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RESEARCH PAPER

Marketing channels and problems of commercial broiler rearing in Dharwad district

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ABSTRACT

In recent years there has been growing recognition among the development community of the role of poultry. Production is accelerating at the pace of poverty reduction and reaching out to the poorest of the poor. There is also growing evidence to demonstrate the role of poultry marketing in enhancing the food and nutrition security of the poorest households and in the promotion of gender equality. At the same time, the market and production context of poultry production has been changing rapidly over the last the decades. This paper argues that the satisfaction level and problems of poultry farm owners towards production and marketing of poultry products. Based on a review of available evidence, the paper includes that it is production and marketing level to continue to promote poultry to contribute towards poultry farm owners and livelihood support but concerted efforts must be made to find organizational solutions to minimize public health risks and government provide appropriate extension support on issues like disease prevention, predation, improving hatchability, etc. Unfortunately most government extension programmes in the developing countries are not oriented towards addressing the needs of poor advice to poultry farmers.

KEY WORDS : Technical guidance, Price fluctuations, Shrinkage losses litter material, Commercial broiler

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