

MAILAFIA MIRIAM NANA

NURSING

18/MHS02/109

AFE 202

POULTRY PRODUCTION

Table of content

Terms used in poultry production

Housing system

The brooding house

- Poultry diseases
- Poultry products: availability of products and supply

Goals and objectives.

- To be able to reach customers within and outside Africa.
- To be able to make poultry products available and affordable.
- To be able to meet our target demographic and make a stable income.

Provide a unique selling proposition: something different from what others have produced, their customer service and an assessable and communicable platform between producers and customers.

Understanding my market.

Knowing what the target population wants.

Investing/ investment: making sure that the demand is more than the supply.

Marketing goals: such as availability of buses, feed, what the product will look like and much it will sell and how to distribute and promote them.

Marketing strategies: achieving the goals.

Birds are a group of higher animals with feather covered bodies which produce by means of laying and hatching eggs. Poultry is used to describe the domesticated bird kept for meat and egg production.

Terms used in poultry production.

Hen: a matured female chicken generally above 20 weeks of age.

Cock: a matured male chicken above 20 weeks of age

Pullet: a young female chicken from 9 to 20 weeks of age.

Cockerel: a young male chicken from 5 to 8 weeks of age. Etc.

Housing: intensive, semi intensive, extensive system.

The brooding house: This is the special house where chicks take place during brooding stage, the brooder's house is constructed in such a way that the sides of the building are covered with polythene sheets, as the animals' advance in age the polythene sheets can be gradually rolled up in the stepwise manner to allow inflow of air.

Products availability and supply: the provision of eggs and meat and to the transportation of such products to the local market.

Trade market: sales of chickens' waste to farmers to serve as manure in exchange for chicken feed to save income and help in investing in more profitable businesses.