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BUSINESS PLAN ON POULTRY AS AN AGRICULTURAL ENTERPRISE

IDENTIFICATION/SELECTION:The proposed business plan is Poultry based on it

 Agricultural Enterprise. It would be mainly on:Hen,cock,Day-old chick and chick.

PREPARATION AND ANALYSIS OF THE POULTRY ENTERPRISE

There are a number of requirements by which animals should be managed so that the best performance is achieved in a way acceptable to those responsible for the care of the animals and to the community generally. These requirements are the keys to good management and may be used to test the management of a poultry enterprise in relation to the standard of its management. These requirements are also called Principles.

The importance of each Principle changes with the situation and thus the emphasis placed on each may alter from place to place and from time to time. This means that, while the Principles do not change, the degree of emphasis and method of application may change. Every facet of the poultry operation should be tested against the relevant principle(s). The Principles of Poultry Husbandry are:

The quality and class of stock

If the enterprise is to be successful it is necessary to use stock known to be of good quality and of the appropriate genotype for the commodity to be produced in the management situation to be used. The obvious first decision is to choose meat type for meat production and an egg type for egg production. However, having made that decision, it is then necessary to analyse the management situation and market to select a genotype that suits the management situation and/or produces a commodity suitable for that market. A good example is that of brown eggshells. If the market requires eggs to have brown shells, the genotype selected must be a brown shell layer. Another example would be to choose a genotype best suited for use in a tropical environment. The manager must know in detail the requirements of the situation and then select a genotype best suited to that situation.

Good husbandry

The following are of major importance when considering the health, welfare and husbandry requirements for a flock:

Confine the birds

Confining the birds provides a number of advantages:

Provides a degree of protection from predators

Reduces the labour costs in the management of the birds

Increases the number of birds that can be maintained by the same labour force

Reduces the costs of production

Better organisation of the stocking program

Better organisation management to suit the type and age of the birds housed

Importantly, the confinement of the birds at higher stocking densities has a number of disadvantages also including:

Increases the risk of infectious disease passing from one bird to another

Increases the probability that undesirable behavioural changes may occur

Increases the probability of a significant drop in performance

Birds housed at very high densities can often attract adverse comments

Protection from a harsh environment

A harsh environment is defined as the one that is outside of the comfort range of the birds. In this context high and low temperature, high humidity in some circumstances, excessively strong wind, inadequate ventilation and/or air movement and high levels of harmful air pollutants such as ammonia are examples of a harsh environment. Much effort is made in designing and building poultry houses that will permit the regulation of the environment to a significant degree.

It is the responsibility of those in charge, and responsible for, the day-to-day management of the birds that the environment control systems are operated as efficiently as possible. To this end, those responsible require a good knowledge of the different factors that constitute the environment and how they interact with each other to produce the actual conditions in the house and, more importantly, what can be done to improve the house environment.

Welfare needs

A successful poultry house has to satisfy the welfare needs of the birds which vary with the class, age and housing system. Failure to satisfy these needs will, in many cases, result in lower performance from the birds. These needs include:

The provision of adequate floor space with enough headroom

The provision of good quality food with adequate feeding space

The provision of good quality water with adequate drinking space

The opportunity to associate with flock mates

The elimination of anything that may cause injury

The elimination of all sources of unnecessary harassment

The maintenance of good health

The presence of disease in the poultry flock is reflected by inferior performance. It is essential that the flock is in good health to achieve their performance potential. There are three elements of good health management of a poultry flock. These are:

The prevention of disease

The early recognition of disease

The early treatment of disease

Prevention of disease

Preventing the birds from disease is a much more economical way of health management than waiting for the flock to become diseased before taking appropriate action. There are a number of factors that are significant in disease prevention. These are:

1. Application of a stringent farm quarantine program:

The isolation of the farm/sheds from all other poultry.

The control of vehicles and visitors.

The introduction of day-old chicks only onto the farm.

The prevention of access to the sheds by all wild birds and all other animals including vermin.

The provision of shower facilities and clean clothing for staff and visitors.

The control of the movement of staff and equipment around the farm.

2. The use of good hygiene practices:

The provision of wash facilities for staff, essential visitors and vehicles prior to entry.

