

MARKETING TECHNOLOGICAL NEEDS OF THE LAYER POULTRY FARMERS

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Abstract: Among the livestock enterprises, poultry farming is one of the major sources of rural economy. Every year, income from poultry farming has been rising. In order to maximize the profit of the commercial poultry farming, marketing technological needs of commercial poultry farmers should be studied. Hence a study was proposed to estimate the marketing technological needs of poultry farmers as perceived by themselves, extension personnel and technology developers and also to identify the marketing technologies that need to be developed to meet the technological needs of the poultry farmers. Egg price fluctuations and difficulty in pullet eggs selling were the major technological needs in marketing. In addition, farmers perceived that less rate in dull season, unprofitable price for spent hen, and exploitation of middle men in spent hen selling were their technological needs.
Keywords: Marketing, technological needs, egg price, pullet eggs, spent hen, middle men.

Introduction

Blessed with rich agro-technological advantage, India has come a long way to attain a uniquely exceptional success story in utilizing the poultry sector to the benefits of common masses along with earning ample foreign exchanges. India has been in the news, attracting foreign investors with good returns, booming markets and expanding economy. The Government of India recognizes the importance of poultry for enhancing nutrition and providing employment. In recent years, commercial farms have grown in size and sophistication. Since 1970, India's annual egg production has gone up seven times to about 34,000 million, making her the world's fifth largest egg producer. The emergence of integrated broiler projects has stimulated growth in this sector. Rising from a negligible output of 4 million broilers in 1971, India has now touched the 675 million mark (ICRA, 2014). Poultry farming in India was largely a backyard venture before the 1960s has been transformed into a vibrant agribusiness with an annual turnover of Rs 30 000 crores (Mehta and Nambiar, 2007). New projects for processing of eggs and broilers are in various stages of

implementation. Poultry also holds promise of exports. "Go global; act local" is the message of the day.

Among the livestock enterprises, poultry farming is one of the major sources of rural economy. Every year, income from poultry farming has been rising (Lal and Khurana, 2011). There is a good demand for the products (eggs and birds) and they command higher market prices than the commercially produced equivalent. Chandrakumarmangalam and Vetrivel (2012) opined that Indian poultry sector had great scope for export of table eggs, day-old chicks, poultry breeding stock, processed chicken meat products, vaccines, medicines and such other requirements which could improve the marketing potential of the poultry industry. Mehta and Nambiar (2007) opined that there was also no risk to poultry farmers from fluctuations in selling process and they could get a fixed income.

Although there are numerous studies about commercial poultry farming, there are negligible amount of study about marketing technological need of commercial poultry farmers. Literature reveals that the poultry farmer's needs in production and marketing should be addressed and fulfilled (Sanyang, 2012), most of the research and extension programmes, if examined carefully, will be found not wholly relevant to farmer's needs (Cerena *et al.*, 1985) being outmoded pedestrian and inefficient (Ruttan, 1987). unsuitable to the local conditions (Mathialagan and Krishnaraj, 2011). With this background, the study on "Marketing technological needs of layer poultry farmers" was carried out with the following objectives:

1. To estimate the marketing technological needs of poultry farmers as perceived by themselves, extension personnel and technology developers.
2. To identify the marketing technologies that need to be developed to meet the technological needs of the poultry farmers.

Methodology

The study was conducted at Namakkal Block of Namakkal District in Tamil Nadu as it has the maximum number of poultry farmers. Based on the number of poultry farmers in each panchayat, the panchayats were grouped into three categories, of which ten per cent of poultry farmers were chosen for the sample by applying the principle of sample proportion to size from each category, 42 poultry farmers were chosen using the principles of systematic sampling. The data were collected by using a well structured and pre-tested interview schedule and were analyzed statistically. All the poultry farm activities were listed. The technologies available for each farm activity were gathered by reviewing literatures, asking the scientists engaged in poultry related research and extension personnel. The respondents

were asked to indicate whether a particular technology meets the requirement for a specific farm activity. The farmers, extension personnel and the technology developers were asked to indicate whether they agree that technology available would meet particular activity. The score '1' was assigned for 'yes' and '0' for 'no'. In that way the technology availability was quantified.

Results and Discussion

RBQ: Table 1 revealed that all the three types of respondents were perceived the egg price fluctuation and less profit [94.71(Farmers), 92(Extension Personnel), and 93.33(Technology Developers)] as the top most technological needs.

