of problem of poultry manufacturers and retailers in Tamil Nadu by Dr. Rajendran and baluswamy p.: the poultry industry is in poor shape and has become the victim of the viscos circle of high prices of feeding material, low output prices, reduced earning , low productivity, and many more.The manufacturers who are more than 50 years and between the age group of 41-50 constituted 35.6 percent and 31.9 percent. Majority of the manufacturers are older than 40 years of age. They are not well educated. Manufacturers who are graduates or more consist only 24.4 percent of the total respondent.

Factor	Classification	Percentage
Age	Less than 30	13.1
	31-40	19.4
	41-50	31.9
	More than 50	35.6

Table 1. Age of poultry manufacturers

Factor	Classificati on	Percenta ge
Academic	Illiterate	7.5
	Middle	51.3

qualification	Secondary	16.9
	Graduation	19.4
	Post-graduation	5.0

Table 2. Academic qualification of manufacturers

According to the analysis by krishisewa: poultry sector accounts for about 1% of India’s GDP and 10% of livestock GDP. Though the present poultry farming is facing several problem in its proper growth. The major problem is-

- Lack of technical knowledge: As mentioned above the majority of the poultry manufacturers are older than 40 years of age and are not well-educated. For the successful poultry farming, sound knowledge on several aspects of farming is necessary.
- High costs of inputs: high cost of the inputs may include the high cost of day old chicks, poultry equipment’s, lack of the financial support for commercial poultry management, high land prices and the shortage of labors.
- Poultry diseases: the major harm for the poultry production and management is the high diseases and death rate at the time of diseases outbreak. The heavy losses due to the viral and bacterial outbreaks majorly affects the financial situation of the underprivileged poultry farmers. This finding is in line with those of Sujaths and Nanjayan (1999) who reported that bacterial diseases were a major problem in poultry farming.



Fig 2. Day old chick

IV. CONCLUSION

The center of this study is to understand the various factors that affect the poultry market/industry in India. This information is required so that poultry operators, retailers, and manufacturers may better understand the industrial aspects. This study reveals the poultry products sold in the market and what are the different demands of industry and what are the various problems and their effects. The essential structural modification spurring production growth has been the unfolding of integral production systems bringing about

economies of scale and sustained margin of profits mandatory for expansion of the sector. Vertical integration has spread in both the western and southern parts of India, despite it is less advanced/developed in the east and the north. Although the poultry exports have been raised in India, it is still confined to egg powders and table eggs, which are growing as a result of logistic advantages, improving hygiene standards, and cost competitiveness. Poultry meat exports are insignificantly low due to inadequate meat processing facilities, infrastructural restrictions, and high costs. The future of the poultry industry is significantly bright. Some predictions suggest a tremendous increase in the poultry industry in the next 20 years.

V. SUMMARY

India’s poultry industry shows a tremendous success story. This paper tries to show the dynamic of this industry over the recent past. The study investigates: a) identification of problems in poultry industry. b) Effects of these problems on poultry management and c) the different prospects of poultry industry.

The boosting demands for poultry products emerging from technical and scientific evolution, demographic factors, decreasing resources and increasing consumer desires for safer food, better animal prosperity conditions and lower environmental influence will decide the expansion of the poultry industry during the next decade.

In such an essential framework, the traceability of poultry products is important. To do so careful selection of suppliers with the focus on product quality than the cost. Monitoring flock health status, rearing environment and heat production by broilers should be taken in account in order to the safe expansion of the poultry industry.

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