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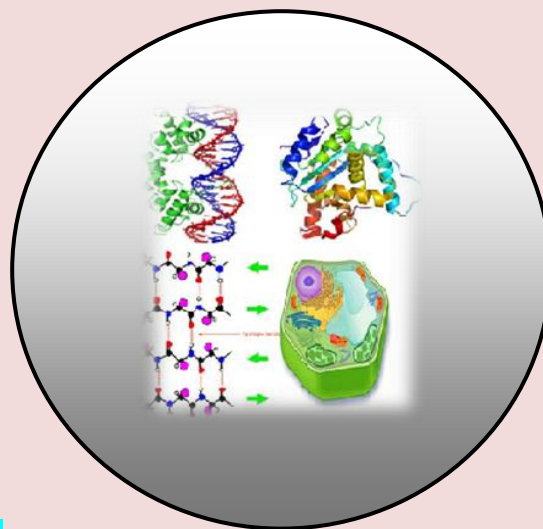
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RESEARCH PAPER

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Review on Poultry Marketing System and Management System in Ethiopia

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ABSTARCT

This seminar is intended to review the poultry marketing system. Poultry products have long been a pathway for income generation for the poor. Rapidly growing and changing markets in the developing world provide not only real opportunities but also significant threats to participation of the poor in production and marketing of poultry products. Therefore, the general objective of this seminar was reviewing the poultry marketing system with additional specific objectives of reviewing determinants of poultry market participation, reviewing major constraints and opportunities of poultry marketing and to review the structure, conduct and performance of poultry market. Poultry production has an essential economic, social and cultural benefit and plays a significant role in family nutrition in the developing countries. Its role in improving the nutritional status and incomes of many small farmers and landless communities has been recognized by various scholars and rural development agencies for the last few decades. Chicken meat and eggs are the best source of quality protein, and are badly needed by the many millions of people who live in poverty. Chicken meat and eggs provide not only high-quality protein, but also important vitamins and minerals. A market is a point, or a place or sphere within which price making force operates and in which exchanges of title tend to be accompanied by the actual movement of the goods affected. The concept of exchange and relationships lead to the concept of market. Sex of the household head, family size, number of birds kept, Average lagged price of bird, Purpose of bird keeping, Credit taken for poultry production and Feed supplementation are significantly influenced farmers' participation decision and value earned from the sale of their products. Increased incomes, urbanization and population growth is also expected to lead in increasing demand of animal products in the developing world, which can in turn improve incomes of poor farmers and food processors. Marketing constraints reviewed included: low supply of chicken products, lack of market outlets, lack of appropriate marketing information, lack of demand during fasting periods, lack of chicken transportation and egg handling facilities, lack of credits and capital to expand chicken production and marketing activities.

Key Words: Poultry, Marketing, chickens, Challenges and Opportunities.

INTRODUCTION

Background of the Review

In Ethiopia, livestock production in agriculture covers 40% of the total agricultural output that playing an important role in the national economy as it contributes 13-16% of the total GDP. Accordingly, Livestock Master Plan (LMP) estimate that poultry sub-sector helps to close the total national meat production-consumption gap and improve the increment of the share of total meat consumption from the current 5% to 30% by 2030 (Shapiro et al., 2015). Thus, rural poultry farm has its own role in rural economy in particular and of the national economy of country as a whole.

Additionally, the decrement of unemployment and easily disposable cash income for small-holder farmers, especially in the off-season from cropping, rural poultry integrates very well into other farming activities for the reason that it requires relatively little labor, land and capital (Pongruru and Nagalla, 2016). Mostly poultry production in Ethiopia is based on the traditional scavenging system that owns large population of chickens with estimated 51 Million (CSA, 2014).

Poultry production has an essential economic, social and cultural benefit and plays a significant role in family nutrition in the developing countries. Its role in improving the nutritional status and incomes of many small farmers and landless communities has been recognized by various scholars and rural development agencies for the last few decades.

In many countries of the world, poultry are kept as scavengers in and around the residence areas at village and family level (Feleke, 2015). With an estimated total population of 1.6 billion at the end of 2010, village chicken is the most abundant species in Ethiopia, contributing a significant part of the country economy (FAOSAT, 2012).

Recent estimates put the poultry population in Ethiopia at around 56.87 million with native chicken breeds representing 95.86%, exotic breeds of chickens 1.35% and hybrid chicken 2.79 % mainly kept in urban and peri-urban areas (CSA, 2014). But, they are well adapted to the tropics, resistant to poor management, feed shortages, tolerate to diseases (Hunduma et al). Furthermore, short generation interval, high rate of productivity, easy to transport in different areas and easily consumed by the rural poor are the major opportunities of poultry comparing with other farm animals. In most part of Ethiopia, village chicken represents a significant component of the rural household livelihood as a source of cash income for immediate household expenses and nutrition (Matiwos et al., 2013). Production of both egg and poultry meat has certainly assisted in reducing the gap in the supplies of animal protein for human consumption (Leta and Bekana, 2010).

Despite its importance, village chicken production system in Ethiopia is generally characterized by poor performance of local chicken in terms of egg production, small egg size, slow growth rate, late maturity rate and high mortality of poultry is increasing, because of low management practice, limited supply of feed, high disease prevalence, poor marketing, infrastructure and lack of market information (Aman et al. 2015).

The growing domestic demand, which results from increased urbanization, higher income due to economic growth, and rising population, offers significant incentive for increased market oriented livestock production. Poultry production as part of livestock production could be one alternative income generating mechanism for rural households.

Statement of problem

The contribution of village chickens to farm household and rural economies was not proportional to their high numbers, although they contribute more than 98% of the total meat and egg production in the country (Feleke, 2015). This was mainly due to low productivity levels that are the result of diseases, poor management in terms of feeding and housing, poor growth rates inappropriate transportation to market low market in formation of chicken producers which results to inefficient marketing and predation. Still these large population poultry were found in traditional production systems. But, they were well adapted to the tropics, resistant to poor management, feed shortages, tolerate to diseases (Hunduma et al., 2010).

Poultry are the only affordable species to be slaughtered at home level by every farmer in Ethiopia that are due to the prices of other species have substantially increased recently. The developments of innovative ideas for improving real poultry marketing require complete understanding of the system and its operators. Assessing the existing marketing system play a decisive role in vibrant economies as mechanisms for exchange necessary for specialization and hence leads to higher economic growth and the proper coordination of the exchange which reflect and shape producer and consumer incentives in supply and demand interaction (Awol, 2010).

Now days the number of population living in urban areas was increasing and the level of their income increasing from day today. Hence there was the requirement of highly organized channels for processing and distributing agricultural products specifically for poultry products. Smallholder farmers in particular face an uncertain production environment, enormous constraints and high cost in accessing markets.

Agricultural products particularly livestock products can only be supplied to satisfy the demand through effective and efficient marketing system, which links farm and non-farm communities. For a marketing system to successfully coordinate the interaction of the suppliers and consumers of goods and services must be accompanied by efficient marketing system. Both producers and consumers satisfy their conflicting goals regarding the pricing behavior of a marketing system through such efficient and competitive marketing systems. In parts of the world, rural people often say that one reasons they cannot improve their living standards is that they face difficulties in accessing markets. Now a day the consumption pattern is changing both domestically and internationally toward high quality attributes. Livestock products particularly poultry products have skyrocketing demand throughout the world. It is widely recognized that an inefficient marketing system entailing substantial costs to consumers and less incentives to producers could not provide the mechanism to meet the accelerating demand for high quality food items.

