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DUCTION AND MARKETING PRACTICES OF BROILER  
PRODUCERS IN SELECTED TOWNS OF CAVITE

*THESIS*

MARIECRIS C. MANUEL

*College of Economics, Management  
and Development Studies*  
**CAVITE STATE UNIVERSITY**  
*Indang, Cavite*

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**PRODUCTION AND MARKETING PRACTICES OF BROILER PRODUCERS  
IN SELECTED TOWNS OF CAVITE**

Undergraduate Thesis  
Submitted to the Faculty of the  
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In partial fulfillment  
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(Major in Marketing)

**MARIECRIS C. MANUEL**  
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## ABSTRACT

**MANUEL, MARIECRIS C. Production and Marketing Practices of Broiler Producers in Selected Towns of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang Cavite. April 2005. Adviser: Cecilia T. Cayao.

A study was conducted in seven towns of Cavite, namely: Alfonso, Amadeo, General Emilio Aguinaldo, Indang, Naic, Silang and Trece Martires City. The purpose of the study was to analyze the production and marketing practices of broiler producers in selected towns of Cavite. Specifically, the study aimed to: 1) describe the socio-economic characteristics of the broiler producers in Cavite; 2) determine the volume of production of broilers by town, 3) determine the production and marketing practices of broiler producers in Cavite, and 4) identify the problems encountered by the broiler producers.

A total of 45 broiler producers composed the sample of the study. Data gathering was done through personal interviews. Range, mean, frequency count, percentage and rank were used to analyze the study.

The average age of the respondents was 49 years old. Twenty of them (40%) attained high school education. Broiler producers had an average household size of four members. The average year in broiler production was seven years. The average size of the farm was 6,022 sq.m. About 67 percent of the broiler producers derived their income from broiler production and all of them (100%) were owner operators.

Forty five percent of the broiler producers sold their products to their regular costumers like Magnolia, Bounty Fresh and Pure foods and also sold to the local market. They usually sold chicken in bulk or on wholesale and few of them sold on retail.

Majority of the customers (89%) paid the product as they purchased or in cash and only five of their customers (11%) paid on installment basis.

The major problems cited by the broiler producers were operational problems such as prevalence of diseases and lack of information and knowledge on production, difficulty in availing inputs, and unfavorable climatic condition.

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# **PRODUCTION AND MARKETING PRACTICES OF BROILER PRODUCERS IN SELECTED TOWNS OF CAVITE <sup>1/</sup>**

**Mariecris C. Manuel**

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## **INTRODUCTION**

The phenomenal increase in the number of integrators and growers enables the Filipino to consume more poultry meat. A large portion of the entire population regularly consumes chicken meat as portion of their diet. In Metro Manila, the percentage is highest with 67 percent of all families consuming chicken meat on a regular basis. Chicken provides 75 percent of the country's protein requirement. Each consumer requires about 4.3 kilogram of poultry meat in one year. (Manila Bulletin, October 2003)

Chicken meat is a very nutritious meat product. It can be prepared in a variety of ways as fried, barbecued, broiled, roasted and stewed. It is also an ingredient in many recipes.