

**MICRO-SCALE PRODUCTION OF DRESSED  
NATIVE CHICKEN**

**THESIS**

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# **MICRO-SCALE PRODUCTION OF DRESSED NATIVE CHICKEN**

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## **ABSTRACT**

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A study entitled “Micro-Scale Production of Dressed Native Chicken” was conducted at the Afaga’s Residence, University Hills Estate, Dasmarinas City, Cavite from December 2012 to February 2013. Specifically, it aimed to describe the physical, raw material, human and financial requirements in dressing native chicken on a micro-scale; identify raw material sources that will sustain supply of native chicken; describe production flow; develop suitable packaging style of dressed native chicken; establish quality control measure; describe marketing strategies; determine consumer acceptability of packaging style of the product; and analyze production cost and income.

Native chicken supplier from five barangays in Indang, Cavite and Dasmarinas Public Market, Dasmarinas City provided 80 heads of chicken for eight batches of production.

Processing steps of dressed native chicken involves; slaughtering and bleeding, scalding, defeathering, evisceration, washing the final product, packaging and labelling.

Dressing of native chicken at 10 heads per production batch requires a processing area that can provide a receiving area where native chickens are received in cage for fasting. An area for hanging native chicken is also required. A scalding area with a burner is needed to facilitate defeathering. A sink with sufficient water supply should be provided for evisceration and washing and a trash bin should be available for the disposal

of feathers and other wastes. A table for cutting off heads and feet and for packaging is also needed. Provision for chilling storage is required.

Packaging the dressed native chicken in labelled polyethylene bags gave a highly acceptable dressed native chicken.

Marketing strategies used in selling dressed native chicken were product strategy, place strategy, promotion strategy and price strategy.

Place strategy was found to be the most effective marketing strategy.

A starting capital of PhP 2,300.00 is enough to produce 10 kilos of dressed native chicken. Weekly production of 10 kilos dressed native chicken can give an income of PhP 4,940.00 in 8 batches of production.

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# **MICRO-SCALE PRODUCTION OF DRESSED NATIVE CHICKEN**

**Charlene Mae R. Detera**

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## **INTRODUCTION**

Philippine native chickens are the most common domesticated fowls found in most small hold farms in the countryside. These are often left on their own to fend for themselves. These birds are believed to have evolved from indiscriminate breeding between introduced exotic purebreds and indigenous stocks that have descended from the wild red jungle fowl. Traditionally, these birds are kept in smallholder farms as sources of meat and eggs and as source of additional income to rural families.

The Philippine native chicken is an important yet untapped indigenous animal resource, providing high quality protein food. It gives additional livelihood to about 2.5 million rural Filipino families (Dela Cruz,2011). Because it has a recognized vibrant niche market throughout the archipelago, it has endured pressures from commercial broiler and layer markets dominated by multinational and big local corporations (Dela Cruz, 2011).