

CHAPTER ONE

1.0 INTRODUCTION

1.1 BACKGROUND OF THE STUDY

The poultry industry has come to be considered as a means to fight poverty in Nigeria. It is important as a source of employment and income to many families, unlike other ventures, it provides faster turn over on capital investment. This has led to the setting up of formal business and training institution specializing in poultry in Nigeria. Brannius (2017), report that the interest of the operations in the industry is gradually being killed due to the prevalence of the disease and other challenges or constrains in the industry. National production of poultry product over the year could increase, if these challenges are investigated and addressed. The benefit which the country gets from the poultry industry are very important to the country's growth.if provide food security and protein intake for poor growth countries(Lathan, 1997) broilers are fast growing chicken mainly raised for their meat, they are domestic bird specifically raised for meat production. Broilers industry is one of the profitable agro-industry which can tackle the problem of unemployment and underemployment in the rural areas particularly of small and marginal farmers.it has been transformed from the traditional backyard farming to the large scale commercial farming in some country including Nigeria. Country like India has an annual growth rate of 11.44% production of 3,725million tons and employment of 4.29 million people (Index Mundi, 2015). India stands the fourth largest producer of poultry in the world valued as \$6.6billion dollars.

Poultry meat accounts for about 0.66% of the India's GDP and 7.22% GDP from the livestock sector (Prabakarah, 2014, Rajendren et.al 2014) an increase in per capital consumption by one egg and 50grams of poultry meat can create employment for

about 26,000 persons per year (Kazi, 2003) poultry meat production increased from 0.069 million tons in 1961 to 3.725 million tons in 2014. Despite the achievement, the per capital availability of poultry meat in India is only 2.96kg which is weight below the ICMR (India Council of Medical Research) recommendation of 11kg meat per capital per annum. On the supply side, several factors have contributed to the worldwide growth in poultry production, which involves:

1. Genetic progress in poultry strains for meat and egg production.
2. Better understanding of nutritious fundamentals
3. Disease control (Ravindran, 2015). Give the size of the India's poultry sector, it's price competitiveness and India entrepreneurship.

India is said to take a more active role in the global poultry especially with respect to export the middle east Hellin et.al, 2015). Among all the livestock farming, returns of capital investment is faster in broiler farming so planning should be such that, farmer get maximum benefit out of this broiler farming and young population will get attracted toward this sector. broiler industry can be adopted under a wide range of climatic conditions (Singh et.al.2010).

1.2 Statement of the Problem

Some challenges have been reported by several authors including Faridi and Golian (2014) and Yassin et.al. (2014). The economic evaluation of broiler breed production is very challenging for two main reason.

1. Several factors affect it profitability, which makes statistical analysis difficulty.
2. Production information are added to obtain from the genetic company.

According to a survey by (Sultana et.al.2014) in Bangladesh about 36% respondent reported more marketing age of birds,32% reported Training higher cost of production and 30% reported lack of training facilities.

1.3 Aims and Objectives of the Study

1. To know the scope and nature of brooding management and profitability of broilers from day old to their table size.
2. To know the significance of poultry production.
3. To examine the site selections, housing design and construction of brooding pens.
4. To know different poultry disease symptoms.mode of transmission and their treatment in poultry birds (Broiler)
5. To know the method of applying vaccine and drug administration in poultry birds (Broiler).

1.4 RESEARCH QUESTIONS

The following questions shall be focused on,

1. What are the nature and limitation of brooding management and profitability of raising boiler birds?
2. What are the site selection, housing design and construction of brooding broiler birds?
3. What are the poultry disease symptoms, mode of transmission and treatment in poultry birds (Broilers)?
4. What are the vaccine and drugs given to poultry birds (Broiler)?
5. What are the significance of broilers production?

1.5 SIGNIFICANCE OF THE STUDY

The research provide an overview of poultry industry which has become one of the profitable agro industries which can tackle the problems of unemployment as well as discouraging poverty in the country. It also throws light on the major challenges and the current critical issues impeding the growth and development of poultry farming in nigeria. The project also support farmers in their bid to unite their efforts to raise the socio-economic status of broilers farmers in Nigeria.

1.6 SCOPE AND LIMITATION OF THE STUDY

The research does not cover everything about the poultry industry. It focuses mainly on brooding of broilers, especially the challenges associated with brooding technique and measures used to solve them. The study also examines the extent in the using of these brooding techniques from the expected standard.

1.7 OPERATIONAL DEFINITION OF KEY TERMS

1. Brooding: Refers to the period immediately after hatch when special care and attention must be given to chicks to ensure their health and survival.
2. Poultry management: This is define as a multifactorial practice of rearing production techniques that help to maximize the efficiency of production.
3. Broiler :This refer to any chicken that is bred and raised specifically for meat production.
4. Table Size: These are birds that are enough to be killed and consumed.
5. Profitability: This is the act of bringing or making profit in the cause of a business, enterprise or transaction.