According to Kibreab et al. (2016) in increasing the productivity of poultry sector, market problem is one of the identified challenges in his study areas.

Assessing the existing marketing system play a decisive role in vibrant economies as mechanisms for exchange necessary for specialization and hence leads to higher economic growth and the proper coordination of the exchange which reflect and shape producer and consumer incentives in supply and demand interaction. Despite the high demand for poultry products, producers are not market oriented. This in turn leads to low market participation with very small poultry products supply as compared to the high potential of the subsector in most parts of the country. The poultry marketing systems in Ethiopia are generally constrained by; poor management practice, transportation and making awareness about market chain for producers and consumers were some of the approaches to solve the problem. So there was a need to investigate effective and efficient marketing system in the in Ethiopia to develop good ideas for the improvement of marketing system.

Significance of the Seminar

Main significance of this review was favoring the poultry marketing system, the actors of the supply chain. Reviewing of the whole system and reviewing clearly the challenges was benefit policy makers and implementers in indicating the area of advantage for what should be done to improve poultry marketing system. The seminar is intended to identify the gap in poultry marketing by reviewing findings of different researchers to recommend for future research areas that are used as input for policy makers and to find leverage points or point of poultry intervention to enhance competitive poultry marketing system in the country.

Objective of the Study

General Objective

✚ The General objective of this seminar is to review the poultry marketing system in Ethiopia.

Specific Objectives

- ✓ To review determinants of poultry market participation
- ✓ To review the structure, conduct and performance of poultry market
- ✓ To review the major constraints and opportunities of poultry marketing.

LITERATUREREVIEW

Basic concepts and definitions

Poultry

Poultry can be defined as those species of birds that render economic service to humans and reproduce freely under their care. The term Poultry refers a category of domesticated birds kept by humans for the purpose of collecting their eggs, meat or feathers. It includes Domestic chicken, Turkeys, Ducks, Geese, Quails, Guinea fowls, Ostriches, Pigeons, peafowls and Swans (Kekeoha, 1984). Poultry is usually taken by the rural farmer to mean chickens because they are reared more often than any other kind of poultry. In poultry markets, fowl commonly means a full-grown female bird. Young birds of both sexes, such as broilers and fryers, are called chicken. On poultry farms, male chickens are called roosters or cocks; females, especially those more than a year old, are called hens; females less than a year old are called pullets; very young chicken of either sex are called chicks; and castrated males are called capons (Zelalem, 2008).

Importance of poultry production system

Chickens are fast growing animals. In the past, it took about 4 months to produce a two-kilogram chicken. However, today a two-kilogram chicken can be produced in 42 days (Dr. M. Farran, personal communication, 2009). Due to this fact, a better understanding of husbandry practices, and use of new technologies, poultry farms can be profitable enterprises.

Augmenting the production of laying chickens is an important objective in helping to meet the nutritional needs of growing populations in developing countries. These chickens are prolific, easy to raise and their output can be generally expanded more rapidly and easily than that of other livestock. Furthermore, they are adaptable to various climates and altitudes. Poultry raising can often be combined with other types of farming and offers the possibility to raise extra revenue for farmers (FAO, 2003). The main use of chickens has never changed. They were primarily raised for human food and immediate sources of cash. In addition, their feathers were used for making cushions, litter for fertilizers and, in some societies, chickens were used in cock fighting as a source of entertainment. As the human population increases, the poultry industry continues to grow to meet the demand for poultry products in world markets. The importance of poultry farms lies in the quality of products that are provided to humans. Broiler farms provide meat that supplies the human body with high quality proteins. Layer farms provide eggs rich in proteins and vitamins, especially the fat soluble vitamins (A, D, E, and K). Poultry farms are fast-paced operations that can fulfill the demand for meat and eggs, and can be expanded easily to meet the ever-growing demand (Dr. M. Farran, personal communication, 2009). Each operation in the poultry business.

Keeping Poultry chickens is the backbone economy base of poor resource households in developing countries and the world as a whole. Globally, village chicken production is recognized as strategy for capital build up, food security attainment, and malnutrition, poverty and hunger reduction among small scale households owing to their short reproduction cycles and low input requirement for production (Besbes 2009). They also have social, cultural and religious importance, and improve growth, mental development, school performances and labor productivity and reduce the likelihood of illness among the small scale farmers' children through diversification of consumable foods (Martin et al. 2011). On top of these merits, poultry serve as a scaling-up enterprise to larger livestock species (Dolberg 2003) and considered as the entry point for poverty reduction'' and gateway to national food security (Gueye 2009).

Village chickens are important in low-income and food deficit countries. They represent an appropriate system for supplying the fast growing human population with high quality protein and provide additional income to poor farmers, especially women. Although they require a low level of input, village chickens contribute significantly to food security, poverty alleviation and ecologically sound management of natural resources (Guéye, 2003).

Poultry production is one of the best available sources for the production of high biological value animal protein in terms of eggs and meat. Raising poultry has a number of advantages, among which are; high feed efficiency, fast return on investment, spreading income throughout the year, high return compared to feed costs, low land requirements, adaptability to both small part-time enterprises and large commercial enterprises and the operation can be highly mechanized, with high output per hour of labor (James, *et al* 2009).

The role of poultry in human nutrition

Plus, to the above importance of poultry raising, Chicken meat and eggs are the best source of quality protein, and are badly needed by the many millions of people who live in poverty. In sub-Saharan Africa (SSA) and South Asia malnutrition (poor nutrition) and under nutrition (inadequate nutrition) are closely associated with poverty. These conditions affect the immune system. The HIV/AIDS epidemic sweeping through countries in SSA stems partly from extreme poverty and, with it, poor nutrition. (David Farrell, 2012).

A survey of several countries found that 34 percent of the people surveyed in South Asia and 59 percent in SSA were suffering from severe energy deficiency (Smith and Wiseman, 2007). Both groups obtained 67 percent of their energy from staple foods (cereal grains, grain legumes, starchy roots and tubers) containing small quantities of only low-quality protein. Their average per capita egg consumption was only 42 per year, compared with a global average of 153. Stunting and wasting in children less than five years of age, and slow mental development were seen mainly in rural areas of SSA. Eight out of ten of those affected were among the poor. Diseases such as kwashiorkor and marasmus, both seen in underweight children, are associated with inadequate dietary energy and protein. Pregnant and lactating women and young children are particularly vulnerable. In SSA, only 8 percent of dietary energy comes from animal protein, compared with an average of 17 percent in all developing countries, and 28 percent in China.