The use of disinfectant foot baths at the entry to each shed.

The thorough cleaning and disinfection of all sheds between flocks.

Maintaining the flock in a good state of well being by good stockmanship, nutrition and housing.

The use of a suitable vaccination program.

The use of a preventive medication program.

The use of monitoring procedures to keep a check on the disease organism status of the farm, to check on the effectiveness of cleaning and sanitation procedures and to test the immunity levels to certain diseases in the stock to check the effectiveness of the vaccination program.

The early recognition of disease

Early recognition of disease is one of the first skills that should be learned by the poultry flock manager. Frequent inspection of the flock to monitor for signs of sickness are required. It is expected that inspection of all the birds is the first task performed each day, to monitor for signs of ill health, injury and harassment. At the same time feeders, drinkers and other equipment can be checked for serviceability. If a problem has developed since the last inspection, appropriate action can be taken in a timely manner.

The early treatment of disease

If a disease should infect a flock, early treatment may mean the difference between a mild outbreak and a more serious one. It is important that the correct treatment be used as soon as possible. This can only be achieved when the correct diagnosis has been made at an early stage. While there are times when appropriate treatment can be recommended as a result of a field diagnosis i.e. a farm autopsy, it is best if all such diagnoses be supported by a laboratory examination to confirm the field diagnosis as well as to ensure that other conditions are not also involved. When treating stock, it is important that the treatment be administered correctly and at the recommended concentration or dose rate. Always read the instructions carefully and follow them. Most treatments should be administered under the guidance of the regular flock veterinarian.

Nutrition for economic performance

Diets may be formulated for each class of stock under various conditions of management, environment and production level. The diet specification to be used to obtain economic performance in any given situation will depend on the factors such as:

The cost of the mixed diet

The commodity prices i.e. the income

The availability, price and quality of the different ingredients

Maximising production is not necessarily the most profitable strategy to use as the additional cost required to provide the diet that will give maximum production may be greater than the value of the increase in production gained. A lower quality diet, while resulting in lower production may bring in greatest profit in the long term because of the significantly lower feed costs. Also the food given to a flock must be appropriate for that class of stock – good quality feed for one class of bird will quite likely be unsuitable for another.

The following are key aspects in relation to the provision of a quality diet:

The ingredients from which the diet is made must be of good quality.

The weighing or measuring of all the ingredients must be accurate.

All of the specified ingredients must be included. If one e.g. a grain is unavailable, the diet should be re-formulated. One ingredient is not usually a substitute for another without re-formulation.

The micro-ingredients such as the amino acids, vitamins, minerals and other similar materials should not be too old and should be stored in cool storage – many such ingredients lose their potency over time, and particularly so at high temperatures.

Do not use mouldy ingredients – these should be discarded. Mould in poultry food may contain toxins that may affect the birds.

Do not use feed that is too old or has become mouldy. Storage facilities such as silos should be cleaned frequently to prevent the accumulation of mouldy material.

APPRAISAL OF POULTRY AS THE AGRICULTURAL ENTERPRISE

Poultry farms, mainly chicken farms producing meat or eggs, can be highly specialized operations. To maximize profits and plan future enterprise activities, feasibility analysis prior to investment and proper management during the operation are required. Proper management ensures efficient production and good quality products (meat or eggs). This is accomplished by

controlling diseases, maintaining feed efficiency, proper handling of wastes, and proper sanitizing of the poultry house. Due to short turnover rates of poultry flocks and strong market demand, the poultry business could potentially be a profitable enterprise.

This study details a profitability analysis on a flock of broilers raised for the purpose of meat production. A farm and its facilities were rented to grow and finish the flock for market delivery.

Meat Production

In poultry farms focused on meat production, broiler breeders are raised mainly in

environmentally controlled poultry houses. Fertile eggs are collected and transported to the hatchery, where they are placed in hatcheries for 18 days and then transferred to incubators in the last 3 day . After hatching, broiler chicks are distributed to producers

who grow out the birds, and send them for slaughtering and processing after 42 days. These broilers are

chickens that are raised for the purpose of meat production and have a larger body frame and weight than layers (Beutler, 2007).

