

# Marketing channel of Broiler chicken

## Transportation of live broiler

Broiler is very heavy and meat type bird. It is very sensitive to hot climate. So heat stress must be avoided during live broiler transportation. Special motor vehicle is used to carry live broiler. Motor vehicle, pick-up-van and rickshaw van etc are used to transport broiler in our country. In special motor vehicle there are several multiple selves to keep broilers. But, in case of normal vehicle bird carrier cage must be used to keep birds. To avoid high temperature birds should be transport at night. Electric fan facilities should be provided in motor vehicle if possible.

Marketing channel of broilers in Bangladesh is not so improved like developed country, however our entire marketing channel comprises partly traditional and partly improved. Middlemen/ agents are benefited from this type of mixed marketing channel. Sometimes they benefited much more than the growers. Improved types of marketing channel allow gaining marginal profit uniformly in each step.

## Marketing channel of broilers in Bangladesh

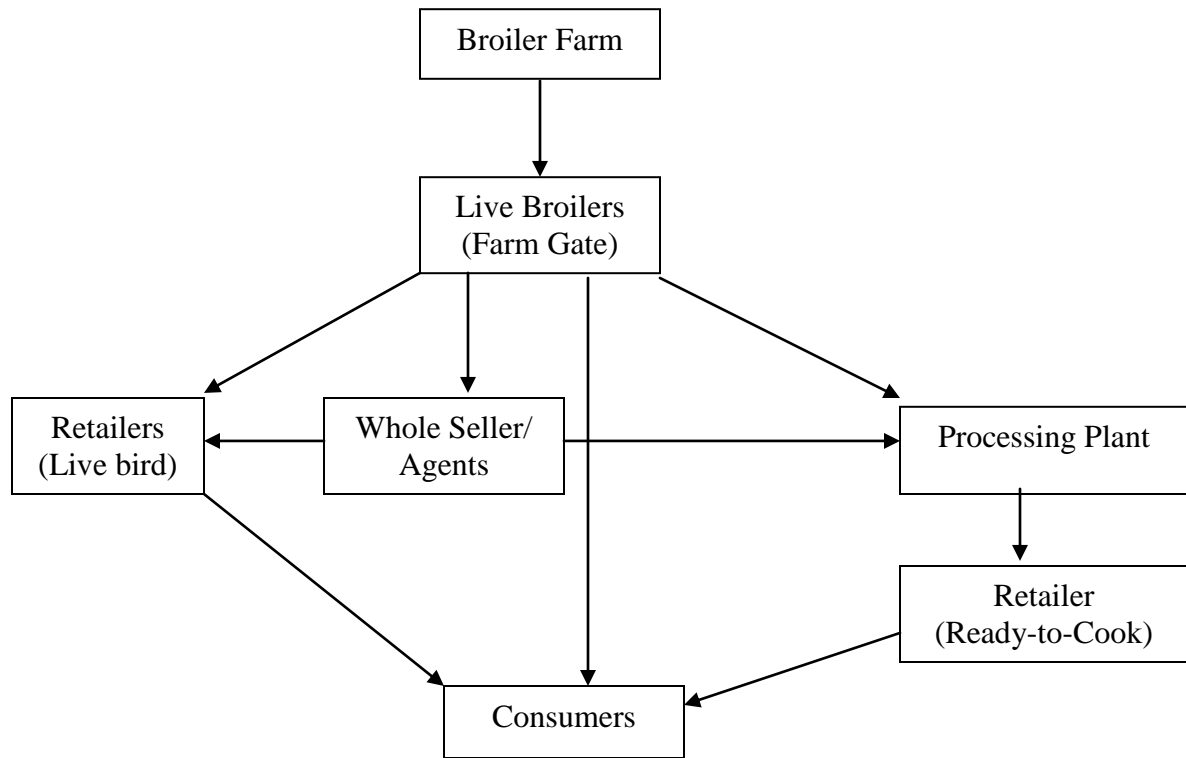


Fig. A flow chart of broiler marketing