

## PRODUCTION AND MARKETING OF BROILER IN GAZIPUR DISTRICT

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### ABSTRACT

In Bangladesh, the demand for meat will continue to increase, as its population increases by nearly 2.3 million every year and broiler production have the potentiality to meet the meat requirement, leading to improve the protein sufficiency situation. With this end in view, the present study was designed to know the socio-economic characteristics, existing production practices and marketing system, production and marketing costs, margins and problems of broiler and its measures for their improvements. Three thana, namely Gazipur sadar, Sreepur, Kapasia were selected for the broiler production and four markets such as Joydebpur, Tongi, Chowrasta (Chandona) and Sreepur Bazar were selected for the broiler marketing. Thirty producers were selected purposively, each 10 of 30 producers from Gazipur sadar, Sreepur and Kapasia thana while out of 20 retailers, eight from Joydebpur market, six from Tongi market and three from both Joydebpur (Chowrasta) and Sreepur were selected purposively. Data were collected by interviewing the respondent producers and retailers with a survey schedule. /Two types of survey schedule were used one for producers and another for retailers. Tabular, graphical, descriptive and statistical techniques were followed in analyzing data. The analysis shows that the variable inputs of production in which chick, aid electricity cost were contributed positively but age and education of producers, medicine and vaccine were contributed negatively to the mean production of broiler. Age and education of producers, chick, and medicine and vaccine costs found to reduce variability in production and positively contributing sustainable broiler production. On the other hand, feed cost and electricity were adversely affecting sustainability of the broiler production. It was found that on average the weight of a live bird was 1.3 kg and its average price was Tk. 55.64 per kg and return was Tk. 65.76 per kg which indicates a marketing margin of the broiler of Tk. 10.12 per kg. The total costs of broiler production of 100 birds were Tk. 5851.81 whereas cash cost and non-cash cost basis these were Tk. 5277.31 and Tk. 574.45, respectively. Largest proportion of total cost was spent for both day-old chicks and feed spent that constituted 35.89 and 33.70 per cent, respectively. The gross return of the broiler production was estimated Tk. 7248.80 per 100 birds. The gross margin above full cost

basis and cash cost basis was Tk. 1396.99 and Tk. 1971.49, respectively. BCR on full and cash cost basis were 1.24 and 1.37, respectively. In the study, lack of operating capital, lack of credit facilities, insufficient electricity supply, death of chicks, are some of the problems for the broiler production while fluctuation in demand and supply and also in price are major problems for marketing of broiler. It was found that the retailers were not affected by price fluctuation. But broiler producers were severely affected by the downward swing of price fluctuation.