

# Broilers



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## So you would like to farm broilers?

Issah and Winrose decided to farm broilers. They made good money.



Issah



Winrose

Before starting a business, you must find a market and do a budget. A budget is where you write down all of the costs of the business. It will tell you whether your business might work and how much money you might make. You need to think of how you will pay the start-up costs and find a buyer for your chickens.

## How do you find a market?



### PRODUCT

Is there a demand for chicken?

What are others producing?

What does the market expect?



### PRICE

What price will you sell at?

Do some breeds make more money?

Can you make a profit?



### PLACE

Where will you sell?

Visit local shops, markets, schools and hotels.

Talk to your neighbours.



### PROMOTE

How will you advertise?

OLX?

Social media?

Posters and flyers?

## How do you do a budget?



Item	Budget
Chicken house	60,000/=
5 feeding trays	2,500/=
10 drinkers	5,000/=
550 day-old chicks	33,000/=

1. Find out your costs. Think of all of the things you need to keep chickens. Find out how much they cost. Some equipment you will only need to pay for once, such as the house.

2. Work out how much money you will make. Work out how long it will take for you to make money.

3. Work out your PROFIT:

**Amount made – Costs = Total profit**

e.g. It costs 297/= to raise each chick. Sell at day 42 for 400/=. This is a profit of 153/= per bird.

## What is a rolling budget?

This is a budget that is updated on a regular basis. It covers the costs for each week or month. It allows you to change your budget as you go along.

For example:

Date	Details	Budget	Actual Money out
Week 2: 1-7 Feb 2017	Starter Mash	30,000/=	28,875/=
	NCD vaccination	700/=	700/=
	Gumboro vaccination	700/=	700/=
	Labour	6,000/=	5,500/=
	Miscellaneous (this is any costs you did not expect)	5,000/=	3,800/=
	<b>TOTAL</b>	<b>42,400/=</b>	<b>39,575/=</b>
Week 3: 8-15 Feb 2017	Labour	6,000/=	5,500/=

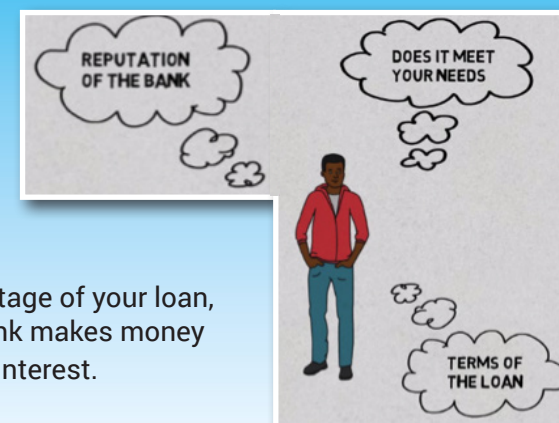
If you spend less or the same as your total budget, you are on the right track. Sometimes prices change. You can change your budget as you go.

## Can you afford to start a chicken business?

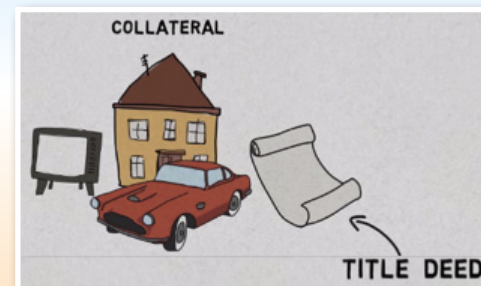
### Do you need a loan?

Start-up costs for businesses can be high. It can take time for your business to start making money. When starting a new business, many farmers find that they need help with money.

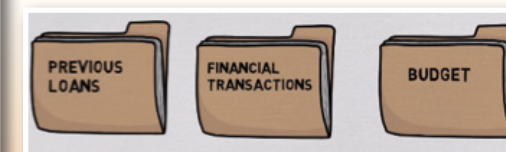
There are many ways for you to borrow money for your business. Look at different options. Visit banks and talk to SACCOs. Ask how you can repay your loan? Can you pay with your mobile phone?



The bank will charge you a percentage of your loan, called **interest**. This is how the bank makes money from you. Choose a loan with low interest.



The bank will ask for **collateral**. This is something they can have if you fail to repay the loan. They will also look at:



It is very important that you meet all loan repayments. If you cannot pay, see your bank in good time.