Chicken meat and eggs: a valuable source of protein and almost all of the essential nutrients

According to Food and agricultural organization (FAO) 2013, Chicken meat and eggs provide not only high-quality protein, but also important vitamins and minerals. Worldwide, 2 billion people depend on rice as their staple food. Most eat polished white rice stripped of many essential fats, the B complex vitamins and several minerals. Other cereal grains are usually deficient in critical nutrients. For example, maize (corn) is a staple food in some regions, but the niacin it contains is unavailable. Maize consumption without supplements causes pellagra. Invariably the protein content of grains is low and of poor quality. Net protein utilization (NPU) is an index of protein quality, calculated by multiplying protein digestibility by biological value. NPU of grains is generally less than 40. Rice is the exception, with NPU of about 60, but it is low in protein (7.5 percent). NPU of chicken eggs is 87. Generally, cereals lack the most important amino acids for humans - lysine, threonine, the sulphur-bearing amino acids (methionine and cysteine) and occasionally tryptophan. Eggs and chicken meat are rich in these essential amino acids. Eggs are also high in lutein which lowers the risk of cataracts and macular degeneration, particularly among people living in developing countries. In the least developed countries, the projected increase in egg consumption between 2005 and 2015 is 26 percent, compared with only 2.4 percent in the most developed countries (Windhurst, 2008). Corresponding annual projections for poultry meat are 2.9 percent and 1.6 percent, respectively (FAOSTATS)

Advantages of chicken meat and eggs compared to other animal proteins

In developing countries, the diet of people living in cities usually contains more animal protein than that of rural people, mainly because urban people are more prosperous, but also because they generally have access to a wider variety of foods at local markets. In low-income countries, commercially produced chicken meat is well placed to satisfy the demands of a rapidly increasing affluent, middle class who can afford to pay for broiler chickens. Facilities and infrastructure for producing broiler chickens can be established quickly and soon start generating. Not only is chicken meat seen as a healthy meat, but it is also the cheapest of all livestock meats. A major advantage of eggs and poultry meat as human food is that there are no major taboos on their consumption.

In addition, a chicken provides a meal for the average family without the need for a refrigerator to store leftovers. Meat from other livestock such as pigs and cattle is kept mainly for special festive occasions and celebrations, partly because of a lack of storage facilities (no refrigerator or electricity supply). Eggs can be purchased relatively ever likely to eat. This makes family poultry increasingly important as the world's population pushes towards 7 billion people. Furthermore, it is not difficult to improve the nutritional value of the egg, to become a functional food (FAO, 2013).

Marketing

According to Backman and Davidson (1962) physical place or arrangement that brings buyers and sellers of ruminants together with a view of exchange the small stocks for cash also stated shortly marketing as the task of creating, promoting, and delivering goods and services to consumers and businesses. Market can be defined as an area in which one or more sellers of given products/services and their close substitutes exchange with and compete for the patronage of a group of buyers. Originally, the term market stood for the place where buyers and sellers are gathered to exchange their goods, such as village square. According to Kohls and Uhl (2002) a market is an arena for organizing and facilitating business activities and for answering the basic economic questions: what to produce, how much to produce, how to produce, and how to distribute production.

A market is a point, or a place or sphere within which price making force operates and in which exchanges of title tend to be accompanied by the actual movement of the goods affected. The concept of exchange and relationships lead to the concept of market. It is the set of the actual and potential buyers of according to product. According to Kotler and Armstrong (2003) defined marketing as a social and managerial process by which individuals and groups obtain what they want and need through creating and exchanging products and value with others. Kohls and Uhl, (2002) also described marketing as the performance of all business activities involved in the flow of food products and services from the point of initial agricultural production until they are in the hands of consumers. In the process of marketing, legal title to the product always changes hands at least once.

Marketing System

In broad terms, marketing system may be defined as the totality of product channels, market participants and business activities involved in the physical and economic transfer of goods and services from producers to consumers. Marketing system operates through a set of intermediaries performing useful commercial functions in chain formations all the way from the producer to the final consumers (Islam *et al.*, 2001). More concisely, marketing system is a collection of channels, middlemen and business activities, which facilitate the physical distribution, and economic exchange of goods (Kohls and Uhl, 2002).

Marketing Functions

Marketing Function is defined as a fundamental physical process or service required to give a product the form, time, place and possession utility to meet consumers' desire (Branson and Norvel, 2003). Identifying the different functions is important to determine the different activities required to transfer goods and services from points of production to consumption. There are a number of activities between two extreme points in a given marketing system of which the most important functions are assembling, storing, transporting, processing, grading, financing and risk bearing and market information.

Marketing Channel

Marketing channel is a business structure of interdependent organization that reaches from the point of product origin to consumer with purpose of moving products to their final consumption destination (Kotler and Armstrong, 2003).

Marketing channel is the set of interdependence organization that ease the transfer of ownership as products move from producer to consumer (Lamb, *et al*, 2004). Usually marketing follows a fairly well established channel from producers to consumers.

Marketing Chain is a term used to describe the numerous links that connect all actors and transactions involved in the movement of agricultural goods from the farm or point of production to consumers or final destinations (CIAT, 2004).

The analysis of marketing channels is intended to provide a systematic knowledge of the flow of the goods and services from their origin (producer) to their final destination (consumer). This knowledge is acquired by studying the participants in the process, i.e., those who perform physical marketing functions in order to obtain economic benefits (Getachew, 2002).

Market Actors

Means someone who is active in the market such as poultry traders, local collectors, retailers, processors, transporters, brokers, consumers, etc. It is equivalent to market participant.

Market structure

The numbers and size distribution of firms (including intermediaries), market shares, concentration, and entry barriers (Smits and Janssen, 2008) can describe market structure. The Market structure consists of the relatively stable features of the market environment that influence rivalry among the buyers and sellers operating within market. The main elements that influence market structure are seller concentration, product differentiation, barriers to entry, barriers to exit, buyer concentration, and the growth rate of market demand.

Other elements of market structure exist, but they are usually unstable and therefore ignored either because they cannot be measured or because they are hard to observe. In SCP analysis, structure refers to the relatively stable features that influence the rivalry among the buyers and sellers operating in a market (Caves, 1992). Kohl and Uhl (1985) bring into play as a rule of thumb, four largest enterprises "concentration ratio of 50 percent or more an indication of a strongly oligopolistic industry, 33-50 percent (a weak oligopoly) and less than that (competitive industry).

Market conduct

Market behavior is determined by the strategies of the different players in a market and the way in which strategies are implemented in intra and inter organizational business processes to execute market transactions (Smits and Janssen, 2008). The structure and conduct of market participants have a direct implication for the nature of production and price relationships between different marketing levels. Market conduct refers to the practices or strategies of traders in maximizing their profits. Among these practices are the use of regular partners, long term relations with clients, and suppliers, use of intermediaries, and trade within personalized networks (Wolday, 1994). Market conduct deals with the behavior of firms or industries that price searchers are expected to act differently than those in a price taker type of industry (Cramer and Jensen, 1982). Market conduct means what firms do or practice to compete with each other. It includes pricing, advertising, research and development investment, decisions on product dimensions, merger and acquisition, etc. In the SCP analysis, conduct refers to the patterns of behavior that market participants adopt to affect or adjust to the markets in which they sell or buy goods and services (Caves, 1992). Examples of conduct include price setting behavior and buying and selling practices.

Market performance

The performance of a market should describe, "how well a market does", but it needs to be clarified in which categories and dimensions „good performance“ can be measured. Economists work acknowledge that it is important for different stakeholders like theorists, policy makers and entrepreneurs to have objective ways to measure market performance of different market types (Friedman, 2007). Economists traditionally understand performance as a well doing market as one in which the allocation of supply and demand works most efficiently, which means that maximum earnings are achieved for each participant. (ibid) The performance of an industry or firm is measured by profitability. Profit is the difference between revenue and cost, and revenue is determined by price. Thus performance can be influenced through changing costs or prices. Performance refers to the extent to which markets result in outcomes that are deemed good or preferred by society (Caves, 1992).

Performance of the market is reflection of the impact of structure and conduct on product price, costs and the volume and quality of output (Cramer and Jensen, 1982). If the market structure in an industry resembles monopoly rather than pure competition, then one expect poor market performance. Market performance can be evaluated by analysis of costs and margins of marketing agents in different channels. A commonly used measure of system performance is marketing margin or price spread. Margin or spread can be useful descriptive statistics; it is used to show how the consumer's food price is divided among participants at different levels of marketing system (Purcell, 1979 cited in Getachew, 2002).

