

# **ECONOMY OF POULTRY FARMING**

**Dr. Ram Prakash Verma**





# Economy of Poultry Farming

Dr. Ram Prakash Verma



**RANDOM PUBLICATIONS**  
NEW DELHI (INDIA)



## **Economy of Poultry Farming**

---

**00077671**

ISBN 978-93-86372-91-8

© Reserved

All Rights Reserved. No Part of this book may be reproduced in any manner without written permission.

Published in 2018 in India by

**RANDOM PUBLICATIONS**

4376-A/4B, Gali Murari Lal, Ansari Road  
New Delhi-110 002

Phone : +9111-43580356, 011-23289044, 011-43142548

e-mail: sales@randompublications.com,  
info@randompublications.com, randomexports@gmail.com

*Type Setting by : Friends Media, Delhi-110089*  
*Digitally Printed at : Replika Press Pvt. Ltd.*



# Contents

---

<i>Preface</i> .....	<i>v-vi</i>
<b>1. Introduction</b> .....	<b>1</b>
Chickens .....	2
Turkeys .....	2
Ducks .....	3
Advantages and Disadvantages .....	4
Poultry .....	6
Advantages and Disadvantages of Conventional and Alternative Housing Systems .....	7
Physical Enrichment .....	11
<b>2. Feed Resources for Poultry Production</b> .....	<b>15</b>
Introduction .....	15
The Disease Management Techniques Adopted in Intensive Livestock Production .....	17
Livestock Sector and their Causes .....	28
Common Diseases of Animals .....	33
Cattle and Buffalo Development .....	34
The Role of the Modern Large-animal Practitioner .....	39
<b>3. Livestock: General Management</b> .....	<b>51</b>
Evaluate Current and Proposed Livestock Management Practices .....	51
Areca Sheath .....	53
Livestock Protection .....	58
Livestock Breeding Strategy .....	64
Husbandry .....	67
Biotechnology Options for Improving Livestock Production .....	71
Overview of Available Biotechnologies .....	72
<b>4. Chicken Meat Markets and Product Movements</b> .....	<b>97</b>
Introduction .....	97
The Chicken Meat Sector .....	99
Typical Structure of Chicken Meat Flocks .....	104



Broiler Litter, Breeder Manure and Other Poultry Effluent .....	108
Husbandry and Dynamics of Production Stock .....	121
Poultry Production .....	125
Poultry Production Industry .....	127
<b>5. Economic Cost and Profit Assessment of Poultry Farming .....</b>	<b>200</b>
The Role of Poultry Industry in Indian Economy .....	202
Integrated Poultry-Fish Farming Systems for Sustainable Rural Livelihood Security in Kumaon Hills of Uttarakhand .....	207
<b>6. Marketing of Meat .....</b>	<b>213</b>
Introduction .....	213
Development of Meat Processing technology .....	215
Heat Treatment of Meat Products .....	220
Cooling Meat Products .....	249
Biochemical Processes in Meat Manufacture .....	253
Processed Products Made of Chicken Meat .....	262
Plain Meat Processing Under Basic Conditions .....	266
 <b>Bibliography .....</b>	 <b>275</b>
<b>Index .....</b>	<b>277</b>



## ECONOMY OF POULTRY FARMING

Poultry farming in India, in spite of several constraints, has progressed considerably during the last decade. The present book has been undertaken to examine various aspects related to the growth and development of poultry production in the country. Poultry production in India was confined to backyards till recently. Local breed of birds were reared for the supply of eggs and meat. The increasing demand for poultry products necessitates augmenting the supply by importing improved breeds of poultry. The proportion of hybrid populations in the total population of poultry was about 2 percent. Within a couple of decades, these birds have dominated the market sidelining the indigenous birds. The technological advances have revolutionized the role and the structure of poultry industry in India. The government has to consider the poultry farming and has to solve the problems to encourage huge emerging business that earn national income and provide employment to the rural masses.

**Contents:** Introduction; Feed Resources for Poultry Production; Livestock: General Management; Chicken Meat Markets and Product Movements; Economic Cost and Profit Assessment of Poultry Farming; Marketing of Meat.

### About the Author



**Dr. Ram Prakash Verma** received his B.Sc. and M.Sc. degree from the Faculty of Agriculture University Kaushambi UP and His Ph.D. from the same university. His books provides Poultry Science information and help to create new feedstuffs for poultry and farm animals from the agro-industry and to mobilize the neglected waste as a feedstuff to lower the price of animal products such as eggs, white and red meat, milk, etc. He has authored and co-authored many scientific international articles. At Present time, he is an associate professor in the Department of Chemical Technology a reputed institute of Fatehpur, UP.



**RANDOM PUBLICATIONS**

**PUBLISHERS • DISTRIBUTORS**

4376-A/4B, Gali Murari Lal, Ansari Road, Daryaganj  
New Delhi-110002, Ph : +91-11-43142548/43580356 / 23289044  
Email : randomexports@gmail.com,  
sales@randompublications.com,  
info@randompublications.com

ISBN 978-93-86372-91-8



Size: Royal  
Pgs.: 300 (Appx.)