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- Prepare a business plan on a chosen agricultural enterprise.

ANSWER

POULTRY FARMING as well as other agricultural enterprise is an important aspect of the economy or the nation as a whole. Poultry farming is one of the important research areas in poultry science which deals with egg and meat production systems, industry structure, processing, product development, egg and meat quality and economics. Raising domesticated birds such as chickens, turkeys, ducks, and geese, domestically or commercially for the purpose of farming meat and eggs for food but also for feathers is called poultry farming. Poultry farming classification focuses on the principles and practices of poultry production and also discusses about food value and processing of poultry products. Poultry farming has become one of the most important aspects of agriculture. Poultry production is an important and diverse component since egg and meat are part of health and diet for larger population all over the world. Thus many researchers strive to advance knowledge and understanding in the diverse sector of poultry farming such as Intensive and alternative poultry farming, Egg-laying chickens - husbandry systems, Meat-producing chickens - husbandry systems, Issues with poultry farming and world chicken population. The largest proportion of poultry meat and eggs were found to be produced by intensive poultry farming. Now-a-days free-range farming using lower stocking densities is practiced as an alternative to intensive poultry farming. Research is carried on to resolve the issues that arose due to agitation between the supporters of intensive farming and alternate farming methods. The important issues with poultry

farming include Humane treatment, Beak trimming, Antibiotics used on poultry, Poultry feed including arsenic, Avian influenza, Efficiency in farming and Economic factors.

Some economic importance of poultry includes;

- **Food value**: 50% of the raw weight of poultry is eaten compared with 65% of chicken and pigs and 40% of goat. The FAO estimates that poultry meat production worldwide will amount to around 108.7 million tonnes in 2014, pointing to a chicken meat figure of between 95.5 and 96 million tonnes.

- **Nutritive value**: poultry is highly nutritious. Nutrition Facts

- i. Poultry
- ii. Amount Per 100 grams
- iii. Calories 272
- iv. % Daily Value*
- v. Total Fat 25 g 38%
- vi. Saturated fat 7 g 35%
- vii. Polyunsaturated fat 5 g
- viii. Monounsaturated fat 10 g
- ix. Cholesterol 130 mg 43%
- x. Sodium 40 mg 1%
- xi. Potassium 104 mg 2%
- xii. Total Carbohydrate 0 g 0%
- xiii. Dietary fiber 0 g 0%
- xiv. Protein 11 g 22%
- xv. Vitamin A 4% Vitamin C 2%
- xvi. Calcium 13% Iron 8%

xvii. Vitamin D 0% Vitamin B-6 10%

xviii. Cobalamin 5% Magnesium 3%

xix. *Per cent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

- **Medicinal value:**

1. Protein supply:

Chicken has a very high protein content, which plays a very important role in sustaining our muscles. Eating chicken is a must for those who want to build strength.

2. Weight-loss:

Have you ever seen a healthy plate of food without some chicken? The reason chicken is always included in a healthy diet is because it is basically a lean meat, which means it doesn't have much fat. So, eating chicken regularly can actually help you lose weight in a healthy way.

3. Healthy bones:

Apart from protein, chicken is also chock full of calcium and phosphorous. Both these minerals help keep your bones healthy. Eating chicken regularly also cuts the risk of arthritis.

- Food supply for human
- For ornamental purposes

A FEASIBILITY REPORT FOR THE DEVELOPMENT OF A POULTRY PLAN AT UMUDIKE, ABIA STATE, NIGERIA

INTRODUCTION/ EXECUTIVE SUMMARY

Agomoh Emeka Poultry Farms, LLC is a world – class and licensed poultry farm and egg Production Company that will be based in the outskirts of Umudike, Abia State– Nigeria. We have done our detailed market research and feasibility studies and we were able to secure a hundred hectares of land to start our poultry farm and egg production business.

Our poultry farm is going to be standard commercial poultry farm hence will be involved in raising, processing and marketing chickens and eggs (Table eggs produced by battery chickens (white), Table eggs produced by battery chickens (brown), Hatching eggs, Specialty eggs, and Table eggs produced by free-range chickens) on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.

We are in the commercial poultry farm and egg production line of business because we want to leverage on the vast opportunities available in the agriculture industry, to contribute our quota in growing the Nigerian economy, in national food production, and also to export chicken and eggs from the Nigeria to other countries and over and above to make profit.

Agomoh Emeka Poultry Farms, LLC is well positioned to become one of the leading commercial poultry farms and egg production business in Nigeria, which is why we have been able to source for the best hands and machines to run the company with.

We have put process and strategies in place that will help us employ best practices when it comes to commercial poultry farms and egg production processes as required by the regulating bodies in the Nigeria. At Agomoh Emeka Poultry Farms, LLC, our customer's best interest will always come first, and everything we do will be guided by our values and professional ethics.

We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients.

Agomoh Emeka Poultry Farms, LLC is a private registered commercial poultry farm and egg production company that is owned by me, Mr. Agomoh Emeka and his immediate family members. The poultry farm will be fully and single handedly financed by the owner – Mr. Agomoh Emeka and his immediate family members at least for a period of time..

