**MUHAMMAD TAHIR ABUBAKAR**

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**PHARMACOLOGY**

**AFE 202**

***POULTRY PRODUCTION BUSINESS PLAN***

Poultry production is the production of any type of domesticated bird kept for meat or egg production such as fowls or chickens, ducks, geese, turkeys, guinea fowls, pigeons and quails. The poultry industry has many branches and this business plan will include the two main branches which are eggs and table meat production.

The breed of  chickens are plenty but this business plan will be focused on the exotic breeds which are imported mainly for the purpose of producing fertilised hatch-able eggs. The reason for the selection of this breed is because of the qualities they possess such as high growth rate, high egg production level and resistance to diseases. The exotic breeds will include:

1. 1. Broilers which are table birds raised mainly for meat and feeding. They will attain weight of 2kg at an average of eight weeks which is mostly preferred by the hoteliers and fast food industries. They convert feed consumed to meat Exotic (imported) breeds:-These are imported mainly for the purpose of producing fertilized hatch-able eggs. The hens and cocks are raised together at the ratio of 15 hens to 1cock.They must have such qualities as high growth rate, high egg production level and resistance to diseases. Exotic breed could be highly susceptible to diseases, sensitive to feeds and varying environmental factors.
2. Broilers:-They are table birds raised mainly for meat with good management and feeding. They will attain weight of 2kg at an average of 8weeks which is mostly preferred by the hoteliers and fast food industries. They convert feed consumed to meat.
3. Pullets:-These are layers, meant mainly for egg production. It takes average of 4-5months from the day-old chicks (time they were hatched) before they starts laying. They lay between 1-1.5 years depending on the management before you dispose them as spent layers during festive period..

**HOUSING SYSTEM IN POULTRY**

For this business plan I will be adopting the intensive housing system because its the best in my opinion if the birds being housed are plenty.

Intensive system prevents the birds from having access to pasture and intense sunlight. Feeds, water and all medications are provided for the birds.

**THE BROODING HOUSE**

This is a special house wherechicks takes place during brooding stage, the brooders house is constructed in such a way that the sides of the building is covered with polythene sheets, As the animals advance in age the polythene sheets can be gradually rolled up in a stepwise manner to allow inflow of air (ventilation).In view of the climatic condition in the tropics, especially high ambient temperature and high relative humidity. The roof is better covered with asbestos roofing material. The floor of the house should be properly cemented. Furthermore, there should be provision of appliances that provides heat or warmth. The heating devices include high voltage electric bulb, kerosene stoves, coal pots, hoover, and hot water pipe system. The heat provides warmth within the brooding house. The moment the heat being provided is getting unnecessarily high, the chicks react by making sharp sound and at the same time spreading out their wings if the contrary takes place, the chicks are seen clustering around the heat source. As the chicks advance in age, there is a reduction in provision of warmth, consequently the polythene sheet is gradually rolled up until the end of the brooding stage

**INCUBATION:-** this is the act of providing optimum temperature for the fertilized egg to develop into chick. It is done naturally by the brooding hen and artificially in large commercial farms using incubator.

**HATCHING:-**This is the act of liberating fully developed chick from the shell after incubation.

**FEEDING**

Chicks’ diet must be rich in protein of high quality and the crude protein content should not be less than 23% and all essential amino acids must be fully represented to encourage proper growth and also to make them develop resistance against diseases. The animals must be fed ad-libitum and throughout the night which means there must be provision of adequate amount of vitamins and mineral elements especially Calcium, Phosphorus, Copper and Iron. Calcium and phosphorus play a significant role in bone formation or osteogenesis while copper and iron are responsible for blood formation. Zinc is also needed for feather formation.

**POULTRY DISEASES**

Poultry diseases include fowl pox, fowl cholera, chronic respiratory disease, Newcastle, gomboro, fowl typhoid, cocciodiosis. The causative organisms are fungi, bacteria, virus & protozoa. Anti-bacteria drugs, anti-fungal drugs, anti-viral drugs and anti-protozoa drugs will be suitable to treat the afore-mentioned classes of diseases. Consult your veterinary officer for disease diagnosis and drug recommendation.