Marketing margins

A marketing margin is the percentage of the final weighted average selling price taken by each stage of the marketing chain. The total marketing margin is the difference between what the consumer pays and what the producer/farmer receives for his product. In other words, it is the difference between retail price and farm price (Cramer and Jensen, 1982). A wide margin means usually high prices to consumers and low prices to producers. The total marketing margin may be subdivided into different components: all the costs of marketing services and the profit margins or net returns. The marketing margin in an imperfect market is higher than a competitive market because of the expected abnormal profit (Wolday, 1994). Marketing margin may be defined alternatively as a difference between the price paid by consumers and that obtained by producers or; the price of a collection of marketing services that is, the outcome of the demand for and the supply of each service (Tomek and Robinson, 1990).

Poultry marketing system in Ethiopia

Poultry products in Africa, especially in Ethiopia, are still expensive. The marketing system is generally informal and poorly developed. Unlike eggs and meat from commercial hybrid birds (derived from imported stock), local consumers generally prefer those from indigenous stocks. The existence of a local market offering good sales opportunities and adequate transport facilities are obvious prerequisites for family poultry development. As most consumers with greater purchasing power live in and around cities, intensification of poultry production should be initiated in peri-urban areas or, at least, in areas having a good road network (Akililu, *et al*, 2007)³. Many study results indicated that research in promoting of village chicken production has concentrated on improvements in management while ignoring the potential role of socioeconomic issues, such as marketing. According to Olaniyi O A *et al*, (2008), small holder village chicken producers tend to ignore new technology even when it appears to be better than their current practices due to market limitations.

This implies that apart from meeting subsistence needs, engagement and level of investment of smallholder farmers in agricultural enterprises responds to existing market opportunities. It is difficult to design and implement chicken-based development programs that benefit rural people without understanding village chicken production and marketing systems (Alemu Yami and Tadele Dessie, 1997). The birds usually sold from the village flock are surplus males (cockerels and cocks); pullets and non-productive hens; large sized birds; old hens and sick birds. Growing chicken are sold just before the onset of the high risk Newcastle Disease (Olaniyi *et al.*, 2008).

In North West Ethiopia, the price, demand and supply of chicken are highly related to religious festivals, mainly Christian festivals. The egg-marketing channel is more or less similar to that of chicken. Eggs are sold at the farm gate to egg collectors, in the open markets to intermediaries and consumers and to retail shops, hotels and supermarkets in towns. Eggs pass through a relatively longer chain to reach the consumers than chicken. The main actors in egg marketing are producers, collectors, traders or (wholesalers), local kiosk, shops and supermarkets. Urban markets followed by nearest local market and farm gate are, in order of importance, the preferred outlets for egg marketing by producers (Olaniyi *et al.*, 2008). Similarly, backyard poultry owners were selling their birds at their own doorstep, to village market, after specific weight gain, to local shopkeeper and middleman in Bhandara district of India (Aklilu, *et al.*, 2007).

The premium for local birds is attributed to better meat flavor and more deeply colored egg yolks (Dessie and Ogle, 2001) 11. An egg from local chicken is considerably smaller than commercial layers, usually weighing 50 to 66 percent (Alemu Yami and Tadele Dessie, 1997). The market outlets or channels available to producers are diverse at all markets, although their importance differs across markets. The major channels through which producers/farmers sell their chicken in the 16 markets are direct sold to consumers and/or to small retailers that take the chicken to large urban centers (Kena *et al.*, 2002).

However, the smallholder farmers do have little knowledge on how the market works and why price fluctuates and have virtually no information on market conditions (Sonaiya, 2000). Thus, most farmers sell chickens within their vicinity. This can attribute to the small number of chickens offered for sale, long distance to the high demanding urban and peri urban markets and that selling of chickens is occasional and based on prevalent pressing needs of the family (Kena *et al.*, 2002). Although local consumer generally prefer the indigenous birds the high consumption associated only with holy days resulted in the largest off take rates from the flock to occur particularly during holidays and festivals and during the onset of disease outbreaks (Tadelle and Peter, 2003). In such circumstances, prices fall dramatically due to the high supply compare to demand. Ultimately, affect the smallholder producers.

In most cases, traders use public transportation (buses and minibuses) or hire space in private trucks to transport chicken to terminal markets. During transportation, the chickens may be kept along with other bags sacks of grain bundles of firewood etc by binding their legs together that can result in considerable loss due to stressful conditions (Kena, 2002). The marketing aspects of the smallholder poultry production often marginalized by policy-makers and development workers. Traditional chicken and egg collectors, who collect eggs and birds from the villages, can facilitate the marketing of small holders, however, such marketing is over looked, or criticized, as it is not sustainable. These indicate that there is a need to do something on this regards.

Empirical Review

Reviewing determinants of poultry market participation

The results from, Pongruru and Nagalla, 2016, shows that, Seasonality is an important feature of the poultry sector in Ethiopia and are associated with significant fluctuations in prices. Seasonality plays a major role in defining supply and demand patterns. During the major fasting season of the Ethiopian Orthodox religion, which lasts two months the local market cannot absorb all marketed poultry products. On the contrary, during major seasonal festivals such as New Year's, Easter and Meskel, market demand is much higher than supply. This seasonal variability in demand translates into seasonal fluctuations in poultry prices in the market. The lowest price (about 25 ETB/bird) is often observed in July and is also related to the incidence of poultry disease as farmers attempt to minimize the risk of losses to disease by selling birds *en masse*.

The highest price level (about 100 ETB/bird) is typically recorded in mid-September and corresponds to New Year's festivals. Price volatility is observed predominantly during four major Ethiopian national holidays: September (Enkutatash), December (Genachristmas), January (Timiket) and April (Fasika). Thus as price changes from season to season participation of poultry marketing is also highly changed whether negatively or positively. Poor smallholder farmers find it difficult to participate in production of poultry for marketing due to a range of socio-economic factors. Factors such as poor infrastructure, lack of transport to market, access to market information, age of the household head, available heard size and availability of poultry feed are identified as contributing to the inefficiency of markets are important because they act as a mechanism for exchange. They are particularly important to the poor, because their involvement in the use of markets results in co-ordination and allocation of resources, goods and services.

In other words, markets are very important in reducing poverty and improving livelihood of households. It follows that market participation is important amongst smallholder farmers because households derive benefits such as income and open opportunities for rural employment (Aklilu et al., 2007). In addition, marketing activities such as processing, transportation and selling can provide employment for those willing to exit the farming sector. At the national level it was identified that market participation is important both for sustainable agriculture and economic growth and for the alleviation of poverty and inequality.

Unfortunately, smallholder farmers face difficulties in accessing markets, as result, markets fail from effectively performing their duty. Factors such as poor infrastructure, lack of market transport, dearth of market information, insufficient expertise on grades and standards, inability to have contractual agreements and poor organizational support have led to the inefficient use of markets, hence institutional aspects and their role in marketing and economic development revolve around transaction costs, market information flows and the institutional environment. It is affirmed that smallholder farmers in developed rural economies lack adequate market information and contractual arrangements, lack lobbies in the legal environment and are not easily receptive to changes (Kherallah and Kirsten, 2011). These factors result in high transaction costs, hence difficulties in formal market participation. On the other hand sex of the farming household head is the other variable identified to determine poultry production for marketing among smallholder farmers.