PROJECT DESCRIPTION

The agricultural industry of which poultry farming and egg production is a subset of is no doubt among the leading industry in most countries of the world; it is the industry that produces chicken and eggs for the populace.

Because of the significant role the agriculture sector plays, the government of most countries ensures that they go all the way to subsidize seedlings, fertilizers, and farming implements and machinery for farmers and also encourage entrepreneurs to go into commercial farming (poultry farming inclusive).

Hens, various birds, quails, guinea fowls, ducks et al are all birds that can be comfortably reared in a poultry farm. Chicken and birds are widely consumed in all parts of the world hence there is a large market for poultry farmers. If you are looking towards starting a livestock breeding business, then one of your options is to settle for poultry farming.

Poultry farming is a highly thriving and profitable business venture. Aside from the fact that people consume birds and chickens et al, supply of eggs is also a major source of revenue generation for poultry farmer. Players in the poultry farming and egg production industry basically raise chickens for meat, and egg production. The eggs produced may be sold for use as table eggs or hatching eggs.

PROJECT LOCATION

A careful consideration has been given to the easy accessibility of sufficient quantity of feed, easy accessibility to the site, proper climatic conditions, easy accessibility of production inputs, socio-economic aspects, marketing channels, among others. The project would be located on a 100 by 200m piece of land at Umudike near the stadium. Currently, there is no poultry farm in the area and the main decision to locate the proposed poultry farm at umudike was based on the fact that the market for the product is large and can be profitable. Also, the cost of the land is considerably low because it is presently not used for any major economic venture.

PROJECT TECHNICAL FEASIBILITY

The project is technically feasible. The project would be in two distinct compartments(poultry(meat)production and a egg production unit). The poultry(meat) production section would be concerned with the production of large size poultry for consumption. The layout of the production would start with two production hen house measuring 25m² each. In the first year of operation, the hen houses would be constructed and stocked. The two initial hen houses would have a total poultry density of 400 chicks when stocked. In the second year, two additional production hen house measuring 25m² each would be constructed.

The egg production section starts in the second year of production. At this time, all the chicks from the layer poultry required for the production hen house would be supplied from the egg production. In this section, the chickens would be artificially induced to spawn by hormonal treatment using pituitary hormone within the egg production units. In the egg production, four female layer poultry each weighing 1700g can produce 250 eggs each. Which means that the hatchery can produce 1,000 chicks from the 4 laying hen which is sufficient to meet the chick requirements of the production hen house after the initial cropping even eggs for sale.

PROJECT EXECUTION PLAN

Agomoh Emeka Poultry Farms, LLC is a standard commercial poultry farms and egg production company that is committed to raising chickens and producing eggs for both the nigerian market and the global market. We are in the commercial poultry farms and production line of business to make profits and we are going to do all we can to achieve our business goals, aim and objectives.

These are the areas we will concentrate on in our commercial poultry farms. If need arises we will definitely add more poultry produce to our list;

- i. Raising, processing and marketing chickens on a commercial level; we export chickens, processed chickens and eggs to other countries of the world.
- ii. Table eggs produced by battery chickens (white)
- iii. Table eggs produced by battery chickens (brown)
- iv. Hatching eggs
- v. Specialty eggs
- vi. Table eggs produced by free-range chickens

PROFITABILITY

Technical, scientific and financial based solutions will be employed to hedge against risks and safeguard profit.

PROJECT TIMELINE

The project will be completed within a year preferably June ,2020 to June, 2021 because land option and clearing is done during the dry season.

ECONOMIC/FINANCIAL PLAN

COST OF LAND AND POULTRY FARM INFRASTRUCTURE DEVELOPMENT

ACTIVITY	AMOUNT(=N=)
• Cost of land and development	
Land acquisition	2,000,000
Survey of land	100,000
Hen house construction	1,000,000
TOTAL	3,100,000
• Poultry farm infrastructure development	
Cost of farm house	2,000,000
Fencing of the farm	1,500,000
chick shade building	500,000
Generation of power	100,000
Brooding box	60,000
Borehole	1,000,000
2 800litre tanks	500,000
TOTAL	5,660,000
• Poultry production and hatchery materials	
Equipment(deep litter)	1,000,000
TOTAL	1,000,000
• Salaries and wages of staff	
Farm supervisor	500,000
Farm assistants	280,000
Security	240,000
TOTAL	1,020,000

• Variable inputs	
1,000 chicks	360,000
Feed	200,000
Organic fertilizer	15,000
Transportation	400,000
TOTAL	975,000
• Other costs	
Fuel	50,000
Maintenance of hen house	100,000
Maintenance of equipments	150,000
Stationery	30,000
TOTAL	330,000
GRAND TOTAL	12,085,000

OPERATIONAL COSTS

Includes the cost of the day to day management of the hatching, the wages and salaries of staff and procurements of the other operational inputs.

CONCLUSION

The project is technically feasible and commercially viable. It is therefore recommended for funding. The poultry farm when in full operation would have tremendous economic and socio economic well-being of the people in Umudike. The poultry farm would be a highly profitable project which would generate sufficient cash to sustain production from the second year.

