

# How to start a small scale poultry farm

Hannes Koekemoer

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# It is easy!!

1. Buy some chicks
2. Give them sum feed
3. See them grow
4. Sell the product - Eggs or meat.....



- ▶ Production type
- ▶ Farm/Land location
- ▶ Construction of house
- ▶ Chick availability
- ▶ Feeding
- ▶ Health management
- ▶ Marketing

# Production type

Broilers - Meat production

Layers - Egg production

Poultry business like keeping breeders and selling chicks

**Important!!**

**Determine your production purpose**

**Select proper poultry breed**





# Farm/Land location

- ▶ Not too far from market/towns
- ▶ Avoid residential areas
- ▶ Not close to other poultry farms ( bio-security )



# Construction of house

Extensive - Free Range systems

Semi-intensive - Conventional open sided houses

Intensive - Environment controlled houses

**Free Range System:** Under free range poultry farming system, chickens are allowed to roam around on their own in search for food. This system is not commonly used for commercial poultry farming because of the high level of risks involved

**Deep Litter System:** This system involves spreading wood shavings or saw dust on a concrete ground with the chickens placed on the floor and the dust serving as a 'cushion' for them. The dust is changed regularly, either by removing and replacing or by layering.

**Battery Cage System-:** As for the battery cage system, metal cages are constructed inside a building to house the birds. The cages are usually split into different compartments to house small groups of birds.

Note that each of the three housing system has its own advantages and disadvantages. Lastly, your poultry housing structure should be built at a particular angle; taking sunlight and wind into consideration.

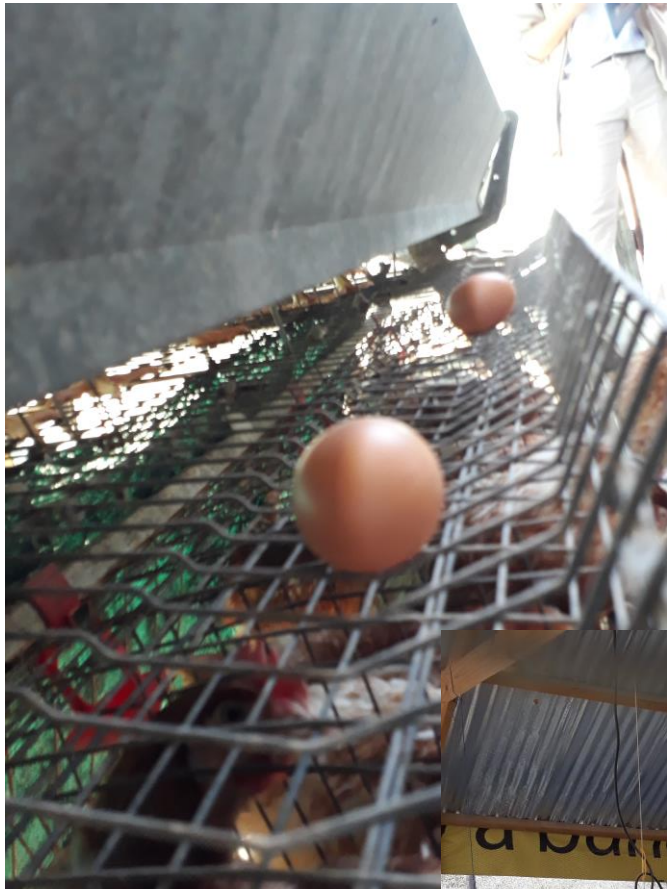




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# Chick availability

## Trusted breeder

Good quality chicks:

- ▶ Well-dried, long-fluffed down.
- ▶ Bright round active eyes.
- ▶ Look active and alert.
- ▶ Have completely healed navels.
- ▶ Legs should be bright and waxy to the touch.
- ▶ Chicks should be free from deformities (i.e. crooked legs, twisted necks and cross beaks).



**NAMIB POULTRY**

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# Feeding

Most important part in a poultry business!!

Contributes to 65-70% of total project cost

Feed the right feed to the right type of chickens

Keep records of feed consumption to be able to work out your feed efficiency/Feed conversion rate.

This **ratio** or rate measures the efficiency with which the bodies of livestock **convert animal feed** into the desired output.

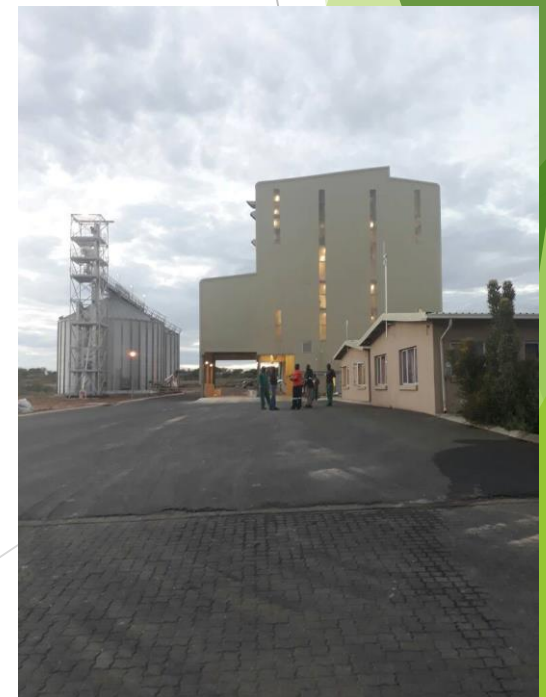


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- ▶ All our products are specifically formulated to achieve the desired production at a lower cost
- ▶ All our products are produced in an ISO 22000 accredited plant
- ▶ All our products are formulated with natural products such as maize and soya, sunflower oilcake, chop and bran
- ▶ We don't include any animal protein sources or animal derived products into any of our product ranges
- ▶ We adhere to strict biosecurity rules at all times in order to reduce possible contamination



# Health management

Prevention is better than cure!

Proper vaccination for your area - ask your local Vet or chick supplier

Have Bio-security measurements in place

Follow a proper wash and disinfection program





# Marketing

- ▶ Know your market before you start.
- ▶ Supplying to supermarkets or the catering industries.
- ▶ Do market reaches - demand
- ▶ Compare prices of other producers
- ▶ Make use of technology and production contracts

