

A Brief Study on Poultry Farming Industry

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Abstract

The poultry farming industry is an important component of the agricultural and food-production sector, contributing significantly to food security, employment generation, rural livelihoods, and economic development. This study provides a brief overview of the poultry farming industry, focusing on its structure, production practices, economic significance, and major challenges. Poultry farming primarily involves the production of meat and eggs and includes activities ranging from breeding and hatchery operations to feed management, housing, disease prevention, processing, and marketing. The study examines the factors influencing poultry productivity, including breed selection, nutrition, farm management, environmental conditions, biosecurity, veterinary care, and technological adoption. Modern poultry production has increasingly incorporated improved breeds, automated feeding and watering systems, climate-controlled housing, digital monitoring, and scientific disease-management practices to enhance efficiency and productivity. At the same time, the industry faces several challenges, including fluctuations in feed prices, disease outbreaks, market instability, climate-related stresses, waste management, and concerns regarding animal welfare and environmental sustainability. Small and medium-scale farmers may face additional constraints related to access to finance, technology, veterinary services, and organized markets. The study highlights the importance of sustainable production practices, effective biosecurity, improved farmer training, and efficient supply-chain management for the long-term development of the sector. It concludes that continued technological innovation, responsible farming practices, and supportive agricultural policies can strengthen the productivity, profitability, and sustainability of the poultry farming industry.

Keywords: Poultry Farming, Poultry Industry, Egg Production, Broiler Production, Livestock Management, Animal Nutrition, Biosecurity, Poultry Health, Rural Employment, Agricultural Development, Sustainable Farming, Food Security.