Table 1: RBQ and Average loss for different technological needs and problems as per different categories of respondents regarding marketing

S.No.	Technological Needs	Average loss %	Farmers RBQ (n=42)	Extension Personnel RBQ (n=30)	Technology developers RBQ (n= 30)
	Research needs				
1.	Egg price fluctuations and less profit	25	94.71	92	93.33
2.	Pullet eggs – selling difficult	4.16	6.08	3.33	13.33
3.	Egg transport loss	23.68	12.22	8.67	-
4.	Litter price is less and liquid dropping selling difficult	0.5	20.11	11.67	-
5.	Social unrest egg spoilage	2.3	1.06	-	-
6.	Egg cleaning laborious and cause damage	0.5	1.85	-	-
7.	Minus NECC rate in dull season	10	-	12.76	43.33
8.	Spent hen – unprofitable price	2	47.09	50.56	43.33
9.	Spent hen selling – exploitation by middle men	3	34.39	12.50	24.00
10.	Own feed farmer – egg selling difficult	5.6	12.46	5.56	-
11.	Feed and egg trade are same	5.6	-	10	-
12.	No cold storage	0.3	11.64	23.89	46.67
13.	Exploitation by wholesale dealer and middle men	0.83	6.67	6.67	-
14.	Credit selling of eggs	0.5	12.17	5	-
15.	Poor quality egg – export difficult	0.5	1.32	-	-

(Number of birds: 23.68 lakhs)

Loss: The loss met by the farmers due to lack of proper technology for profitable egg marketing was about 25 per cent. This finding is in agreement with the result of Annadurai (1996) and Kumar and Khandekar (2009).

Table 2: Technological needs and problems of poultry farmers regarding and marketing

S. No	Technological Needs	Estimated block magnitude value for the technological Needs as perceived by			
		Farmers (Lakhs) (n=42)	Extension personnel (Lakhs) (n=30)	Technology developers (Lakhs) (n=30)	Average (Lakhs)
	Research Needs				
1.	Egg price fluctuations and less profit	56068.32	64464.00	44420.00	51650.77
2.	Minus NECC rate in dull season	-	3026.33	-	3026.33
3.	Pullet eggs – selling difficult	598.93	1261.67	5050.47	2303.70
4.	Spent hen unprofitable price	2230.18	2394.52	2052.11	2225.60
5.	Spent hen selling – exploitation by middle men	2443.07	148.00	1704.96	1432.01
6.	Own feed farmer – egg selling difficult	1718.60	737.30	-	1227.95
7.	Feed and egg trade are same	-	1184.00	-	1184.00
8.	Egg transport loss	450.86	578.74	410.61	480.07
9.	Litter price is less and liquid dropping selling difficult	238.10	276.35	-	257.22
10.	No cold storage	88.69	169.71	331.54	196.65
11.	Exploitations by wholesale dealer and middle men	129.92	131.09	-	130.50
12.	Credit selling of eggs	144.09	59.20	-	101.65
13.	Social unrest – egg spoilage	57.73	-	-	57.73
14.	Egg cleaning laborious and cause damage	21.90	-	-	21.90
15.	Poor quality egg- export difficult	15.63	-	-	15.63

Co-efficient of concordance: $W = 1.095 \chi^2$ Value = 45.99* The table value with n=1 degree of freedom is equal to 15.51 at 5% level. Hence there is no significant among the three types of respondent.

Technological needs regarding marketing as perceived by layer poultry farmers

Egg price fluctuation (56068.32) was the top most need. This finding is in conformity with the findings of Ravindra *et al.* (1996). Poor price of spent hen (2230.18), middle men exploitation in spent hen selling (2443.07), easy damage caused to the eggs during transport,

less cost of litter manure, egg selling of own feed poultry farmers were technological needs reported by the farmers in marketing technology were the technology need to be developed, which could be observed by looking into table 2. Singh et al. (2013) recorded similar findings that commercial poultry farmers perceived that they need training on successful marketing of spent hens.

As seen in the table 2 that the perception was uniform, though not in degree, in different categories of respondents with regard to marketing technological needs. The uniformity was observed in technologies like price fluctuation of egg, difficulty in pullet egg selling, egg transport loss, non profitability of spent hen sale, exploitation of middle men in spent hen sale and lack of cold storage. In other cases the perception was heterogeneous. However on the whole there was significant agreement among the three types of respondents with regard to perceptions of technological needs related to marketing.

Conclusions and Recommendations

In general, the present study identified various major technological needs perceived by farms, Extension personnel and technology developers. Egg price fluctuations and difficulty in pullet eggs selling were the major technological needs in marketing. Other technological needs perceived by farmers include less rate in dull season, unprofitable price for spent hen, and exploitation of middle men in spent hen selling. It is felt necessary that special emphasis should be given by the Universities and research stations to fix research priorities and direct their scientists towards technological need based research in areas viz., egg price fluctuations, difficulty in pullet eggs selling, exploitation of middle men, etc. so as to fill up the gap between the technologies available and technologies needed.

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