

Economics of broiler and layer farming in Punjab

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ABSTRACT

The resource investment pattern and cost and returns structure of 1000 birds (one unit) on an average in poultry farms have been analyzed for the year 2008-09. The broiler as well as the layer farming in poultry enterprise has been found profitable in Punjab. The broiler farming has been found more profitable venture as compared to layer farming. However, there is still enough scope in reducing the cost of production and increasing the profitability in poultry farming by educating the farmers to adopt scientific management through effective training, technology transfer programmes, own feed manufacturing/mixing, purchasing superior stock of day-old chicks, using labour-saving devices and efficient use of labour, reducing mortality, culling unproductive birds and following proper replacement policy to get the maximum egg production at the time of highest prices of eggs in the market. To ensure a remunerative price to the producer and a reasonable price for the consumer, a suitable marketing system must be organized on a priority basis.

Key words : Economics, Poultry, Broiler, Layer

The term poultry refers to domestic fowl which are reared for flesh and egg and includes chickens, ducks, geese, turkeys, guinea fowl, etc. However, the most important member of the family is the chicken with which we are concerned in this study. There are two segments in the poultry industry comprising layers and broilers. Layers are the chickens reared especially for the production of eggs. These birds are kept in cages during their productive life cycle of 72 weeks. Once their productivity declines, they are sold in the market for human consumption. A layer is a thin, scrawny bird and fetches a lower price in the market compared with a broiler. Broilers are pumped with vitamins and proteins and have a life cycle of 10 weeks before they are sold as a table quality chickens.

During the past two decades, poultry production in rural India has made rapid progress. It had evolved from a backyard venture to a full fledged commercial agrobusiness (Kumar and Rai, 2006). India is the fourth largest producer of eggs in the world with the annual output of 30,000 million eggs, which was only 5340 million in 1999 (Thorat *et al.*, 2002). Similarly, poultry meat is the fastest growing animal protein in India. It has grown at a compound annual growth rate of 12 per cent during the

past 11 years and is expected to continue growing at similar rates in near future (Neetha, 2003). In Punjab, the place for poultry is no more in the backyard as some entrepreneurs have not only entered the commercial poultry farming but also have found it highly remunerative. Poultry farming has certain distinctive features that make it an ideal subsidiary occupation especially for weaker sections of the rural community (Reddy and Kumar, 1992). It required a modest land capital base and can be practiced successfully under diverse agro-climatic conditions. It also ensures quick returns from investment and regular income through out the year. Therefore, this study has been undertaken to analyze the resource investment patterns and cost and returns structure and to estimate and compare the economics of both broiler and layer farms in Punjab.

METHODOLOGY

About 36 broiler as well as layer farms of different sizes were selected randomly from the six agro-climatic zones in Punjab in 2008-09. On account of less variation in cost and returns structure observed from farm to farm, the data of 18 farms each in broiler and layer farming have been analyzed and 1000 birds on an average is presented as one unit in each category. Data on inputs such as chick, feed, labour, medicine and vaccine, electricity and other miscellaneous items along with cost incurred on them and output such as eggs, live broilers of marketable age, culled birds and manure along with returns obtained from them in both broiler and layer farming were obtained separately. Capital investment

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