Many prior studies have shown that village poultry production and participation in poultry marketing is the domain of women (Bravo and Baumann, 2010). In Sub-Saharan Africa, 85% of all households keep poultry, with women owning 70% of the poultry (Devendra and Chantalakhana, 2012). The role of gender not only in production but also in marketing is important to effectively increase benefits from poultry keeping for poor female headed households (Rushton and Ngongi, 2012). Similarly, Aklilu (2007) reported that women in Tigray region of Ethiopia are mostly responsible for poultry production and selling, and spending the income. Men come in when the benefit becomes larger and market access increases. Similarly, a report from India indicated that when men and women accomplish all farming activities at all times, the small ruminant activities are typically the primary responsibility of women and children (Sinn et al, 2011). Hence, with the context of these practices, women headed households can be more inclined to participate in poultry market for income generation and smallholder farmer's total sale value from poultry product marketing.

Another study by Awol (2010) on the analysis of poultry market chain in Alaba special" district of SNNP revealed that the Sex of the household head, family size, number of birds kept, Average lagged price of bird, Purpose of bird keeping, Credit taken for poultry production and Feed supplementation are significantly influenced farmers' participation decision and value earned from the sale of their products.

Similar study was conducted by Kassa, T. and Kibreab, Y. (2017), show that, household size, distant to the nearest, extension contact, number of poultry owned, type of breed owned, and educational level of household head. Consequently, variables that significant determine poultry market participation decision discussed in detail below.

Education of the household

head has a positive effect on the decision to participate in the poultry market. This may be higher educational level enhance the capacity of an individual to diversify livelihood and explore local, available opportunity for each additional higher grade attended by the respondent, the probability of the decision to participate in poultry production for marketing increase.

Household size

Household size is associated positively and significantly small holder farmer's household decision to participate in poultry marketing. The possible reason behind this is the available human resource in the household might encouraged the family to participate in other activities including poultry marketing. The finding of their study is consistent with Tillahun (2013), who reported as family size the main source of labor for all types of farming, poultry and livestock production activities undertaken. Their result is consistent with the result of Awol (2010) which indicated that size of family was positively related to poultry market participation.

Distance to nearest market

Influences market participation decision as expected negatively and significantly. The most probable reason for their result could be that households, which are far apart from woreda market, incurred high transportation and other related costs. Incurring high amount of transportation and other related costs due to long distance to market will discourage them to participate in the market. The study by Onoja *et al.* (2012) confirms that households which are closer to market outlets are more likely to sell their fish than those households living further away. Further, the result is also similar to those findings of Tillahun (2013) and Dawit (2010).

Number of poultry owned

had a positive influence on the decision to participate in the households' poultry market participation decision. This may imply that those with more poultry are likely to make the decision to participate in the poultry market. This may be because large size of poultry herd could have surplus poultry products beyond the household consumption and they are sure of a continuous supply of poultry.

Their result is confirm with those of Ayiekoa et al. (2015) that showed that the number of indigenous chickens owned positively influences participation in the indigenous chicken market, since the size of the flock allowed producers to participate in the indigenous chicken market. The result is also consistent with those of Awol (2010); Betti et al (2012) and Tilahun (2013). The possible reason is that utilization of extension service help to improve technical capacity of the households. Therefore, utilization of extension service enable the targeted farmer adopt improved production system with improved breed that boost the production and in turn leads to market participation. Production and marketing per month. This result is in line with finding of Tilahun (2013) and Awol (2010).

Type poultry breed owned

Positively and significantly associated with smallholder households' poultry market participation decision. Utilization of poultry bread type encourages the smallholder farmers to start poultry production and increase volume of production smallholder farmer to decide in poultry marketing. On the other hand, there is higher probability of experience sharing and duplication of best practice with access of different bread type significantly influences participation decision of household in poultry marketing. Usually ownership affects decision-making and management of the chickens. The management of rural chicken in Africa is a family affair with construction of chicken house and major decisions making issues such as sale of chicken and eggs and consumption of poultry products under the control of the men. Whereas looking after chicken, controlling and utilizing the earnings from the sale of eggs and chicken belongs to women. In Ethiopia, management of chickens was fully in the domain of women whereas decision making regarding control and access to resources varies considerably.

Access to improved breed type

is the other variable identified to have a significant influence on poultry production for marketing among smallholder farmers, In this regard research to improve village poultry production for marketing tends to focus on technical aspects of poultry keeping in the belief that these constitute the principal constraints. Often, farmers are not attracted by new technology, even when it appears to be better than their current practices, owing to market limitations (Diao and Hazell, 2014). On the other hand, marketing of poultry products is one of the few opportunities for poor rural households to generate cash income. Understanding of marketing structure and functioning is a prerequisite for developing market opportunities for rural households and can be used to inform policy makers and development workers in considering the commercial and institutional environment in which village poultry keepers have to operate (Sonaiya et al., 2015).

According to Tilahun, (2013), Distance to the nearest market and access to markets is considered an important factor determining smallholder farmer decision of participating in poultry production for marketing. This market access affects the price of the product and transaction costs and is influenced by infrastructure and information. Generally, for poorer households and with increased distance to the market, market access is low

Other results from (Shishay, et. al, 2014) Depending up on the location of farm dwelling, farmers usually sell most of their chicken products in either of the same village, woreda market and both same village and woreda market. More of households sold chicken products to their neighbors in the same village in lowland than in midland. However, mostly farmers sold their chicken products in either of wereda market or both same village and woreda market in highland as compared to both midland and and lowland and, respectively). Similarly, Bogale (2008) also reported that households sold their chicken products in the nearest market and woreda market during market Days, respectively while some of them sold their products within their respective kebeles during non-market days.

In her study in Gommawereda of Jimma Zone, Meseret (2010) also reported that chicken products were sold either at the farm gate, primary market (small village market) or at secondary market (at large wereda town). She also pinpointed that informal marketing of chicken products in an open market was a common practice in Gommawereda. The result of her study also indicated that there were significant variations with reference to the location of market sites in either of the same village or wereda market from the homesteads of the respondents across the agro-ecological zones of the study area. Overall, the greatest number of the producers sold their chicken products in the market site of same villages through traveling a distance of less than one kilometer (5.2%), 1-5 km (34.5%), 5-8km (23.1%), 8-10km (22.6%) or greater than ten kilometers (10.9%) In the same way, some the respondents sold their chicken products in th market site of wereda town (capital) by traveling a distance of either less than one kilometer (0.3%), 1-5km (2.9%), 5-8km (2.6%), 8-10km (4.9%) and greater than ten kilometers (24.9%). It was also observed that marketing of chicken products (live chickens and eggs) have been carried out throughout the week with one regular market day at the center of each kebele in lowland and rarely practiced in midland agro-ecology. However, exchanges of chicken products have been taken place with one regular market day per a week in the high agro-ecology of the study area. Furthermore, farmers are highly interested to sell their chicken products in the wereda market rather than selling in the market of the same village because chicken products are sold with relatively higher prices in the wereda market than in the same village.

Structure, Conduct and Performance Approach

Structure of Poultry Marketing

Concentration In the study of Tilahun (2013), market concentration ratio for egg and chicken, and entry and exit barriers in to the existing poultry market were analyzed, accordingly the result show that: **Poultry market concentration ratio**, less concentration ratios of poultry market happened mainly because the poultry market transaction involved too many suppliers including large number of farmers and rural assemblers directly selling their product to the final consumers. The poultry market is identified to have competitive market nature. On the other hand, egg market at buyer's level includes large numbers of legal and illegal small scale cafeteria, shop and kiosks, consumers and small numbers of restaurants and hotels. It was also found to be less buyer's concentration. Hence, it is possible to conclude that egg and chicken market to display the character of competitive market. His result indicated the relative competitiveness of the market. Contrasting to this study the finding of Awol, Z. (2010) in his study of SNNP, in Alaba district show that, bird buyers are concentrated (59.7%) of the total bird supply in Ababa woreda. This figure show strong oligopolistic power in live bird trading in Alabaworeda. This is because there are two bird traders in the woreda who export live birds to Addis Ababa market (destination market) without any limit.

