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**AMORE POULTRY FARM AGUADO
TRECE MARTIREZ CITY:
A CASE STUDY**

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**DON SEVERINO AGRICULTURAL COLLEGE
Indang, Cavite**

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A CASE STUDY

A Case Study

Presented to the Faculty of the
Department of Agricultural Economics and Agribusiness
Don Severino Agricultural College
Indang, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
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Amore Poultry Farm Aguado, Trece Martirez
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ABSTRACT

DIMAANO, ANICETO, TIBAYAN. "Amore Poultry Farm, Aguado, Trece Martires City: A Case Study" Bachelor of Science in Agriculture, Major in Agricultural Economics, Don Severino Agricultural College, April 1994. Adviser: Dr. Nelia C. Cresino.

The study was conducted at Amore Poultry Farm in Aguado, Trece Martirez City from December 1993 to January 1994. This was undertaken to: describe the farm; determine the production, management, financial and marketing practices followed by the Amore Farm; identify the problems encountered in the operation of the farm; and recommend solution to the problems.

Data were obtained through personal interview with the owner/manager of the farm. Additional infomation were gathered through actual observation and participation in the operation of the farm.

The production practices followed by the Amore farm were as follows: preparation of the brooding house, procurement/acquisition of chicks, procurement/acquisition of feeds, feeding and watering, medication and vaccination, culling, and harvesting. These were performed by the owner with the help of five caretakers.

In 1993 growing season, the farm produced an average volume of 21,500 birds amounting to P114,990.00. Highest net profit amounting to P91,730 was obtained during the fifth growing season while negative profit of P2,900 was obtained during the second growing season. The average net income derived for 1993 was P41,536.

The farm had no problem in marketing since it was engaged in contract growing scheme with Purefoods. However, the farm encountered problems related to production such as high cost of medicines and occurrence of diseases.

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by

ANICETO TIBAYAN DIMAANO

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INTRODUCTION

The phenomenal growth of the broiler industry in the Philippines is reflected in the increasing number of Integrated Broiler Firms and the general increase in the consumption of poultry meat. In 1993, the production of broiler/poultry and poultry products was 313.6180 million birds (BAS, 1993). However, under today's intensified system of animal farming, the country's production of animal protein is still below self-sufficiency level. This demand for animal protein will continue to increase as the population grows and