



## Thesis Abstract

### **Production and Marketing of Native Chickens (*Gallus gallus domesticus* Linn.) in Batangas and Iloilo Provinces, Philippines**

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The study was conducted to examine the differences in production and marketing of native chickens between the provinces of Batangas and Iloilo, Philippines and to identify constraints to and opportunities for improving their production performances.

A total of 226 native chicken growers were interviewed. In Batangas, 133 farmers were sampled in 40 barangays in five municipalities and one city. In Iloilo, 93 growers were sampled in 39 barangays in nine municipalities and one city. A survey instrument was pre-tested in Quezon province and used to gather primary data. Key informants (assemblers, traders, retailers, consumers, LGU personnel, DA and BAI personnel) were also interviewed. Secondary data were gathered from different institutions and agencies.

Data gathered were encoded using Microsoft Excel program. The Statistical Program for Social Science (SPSS 11.5) was used to determine frequencies. A simple cost and return analysis of native chicken production on free-range system was done to determine the economics of production.

Results showed that the predominant system of raising native chickens in both provinces was the free-range with and without shelter provision. Farmers preferred to raise locally available native chicken genetic groups. Native chickens were raised mainly for additional income and for home consumption. Feedstuffs such as corn, paddy rice, chopped coconut meat rice bran, cassava, and kitchen discards, singly or in home mixed forms, were popularly used by farmers as feeds. Farmers observed low egg production and slow growth due to lack of programs for genetic improvement. High incidence of mortality was reported as a consequence of the lack of a sound flock health program, including vaccination and medication. Marketing of both live native chickens and eggs was disorganized as the prices were determined mostly by middlemen. Extension services rendered specifically for native chicken production by both the government and the private sector, including non-government organizations, are very limited.

The study showed that higher margin could be obtained by raising native chickens under free-range system without shelter provision. It also identified the constraints to production as poor genetic potential, seasonal availability of feeds, lack of vaccination and medication program, and disorganized marketing.