Poultry Market Entry and Exit Barriers

In all the contemporary modern market of commodities, market participation of an individual mainly determined by requirements like trade license and other related formalities including huge finance, required technical knowhow, market information and policy barriers. However, there is no formality and formal procedural requirement including licensing requirement set pre-requisite to participate in poultry market most of the traders have temporary outlet place in the market and do not have a fixed shop; it is the reason that makes licensing poultry traders difficulties.

Poultry market participation startup capital requirements are the other pre-supposed entry barriers since participation in poultry market require an individual to allocate starting up capital. The average initial starting capital required for a poultry trader in most parts of countries was birr 1350. This indicated that relatively large amount of financial requirements of startup capital to the new participants of poultry traders. However, the farmer traders and rural assemblers directly to the consumer supplied about 45% poultry eggs, it is proportionally large amount. Hence, the amount of the startup capital as entry barrier does not affect the traders significantly to participate in the market.

The other important factor that needs to be evaluated in the study of market structure is poultry market exit barrier. There is no requirement to meet by poultry traders. In addition to this almost not all of the poultry traders had a fixed investment such as fixed shop and the like associated with marketing and hence, the traders simply went out of the market without qualifying any requirement, so it was possible to conclude that there was no any exit barrier of poultry marketing terminal.

Market Conduct of Poultry

Refers to the exchange practice and pricing behavior of the marketing firms that make up the industry to examine the influence of the existing market structure on the market conduct and the bargaining power of marketing actors in the marketing system. Thus According to the result obtained by (AWOL, 2010), the purchasing price of bird is set by buyers in the sample market. The purchasing price of birds is entirely dependent on demand and supply of birds in the market day the purchasing price of birds cannot be clearly identified until the final transaction took place. The selling price of bird is set by a combination of buyers, negotiation and demand and supply balance of birds in the market day. Provision of better price than others and use of strong negotiation word power and varies combination of these two strategies are applied by most bird and egg traders to attract buyers and sellers. Unlike bird trading, the price setting strategy in egg market is better in terms of price setting and information access. The price of egg is not that much volatile as in observed in live bird trading, the price of egg is set earlier in the market day based on the price information in the destination market.

Regarding product differentiation, very few actors involved in processing function add values to alter the type of the product they serve for consumers. Similarly, the finding of Tilahun (2013,) indicate that, the demand of poultry product increase at the time of public holidays such as New Year, Easter and charismas in particular. His results indicate that, sources of price information for the farmers were 20% friends and 30% personal observation of the market and 40% nearby farmer traders and 10% rural assemblers. Almost all farmers share price information in few days.

The traders did not have formal and informal groups to set the market price and to retain the same price for long period of time and also sometimes weak rivalry behavior observed if there was scarcity of poultry products but the market by itself come up with common price for some period of times.

In terms of market characteristics, the traders had no stock the commodities to avoid the risk of disease of chicken and rotting of egg respectively. Pricing is one of market conduct practices. It was also identified purchasing price was setting in negotiation.

There was no standard grade for eggs, however, small versus big eggs and local against exotic eggs sold relatively slight price difference. On the other hand, physically damaged and spoiled eggs usually end up priceless. Spoiled egg usually screened through eye check method. On the other hand, it was found that chicken weight; color and age to be used as a means of grading live chicken. In this respect, the demand for red feathered cock found to fetch higher price especially when Christians purchase the cock for home use during holiday time mostly for New Year, Ethiopian Easter and Christmas however, color matter little for those purchased for hotel, regular consumers and Muslim consumers.

The age of a cock also found to be one of the factors determining the price of the cock and hen and it was determined by looking at the cock leg and feather of hens; older age found to negatively influence the price of cock and hen. Transportation of poultry products need especial care from damage of eggs and death of chickens. Eggs commonly transported with box that can carry about 1200 eggs with dry grass protection and 10 chickens tied together known as *Esir* and transported above parts of the vehicle with other goods. Damage of eggs and death of chickens during transport was reported as common and one of the risks traders face. This indicates that, there were significant fluctuations of price across the months of the year in sales of both birds and eggs. The highest bird sales overlapped with the major social and religious celebrity days of the year. These are Ethiopian new year (September), Ethiopian Christmas (January), Ethiopian Epiphany (January), Ethiopian Easter (April) and Muslims Arafa. It was about 18% purchasing price increment in 2012 of the study year.

The periods of low bird sales coincided with the pre-Easter fasting period which lasts about two months, from February through March.

Performance of the poultry market

Marketing Costs

Different types of marketing cost related to the transaction of poultry products by farmer, rural assemblers and retailers. As indicated by Tilahun (2013), the risk of death, transport and personal expense (include transport) constituted relatively the largest share of traders marketing costs. Similarly, death loss constitutes the large share of marketing cost among the farmer and trader (rural assemblers). Other studies by Awol. A, (2010), shows that, in live bird trading the highest average marketing cost of varies trader category is registered by labor cost including the traders opportunity cost in all categories of traders. The next highest average marketing cost in live bird trading is attributed to storage loss cost. The storage cost is due to diseases, predation and theft in the course of the storage period (mostly between two consecutive market days). This is due to the periodic nature of local markets in most of rural parts of the country that imposes traders to store the birds and egg for a longer period of time. Feed and water cost, loading and unloading cost and transportation costs are worthwhile to be mentioned as they have significant contribution to the transaction cost involved in chicken trading. Urban assemblers or secondary traders and whole sellers incur the highest marketing cost in bird trading business.

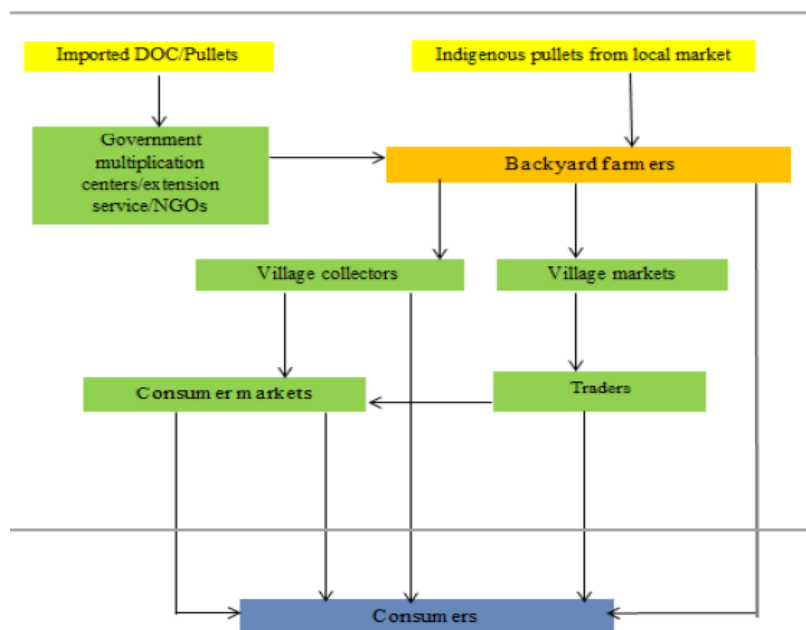
Higher marketing cost by actors in marketing channels reduces the relative competence of the marketing channel in the market chain.

