

A STUDY ON PROBLEMS FACED BY CONTRACT BROILER POULTRY FARMERS

Sabbineni Poojitha

Research Scholar, Gitam Institute of Management Gitam (Deemed to be University), Andhra Pradesh, India

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ABSTRACT

Broiler poultry meat production and consumption pattern in India is increasing from year to year due to certain reasons such as an increase in demand, the purchasing power of customers, regular and fast returns, implementation of various technologies and changing food habits. Vertical integration system has emerged in most parts of the world in broiler poultry farming, which is also termed as contract farming. Contract farming is an agreement between the farmer and integrator where the integrator provides inputs to the farmer and takes back the final produce. Through this process, the risk element is reduced for farmers. Even though the risk is reduced farmer faces certain difficulties in this system.

KEYWORDS: *Broiler Production and Consumption, Contract Farming, Challenges, Growing Charges*