Approvals and Construction of Poultry Farms

Prior to the construction of a poultry farm, initial approvals from the appropriate planning department must be obtained. These approvals usually take into consideration the environmental aspects of poultry farming including avoiding or minimizing visual views, noise, odor, and

wastes. When constructing a poultry farm, future plans should be taken into consideration. For example, after the operation starts, waste material will be generated. Construction planning should include plans for an isolated area to dispose the waste material without causing any health

or environmental risks, including risks to water resources, until some specialized company for compost production collects the wastes.

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IMPLEMENTATION OF AGRICULTURAL ENTERPRISE (POULTRY)

This poultry keeping information system is a database software system that can be used to record needed or relevant information pertaining a poultry farm. The system is needed because of the importance associated with adequately monitoring the activities in a poultry farm.

Poultry production is a very important source of livelihoods for most rural communities because it provides ready cash for emergency needs, supplies the fast-growing human population with high quality protein, contributes significantly to food security, poverty alleviation and ecologically sound management of natural resources. Since there is a continuing rise in the cost of production of cattle, sheep and goat meat, consumer preferences have shifted now for poultry meat (white meat) given the ecological, economic, social and health advantages it has over the other types of meat (red meat). The poultry is the most commercialized (capitalized) of all the Nigerian livestock agriculture. The types of poultry that are commonly reared in Nigeria are chickens, ducks, guinea fowls, turkeys, pigeons and more recently ostriches. Those that are of commercial or economic importance are chicken, guinea fowl etc.

IMPORTANCE OF FARMING TO THE NATION

1. Income generation

2. Employment opportunity

3. Small capital to start

4. It gives rapid return on investment

5. Poultry farming is a continuous source of income

6. Poultry farming require little water

7. Poultry dropping are sources of fertilizer

8. Poultry farm offer full or part time employment opportunity

9. Poultry eggs and meat are highly nutritional value

Poultry plays very important role for mankind through food supply, income and employment generation, providing raw materials to some industries, facilitating research works etc. The direct or indirect contribution of poultry industry is summarized below:

a) As a source of food:

1) Poultry meat and eggs are good source of vitamins and minerals.

2) Poor people can get meat and eggs easily from their reared poultry than from other sources.

3) Poultry meat and eggs supply rich protein and easily cooked dishes to human.

4) Human directly consumes poultry meat and eggs. e.g., Meat as curry, meatball, roast, toast etc. or with other food products like chicken chips, chicken rolls etc. Egg is consumed directly as eggs omelet, poased eggs etc. or with products like egg salad, beverages etc.

b) Industrial use:

1) Eggs: In vaccine preparation, inedible eggs used as animal feed and fertilizers.

2) Egg white: Used in pharmaceuticals, paints, varnishes, adhesives, printer’s ink, photography, bookbinding, leather tanning, semen preservation, wine clarification and textile dyeing.

3) Egg yolk: Used in making cake mixed, soap, paints, shampoos, leather finishing and bookbinding.

4) Feathers: Used in animal feed, fertilizers, millinery goods, pillows, cushions, mattresses, dusters and as insulating materials.

5) Endocrine glands: Used in many biological products.

6) Egg shell: Used in mineral mixed, fertilizers, decoration, mosaic works and animal feed.

c) Ornamental and exhibition.

d) For mosaic by the shell of egg.

e) In research purpose: Cheap, readily available and large number of chicks hatched, at a time is advantageous favoring successful research carried out upon them.

f) For making vaccines

g) By products

h) Fertilizer: Eggshells, feathers and inedible parts of the carcass are used as fertilizer.

i) Feathers are used to make broom and others playing implements.

j) Source of income:

1) Poultry rearing and poultry farming is a good source of income.

2) Contribution of livestock sub sector (including poultry) to GDP is about 3.1%.

3) Village women can earn extra cash by selling poultry and poultry products.

4) Return from poultry industry is quick and relatively low investment is required.

k) Source of employment:

1) Rural women can save there usually wastes time through family poultry farming.

2) Poultry farming can create additional employment opportunity at night and holidays for service holder to increase family income.

3) Marketing of poultry and poultry products also create source for employment for many people (hawker, aratder, faria etc. in different marketing channe