Marketing Margins

Marketing margin analysis is applied to understand the performance of a given market. Margin analysis was conducted to evaluate efficiency of poultry market as the number of market agent's increases, the producers share decreases. The marketing margin analysis of the subsector revealed that producers share and net marketing margin maintained by varies chain actors are remarkably varied across the different marketing channels. In general, the result marketing margin analyses were indicated that the consumer's price distribution efficiently performed between poultry producers and respective intermediaries of the poultry products market channels (Tilahun, 2013).

Marketing chain of poultry marketing in Ethiopia

The results from Addisu *et al.* 2013, pertaining to regular client (buyer) of chicken products, the result also showed that there were significant variations with regard to the proportions of regular clients and types of market flow of chicken practiced among the agro-ecological zones. Generally, most of the respondents sold their chicken products directly to consumers followed by both collectors in market and sell to consumers and both village collectors and sell to consumers following both directly and indirectly market flow channel. This result is somewhat comparable with the reports of Meseret (2010) that live chickens and eggs have passed through several individuals before reaching to consumers in Gommawereda of Jimma zone, she also outlined that market collectors, and consumers were the major clients of chicken products in Gommawereda. However, contrasting results have been reported from North Wollo zone of the respondents sold live chickens indirectly and directly to consumers.



. Poultry marketing in Eastern Ethiopia [DOC: day-old chick, NGOs: Non-governmental Organizations]

Roles of middle men (chicken and egg collectors) on the marketing system

According to the result of the current study the role of middle men was significant in the chicken and egg marketing system of the district. Depending on the location of the farm dwelling, village chicken owners sold their chicken and eggs either to middlemen or consumers. The result of the current study revealed that the average age of the chicken and egg collectors involved in the marketing system of the study area was 22.8 years (most are young students). In addition, most of the traders (60%) were educated (grade 1-6). Some of the traders were involved in either chicken or egg marketing and others involved in both egg and chicken marketing. Most chicken and egg collectors (68.7%) used the activity as part time work to get additional income and purchased chicken and eggs twice per week in all formal & informal market days. According to interviewed chicken and egg collectors, the average profit that they made on selling of one matured cocks/hens and pullets/cockerels were Eth. Birr 4.25 and 3.88, respectively. It is identified that there were special places for marketing of chicken products in each of the available local and urban markets of the district. However interviewed traders declared that these special market places were not large enough for proper chicken and egg marketing.

Modern poultry production and processing has both forward and backward linkages and generates employment for other sectors in the industry. Commercial farms such as ELFORA are integrated in the production of poultry and feed, and also maintain their own processing units and sales and distribution channels including supermarkets, thus avoiding sales to third-party slaughterhouses and processors. Small-scale farms supply about 60% of their production direct to consumers and another 30% to live-bird markets where bio-security measures are nearly non-existent. It is in the live-bird market that many stakeholders, mainly traders and farmers, interact and transact in live poultry.

Live bird markets are dominated by supplies from backyard producers, who supply 60% of their production (nearly 23 million birds) to such markets and another 30% (11.4 million birds) directly to consumers. Collectors play a relatively small role in the chain, serving as an intermediary between farmers and traders. Collectors obtain about 10% of backyard producers' production, of which half goes to traders, and the other half either directly to consumers or to processors. Traders are likewise a relatively small player in the poultry value chain. Only 12% of sales from live-bird markets are wholesaled via traders.

More than 90% of traders are concentrated around the central markets in major urban cities. Slaughterhouses and processors also have a limited role in the poultry chain: large commercial farms tend to be vertically integrated and maintain their own processing facilities. The majority of birds (85%) that are handled by slaughterhouses and processors are sold to supermarkets, restaurants and hotels. The interaction of the backyard sector with feed millers is very limited as they often use a free-range scavenging system for chicken production. It is estimated that close to 90,000 tons of concentrated poultry commercial millers produce feed; this excludes production from toll millers. Over 95% of the feed produced is supplied to either small- or large-scale commercial producers. Large-scale commercial producers often prepare their own feed for self-consumption and they sometimes supply a small portion to small-scale farms after meeting their own demand. The linkages among the actors in the feed sector are not sufficiently strong to influence each other and are typically uncoordinated and sporadic.

Table 1. Opportunity of poultry marketing.

Opportunities	Explanation	Example
Market accessibility	As reported by respondents, many respondents there is enough market at the nearest for poultry and poultry products	Eggs are sold in local markets
Existence of health service in the town	Existence of health center's with in the city	Animal health Centre of jimma university
	Existence of large number of consumers in town	Hotels, restaurants etc..
Small feed requirement	Poulties are consumes small amount of feeds	100 poultries may eat only 10 kg of maize per day.
Low labour and capital requirement	Small amount of money is needed to start poultry production as one enterprise	300 birr to purchase 10 hens.

Sources Tilahun, 2013

Constraints and Opportunities of Poultry Marketing

Opportunities of Poultry Marketing

Current studies of Nebiyu et al., 2016, indicate that, increased incomes, urbanization and population growth is also expected to lead in increasing demand of animal products in the developing world, which can in turn improve incomes of poor farmers and food processors. This expected increase in demand for animal products expanding market opportunities for poor smallholder livestock producers. Therefore, improving access to markets of poor smallholder poultry producers can help them benefit from the rapidly growing demand. Rapid urbanization, industrialization, rising disposable income, changing food habits towards processed products and higher middle-income group are major positive factors to boost up processed food markets. Urbanization and growth in population are two of the potentials to increase commercialization of poultry.

Moreover, new markets are emerging in the neighboring countries. Improved veterinary services in the country are also expected to create opportunities for commercial producers. The available feed resources such as maize and soybean are major sources of feed for the poultry sector. Tillahun (2013), report that, Poultry marketing benefits more than enough opportunities compared to other alternative investments particularly in rural areas. It requires less labor and capital, management and technical skill in which rural communities have comparative advantages.

Moreover, increasing prices of animal products within the locality, in the country and across the globe provide real and sustainable business opportunity for the rural poor involved in poultry marketing like women and land less people There are also other opportunities such as small feed requirement, lower initial cost requirement, hi turn over and increasing employment. Encouraging the poultry product marketing ensures steady flow of products to the consumer in an effective manner, thereby increasing the economic activity. It further maintains the steady price distribution for the sale of product in much profitable manner due to high returns. It also gives way to employment generation and income generation activity. Marketing of the poultry product can also enhance the nutritional security of the different target groups. Marketing of the poultry products make the poultry products available at the right time, right place in right quantity and at right price.

Marketing Constraints

The result of the current study by Fisseha, M. and Tadelles, D. (2013), indicated that religious/cultural holydays were highly associated with chicken and egg consumption and marketing of the district. Accordingly, fluctuation (seasonality) in prices of chicken products was the most prevailing chicken and egg marketing constraint in the study area. Other chicken marketing constraints identified in the study district were: - Low supply (output) of chicken products due to disease outbreak, predator attack and low productivity of local chicken eco-types, Presence of only few/limited market out-lets, especially on lowland agro-ecologies, Lack of appropriate chicken and egg marketing information to producer farmers, Lack of enough space for chicken marketing in urban markets, , Lack of credits and capital to expand chicken production marketing activities are some of them. Ethiopia major problem in marketing is the lack of efficient and organized market network. At present poultry marketing is dictated by the private traders and commission agents present in various cities and towns. Most of the trading activity of the poultry meat and egg is in the disadvantageous position to the farmers giving lesser margins of profit than the traders' profit margin. Right now, organized marketing network need to encourage positive trend for uniform profits to all the players in the poultry industry.

