

A STUDY ON COST OF PRODUCTION OF BROILER AT MARKET AGE AT PALLADAM AREA

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The fast growth rate of India's broiler production is mainly due to the availability of hybrid broiler chicks, balanced feed, higher demand for poultry meat and raising consumer income. The trend towards forward integration in poultry operations, farmers' preference for birds with higher dressing yields, and price stabilization measures initiated by the industry are the additional factors supporting production growth. However, several factors are involved in the cost of production of broiler at market age. Hence a detailed study was made to find out the economic aspects of broiler farming in commercial broiler farms located in and around Palladam area of Coimbatore district in Tamil Nadu.

The data were collected by personal interview method using a standard pre-tested questionnaire, specially designed for this purpose. A total of 4,83,900 broilers reared in 56 broiler farms representing three farm size, using own, company or both own and company feed, either all-in-all-out or batch system were covered in this study.

The cost of production per broiler is given in the table 1. The cost of production per broiler recorded in the present study was Rs.60.97, 58.69 and 55.97 in small, medium and large farms, respectively. It indicated that the production cost decreased with increase in farm size. This is in agreement with the earlier observation of Prabakaran *et al.* (1985). However, the production cost in this

study was higher than the earlier observations of Shah and Ranawat (1989) and Verma and Pillai (1989) which might be due to the higher cost of inputs like feed, chicks etc., The reason for comparatively lower production cost of broilers in large sized farms than in small and medium sized farms in the present study could be attributed to the fact that most of the large sized farms used their own mixed feed and continuously rearing the broilers without break.

The fixed cost on broiler production was 12.30, 10.43 and 10.36 per cent of total cost in small, medium and large farms, respectively. As the farm size increased the fixed cost decreased. This is in agreement with the earlier observation of Moorti *et al.* (1990) where the fixed cost share was 13.87 per cent in small and 12.43 per cent in large farms. Singh (1994) observed 4.41, 3.68 and 3.66 per cent in small, medium and large farms, respectively as fixed cost share in broiler production. Singh and Singh (1984) and Soni and Verma (1990) observed 4.62 and 8.46 per cent respectively as fixed cost share in their study.

The variable cost in the present study formed 87.70 per cent in small, 89.57 per cent in medium and 89.64 per cent in large farms. As the farm size increased, the variable cost also increased. This is in agreement with the observations of Devarajan (1981) and Moorti *et al.* (1990).

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Table 1
Cost of production per broiler at Palladam in different farm sizes

Cost items	Small		Medium		Large	
	Rs	%	Rs	%	Rs	%
Fixed cost						
1) Depreciation on building	5.84	9.58	4.67	7.96	4.42	7.90
2) Depreciation on equipment	0.59	0.97	0.61	1.04	0.58	1.04
3) Interest on capital	1.07	1.75	0.84	1.43	0.80	1.42
Total fixed cost	7.50	12.30	6.12	10.43	5.80	10.36
Variable cost						
1) Chick cost	13.83	22.63	13.94	23.74	13.53	24.17
2) Feed cost	37.37	61.29	36.40	62.02	34.54	61.71
3) Litter cost	0.66	1.08	0.62	1.06	0.49	0.88
4) Electricity charges	0.16	0.26	0.11	0.19	0.10	0.18
5) Health cover	0.63	1.04	0.69	1.18	0.74	1.32
6) Labour cost	0.67	1.10	0.66	1.12	0.62	1.11
7) Miscellaneous variable cost	0.15	0.25	0.15	0.25	0.15	0.27
Total variable cost	53.47	87.70	52.57	89.57	50.17	89.64
Total cost	60.97	100.00	58.69	100.00	55.97	100.00