

Profitability of Small-Scale Broiler Production in Ampara District

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Abstract

Broiler production is one of the livestock enterprises in Ampara District which is gaining popularity among low-income households. A study was conducted to analyze the profitability of small scale broiler production in Ampara district. A field survey covered 80 farmers located in Ampara district. Stratified random sampling method was used and data were collected through a pre-tested structured questionnaire. Most of the farmers raised broilers to support their family income only. The average marketing age was 6.68 weeks; at a live weight of 2.175kg. Average feed conversion ratio was 2.14 and the average mortality rate of chicks was 8.59 percent.

Factors affecting profitability was determined by the use of linear profit function model. Results indicated that chick mortality rate, sale price of broiler, price of purchased chick, price of feed, and feed conversion ratio were the significant factors having an impact on profitability of broiler production. Veterinary services and labour cost did not significantly affect broiler profitability. Improving technology to reduce feed conversion ratio and chick mortality rate could increase broiler profitability among farmers.

Keywords: Ampara, broiler production, profitability, profit function, small-scale