The result of the current study from Fisseha Moges, 2014, indicated that religious holidays were highly associated with consumption chicken meat and eggs. Orthodox Christian fasting periods were highly related with decreased consumption /demand/ of chicken meat and egg. Seasonality in prices of chicken products were the major chicken and egg marketing constraint of the study areas. Other marketing constraints identified in his result included: low supply of chicken products, lack of market outlets, lack of appropriate marketing information, lack of demand during fasting periods, lack of chicken transportation and egg handling facilities, lack of credits and capital to expand chicken production and marketing activities. In a study conducted in North Wollo zone of Amhara Regional State revealed that instable chicken price, demand seasonality and lack of market place (were found to be the most important constraints of marketing chicken (Addisu *et al.* 2013). Similarly, Meseret (2010) also reported that demand seasonality and unstable prices were the problems of live chickens marketing, respectively, in Gommawereda of Jimma Zone. Other study done by Awol. A, 2010, Absence of competitive financial market and little or/and inconsistent produce supply are constraints mentioned markedly by both live bird and egg traders category in all sample markets. Access to credit is equally constrained both live bird and egg marketing participants. But low and irregular supply of produce is highly highlighted by live bird traders' category than the egg traders. Disease, theft and predation are also important marketing constraints in chicken marketing system. Actors in egg marketing chain confirmed that packaging material is significant treats in egg marketing chain actors. These constraints of the subsector chain actors create systematic inefficiencies at different stages of the marketing functions across the supply chain. Recent study done by Pongruru, et al (2016), Lack of organized market and poor access main market, Social and Cultural Constraint and social norm are major constraints of poultry marketing in the country.

Lack of Organized Market and Poor Access to Main Market

Even though chicken meat is relatively cheap and affordable source of animal protein organized marketing system and the seasonal fluctuation of price are the main constraints of the poultry market in Ethiopia. Variation in price mainly attributed to high demand for chickens for Ethiopian New Year and holidays. It also partly influenced by weight, age of chickens and availability. The plumage color, sex, combs types, feather covers are also very important for influencing price. The major constraints in rural chicken marketing were identified as low price, low marketable output and long distance to reliable markets. As a result, the smallholder farmers are not in a position to get the expected return from the sale of chickens. Likewise, poor marketing information system, poor access to terminal market, high price fluctuation and exchange based on plumage color, age and sex are among the main constraints of chicken market in the country.

Social and Cultural Constraint

The socio cultural constraints to poultry development are the value placed up on poultry for use at ceremonies and festivals or even as source of income in times of need but neither as source of daily food nor as regular source of income. Some regard chickens as their pets or part of the family, thus rarely used as food for home consumption, although they can sold without regret and the money utilized. Another constraint is the social norm that determines ownership of livestock. Typically, where crop farming is the men's main activity, keeping livestock is perceived as a peripheral activity neglected to women and children. Practical experience indicates that there were no regular watering and supplementing feed and they do not clean the birds' night shelter and take care of the young chicks. Farmers are also reluctant to expand their poultry farm. The farmers attitude to the sector makes the rural traditional poultry farming remain unchanged for a long time. Village poultry production also avail many opportunities compared to other alternative investments in rural areas particularly.

CONCLUSION AND RECOMMENDATION

Conclusion

This seminar conducted primarily to review the marketing system of poultry sector. Structure, conduct and performance of village poultry marketing system are reviewed to study the efficiency of the marketing system. Furthermore, structure and component of poultry production reviewed. Support services of extension, credit, input provision and market access of farmers in poultry keeping and marketing has also reviewed. Determinants of farmer's participation decision in the supply of birds to the market. Lack of information on price, supply and demand, low or lack of financial access and short and inconsistent supply of live bird and egg are among the most influential entry barriers in this review. The existing structure of marketing system affects the conduct of marketing actors and hence the performance of the entire marketing system. Most traders in buying and selling activities to attract their customers commonly use provision of better price, negotiation and combination of these two. From this someone can conclude that live bird and egg trading are operating profitably and the distribution of the profit margin is comparatively fair when compared to other agricultural commodities. The most important constraints that highlighted in the poultry marketing chain include the short and inconsistent supply and demand of bird and egg in markets and results of many literatures indicate that it is too tedious to prepare meal using the live bird that can be found in the market. Thus we only interested in it in the time of festivals as per the Ethiopian cultural traditional 'dorowot preparation.

This is probably due to the fact that there is little or nonexistence of marketing actors that participate in processing and other marketing functions that adds value by changing the form of the product as per the consumers interest. The development of this sector would have substantial contribution to the increasing demand of food items particularly livestock products in Ethiopia. It is also indicated that business development support services are almost no existent in village poultry marketing system. This makes the marketing system inefficient in facilitating the performance of marketing functions to be under taken to maximize the output expected from the sub sector while the subsector avails a profitable market niche. The cash rich and time poor consumers need quality and value added products that can be hardly achieved without the active involvement of firms that involved in the processing function and add form utility to the product. If business development support services are developed and assist the market participants, the short and inconsistent supply and demand problem that most traders underline can be confronted by availing the product in all time, form and places to satisfy the consumers need poultry production system in Ethiopia is characterized by very low input-output ratio due to many systematically interlinked constraints. These include very low or no feed supplementation, diseases, Housing and above all absence of clearly defined purpose for keeping birds by rural farm families are among those bottlenecks for the inefficiently competence of the sector. The productivity of village poultry keeping by rural farm families is very low compared to even African standards.

Recommendation

Type of poultry breed determine small holder farmer participation decision in poultry marketing to decide on startup or expand poultry production based on his/her perception on poultry marketing and Poultry marketing system in Ethiopia are facing huge challenges Therefore, it is recommended that the respective governmental and nongovernmental stakeholders to work on the following points:

- ❖ Poultry herd size also determines the household decision to participate in poultry marketing; thus providing technical and financial supports that enable them to have larger number of poultry herd is recommended to make higher income from it.
- ❖ The concerned bodies should focus improving on the infrastructure, providing capacity building by dissemination of technology through extension, increasing access to improved technology, access to credit.
- ❖ Type of poultry breed determine small holder farmer participation decision in poultry marketing to decide on startup or expand poultry production based on his/her perception on poultry marketing. Therefore, it is recommended that the respective governmental and nongovernmental stakeholders to work on promoting access to improved bread type by the smallholder farmers.
- ❖ Extension advisors should be trained and involved actively at this spot by equipping farmers about the profitability and the untapped productivity potential of village poultry production system with minimal increment in inputs usage and management such as application of supplementary feeding, separate night housing and veterinary services and discouraging the broodiness time.
- ❖ Interested pilot producers should be selected and assisted to undertake semi-intensive production of local chicken under close supervision by the extension advisors.
- ❖ The selection of target farmers should mainly focus on female headed households, large sized households, and personal interest of the target groups to specialize in the business and intensive persuasion should also be made priori before the intervention.

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LIST OF ABBREVIATION AND ACROMYS

CSA	Central Statistical Agency
DOC	Day Old Chick
DZARC	Debre Zeit Agricultural Center
ETB	Ethiopian Birr
FAOSTAT	Food and Agriculture Organization Statistics
GDP	Gross Domestic Product
LMP	Livestock Master Plan

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