

ABSTRACT

NAME OF THE INSTITUTION: De La Salle University -
Aginaldo

ADDRESS: Dasmarinas, Cavite

TITLE: A Broiler Production in Silang, Cavite

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FUNDING SOURCE:

COST: P 2,500

The project was financed by the researchers on an equal contribution basis.

DATE STARTED: June, 1995

DATE FINISHED: March, 1996

OBJECTIVES OF THE STUDY:

A. General

This project feasibility study is designed to provide continuous supply of good quality broiler chicken to different viajeros as its target market at a reasonable price.

B. Specific

To be able to know important information needed to operate this kind of business regarding the management, marketing, technical and financial aspects.

SCOPE AND COVERAGE:

This project is centered solely on the breeding of broilers as a commercial growing type of business or as independent grower. It covers the different aspects of the business such as management, marketing, technical, financial and socio-economic. It will concentrate on the first five years (1996-2000) of raising broilers.

The broilers which would be harvested after 42 days will be marketed to local middlemen or viajeros as live chickens in Cavite and nearby provinces.

METHODOLOGY:

The primary data gathered in this study were obtained from personal interviews as well as telephone interviews with different poultry farm owners in Cavite.

The secondary data were taken from the Technology and Livelihood Research Center, Bureau of Animals and Industry, Bureau of Agricultural Statistics, Vitarich Incorporated and Aklatang Emilio Aguinaldo.

MAJOR FINDINGS:

The study revealed that there is a growing demand for meat chicken every year which is brought about by the increase in consumption of every household. It was also found out that the consumers prefer to buy chicken meat among other poultry products and that it is consumed by