Broiler and Layer Production



Backdrop Circumstances of Poultry

- Poultry plays a vital role in Bangladesh & involves 85% of rural people.
- Improved variety of birds firstly imported in 1935.
- Six poultry farms were set up in 1947 at different locations of the country, ‘Eggs and Hens’ in 1964.
- Biman poultry complex started its operation, after liberation,

- BRAC developed “Rural Poultry Model” in 1983.
- In early nineties, private parent stock farm started.
- Large scale eggs and meat production have increased production from last 15 years in this country.
- ABFL introduced dressed chicken marketing at first in Bangladesh.
- C.P. Bangladesh Co. Ltd. started its operation as a lone foreign company in the Bangladesh poultry industry in 1999.
- C. P. Started to Marketing Cooked chicken items in 2008.

SWOT Analysis

- **Strength**
- Highest number of chick production.
- Highest number of distributors
- Big capacity feed mill
- Hatcheries are located in the strategic location.
- Parent stock.
- Grand parent stock.
- Sufficient number of employees.

Weakness

- Maintaining chicks quality
- Maintaining feed quality.
- Absent of strong distributors
- Concentration on chicks selling.
- Late entrance in the feed marketing

Opportunity:

- To sell more feed.
- Sell grand parents
- Sell hatching eggs to small hatchery
- Go for dress meat marketing
- Go for egg marketing.

Threat:

- Bird flu
- Entrance of multinational companies in the poultry industry
- Increase in the production of other company.

Few reputed Commercial Poultry Farm

1. C.P. Group

- The Charoen Pokphand Group is the largest business conglomerate in Thailand. Charoen Pokphand traces its beginnings back to 1921, when brothers Ek Chor and Siew Whooy started the Chia Tai seed shop in Bangkok's Chinatown. They imported seeds and vegetables from China and exported pigs and eggs to Hong Kong.

2. Kazi Farms Ltd

- Kazi Farms Limited was established in 1996 as a hatchery of imported eggs. Kazi Farms Group was the first exporter of hatching eggs and day-old chicks from Bangladesh.

3. Aftab Bahumukhi Farms Ltd

- Founded in 1991, Aftab Bahumukhi Farms Limited was established at Bhagalpur, Bajitpur in the district of Kishoregonj Under the field of activities it has the following operational divisions:

4. Nourish

This farm is one of the biggest farms of Bangladesh

5. Paragon Poultry

Paragon Poultry Limited (PPL), a private limited company, is one of the largest integrated poultry farms engaged in the production of day old commercial chicks, table eggs, and poultry feed. PPL started its journey in 1993 with its commercial layer operation at Gazipur.

6. ACI Godrej

Godrej is a pioneer in the packaged meat business in India. ACI and Godrej have a joint venture in Bangladesh to set up an Integrated Poultry Project.

Systems	No. of birds	Investment on 40 days (Tk in app fig)
Small commercial rural farming	10 to 300	1,000-30,000
Small commercial farming	500 to 5,000	45,000-4,50,000
Large commercial poultry agribusiness	More than 5,000	$4,25,000^{+}$

Poultry sector in Bangladesh

Table 2: Growth of Commercial Poultry in Bangladesh (Fig in thousand)

Particulars	Year							
	1991	2000	2001	2002	2003	2004	2005	2006
Layer								
Parent stock	22.5	145	236	370	138	344	212	282
DOC per year	2025	1305	2124	3330	1242	3096	1908	25380
DOC per week	38.9	250	408	640	239	595	367	488
Price of DOC	16	27.78	23.26	15.15	27.33	28.21	25.67	35.20
Broiler								
Parent stock	30	750	1062	1381	1952	2358	2292	2745
DOC per year	3540	9000	1003	1160	1639	1641	1925	288225
DOC per week	68	1730	1929	2230	3153	3156	3702	5542
Price of DOC		24.6	19.32	21.09	17.09	13.2	24.46	25.61

Misconception about egg

- Are Brown Eggs Healthier Than White Eggs?
- Eggs from local poultry vs farm eggs
- Colour of egg yolk
- Organic eggs are more nutritious than regular eggs
- Consumption of eggs and heart disease

Challenges

- a) Most of the poultry farmers are young who have started farming without having any prior training and management orientation.
- b) Slaughtering of poultry birds in open space in marketplace is the common practice which may help in outbreak of diseases.
- c) Lack of reliable data in poultry sector and its unplanned growth in the country is a great concern for development of poultry industry in the country.
- d) There is national poultry development policy 2008 in Bangladesh. But the policy has not been implemented in field.
- e) Unorganized poultry farmers at rural area throughout the country

How to face the challenges?



Thanks to All