

Transportation of poultry and eggs

There are two types of transportation system exist in Bangladesh:

(1) Traditional or backyard type system, this includes-

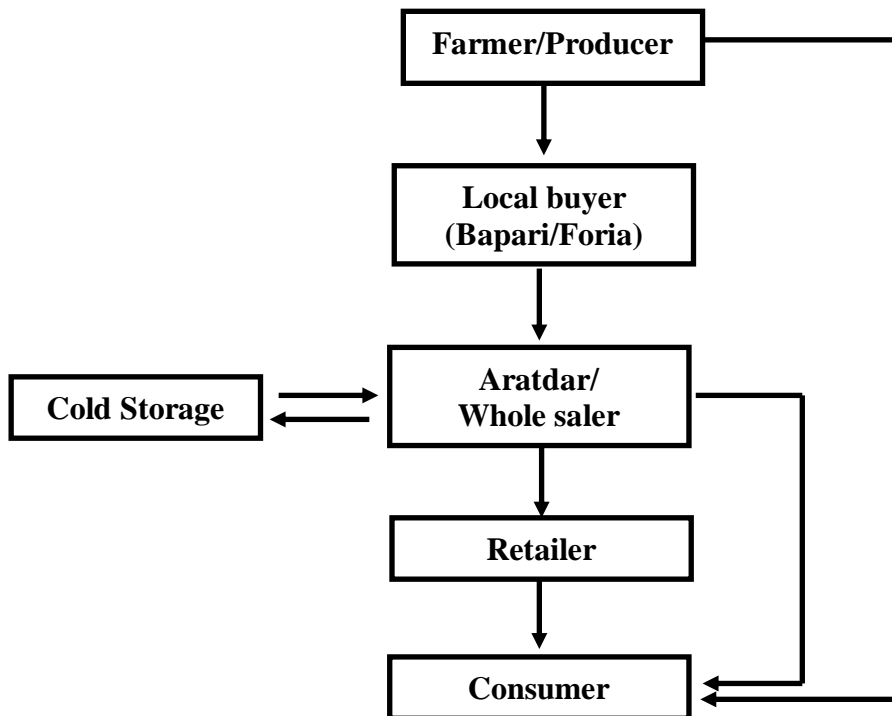
- Hand carrying or head carrying
- Cycling
- Rickshaw or rickshaw van
- Bus or Truck
- Train
- Country boat
- Launch

(2) Modern transportation system

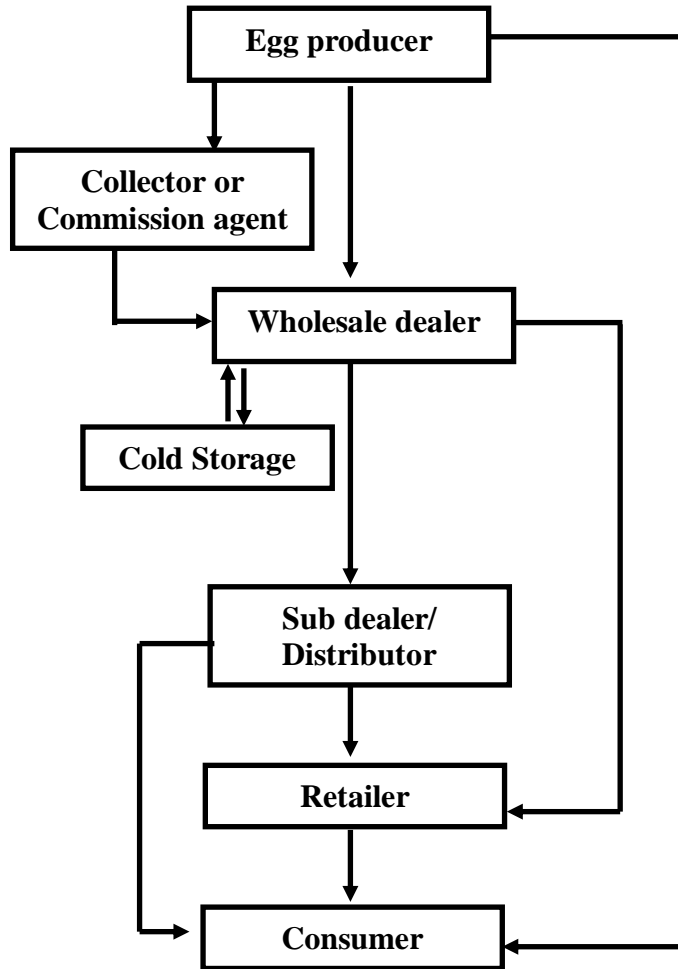
- Motor van
- Pick-up van

Marketing channel of poultry meat and egg: Marketing channel of poultry meat and egg in Bangladesh is not so improved like developed country, however our entire marketing channel comprises partly traditional and partly improved. Middlemen are unfairly benefited from this type of mixed marketing channel. Improved types of marketing channel allow gaining marginal profit uniformly in each step.

Marketing channel of poultry meat



Marketing channel of Egg



Objectives of Egg Marketing

- σ To analyze the existing system of marketing of eggs in the selected area
- σ To assess the marketing cost and margin for eggs
- σ To analyze the extents of seasonal and spatial price variation for eggs

Marketing functions performed by layer farm owners

The functions of egg marketing performed by the farm owners are broken down into:

- ⇓ Grading
- ⇓ Storage
- ⇓ Advertisement
- ⇓ Market Intelligence
- ⇓ Methods of price determination
- ⇓ Transportation
- ⇓ Selling
 - Place of sale
 - Mode of sale
 - Interval of sale
 - Volume of sale

Marketing functions performed by egg traders

The functions of egg marketing at trader's level have been broken down into:

- ⇓ Buying and selling of eggs
- ⇓ Buying of eggs
 - Mode of payment/purchase
 - Quality determination at the time of purchase
 - Method of price fixation at the time of purchase
- ⇓ Selling of eggs
 - Mode of sale
 - Method of price fixation at the time of sell
- ⇓ Transportation
- ⇓ Storage
- ⇓ Market information

Marketing Problems faced by Layer Farm owners

- 1) High price of chicks
- 2) Non-availability of chicks
- 3) Death of chicks in transit
- 4) Non-availability of feed
- 5) High prices of feed
- 6) Insufficient electricity supply
- 7) High charge of electricity
- 8) Lack of intentional credit facilities
- 9) Lack of disease diagnostic facilities
- 10) Non-availability of medicine
- 11) Natural calamities
- 12) Inadequate supply of vaccine
- 13) Lack of skilled and trained manpower
- 14) Inadequate comities
- 15) High demand of eggs from native birds
- 16) Hartal, Strike, Flood and Calamities
- 17) High cost of storage

Marketing problems faced by the egg traders

- 1) Lack of operating capital
- 2) Spoilage of eggs
- 3) Absence of storage facilities
- 4) Lack of adequate and suitable transportation system
- 5) Breakage of eggs in transit
- 6) Inadequate space in the market

Measures suggested by the layer farm owners

- 1) Establishment of hatchery
- 2) Establishment of feed manufacturing factory
- 3) Regularity in electricity supply
- 4) Government support in credit
- 5) Development of disease diagnostic facilities
- 6) Provision of adequate supply of medicine
- 7) Provision of adequate supply of vaccine
- 8) Provision of effective extension service
- 9) Development of transportation system

Measures suggested by egg traders

- 1) Improvement of transportation and communication system
- 2) Provision of institutional credit
- 3) Development of storage facilities
- 4) Enlargement of market place
- 5) Solution of egg marketing channel