Some banks do not let you pay back the loan early. Others will charge you more for paying early. Some will make you stick to the monthly plan. If you can, pay back your loan early.

### WATCH OUT!

There are often hidden costs with loans. Read all of the terms and other paperwork carefully. If something is not clear, ask the bank.

Loans are not for everyone. If you can, it is better to save money. If you cannot repay your loan, you might lose your collateral.

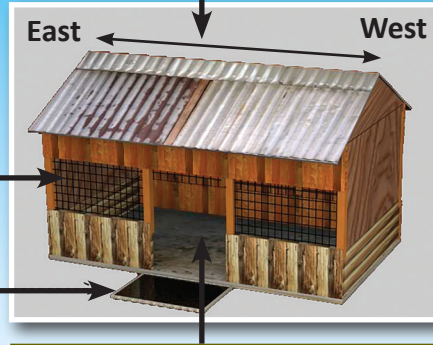
## Building a chicken house

A good chicken house will keep your chicken safe and healthy. Clean it every day. Keep the house locked to stop people or animals from going inside. They may spread diseases.

Build your house from East to West.  
This stops hot sun and strong winds.

Build 4 ft high walls with 3 ft wire mesh. The wire mesh allows good airflow. Put curtains on the window. Close them at night.

A footbath with disinfectant will keep out pests and diseases. Always wear a dustcoat and sanitise hands when attending to your chicken.

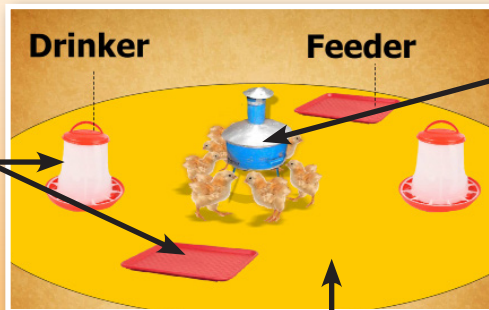


Wood shavings on the floor will absorb droppings.

## Building a Brooder

Buy day-old chicks from **Kenchic**. Get the brooder ready 24 hours before your chicks arrive. Keep the brooding area well lit. A round pen stops chicks getting trapped in corners. Make the pen larger as your chicks grow.

You need 5 feeding trays and 10 drinkers for 500 birds.



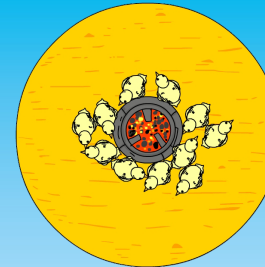
A jiko 1 ft high will keep chicks warm for the first 14-21 days. Light the jiko 6 hours before the chicks arrive.

Disinfect all equipment before use.

Wood shavings keep chicks clean and dry.

## Keeping your chicks warm

Chicks need to be kept at the right temperature to eat, drink and grow well.



Too cold.



Too hot.



Just right!

After 14 days (if warm) or 21 days (if cold) take your chicks out of the brooder. Then you will need 10 feeders and 5 drinkers for 500 birds.

## How much water do your chicks need?

Lots! Make sure your chicken always have water. Without enough water they will not grow well. For each 1 g of feed, your chicks need 2 g of water. For the first 3-5 days, add to the water:

- **liquid glucose** for energy
- 1 drop of **liquid paraffin** for digestion
- **Vitamins** to help with stress.

Clean the drinkers every day.

## Feeding your Chickens

Day 1 – 21: **Starter Mash**. Each chick will eat 1 kg in 21 days.

Days 21 – 35: **Finisher Mash**. Each chicken will eat 2 kg in 14 days.

Days 35 – 42: **Finisher Mash**. Each chicken will eat an extra 1 kg in 7 days.

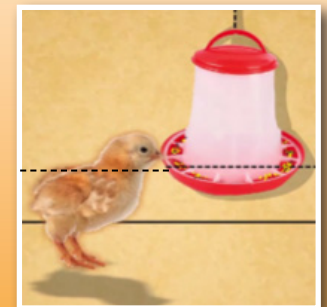
Change feed slowly:

Day 20: 75% Starter Mash and 25% Finisher Mash

Day 21: 50% Starter Mash and 50% Finisher Mash

Day 22: 25% Starter Mash and 75% Finisher Mash

When chicks are out of the brooder, remove feeding trays. Hang the feeders from the roof at back level. This stops the chicken wasting food.



Your broilers should be ready to sell at 35-42 days at 1.5 kg.



## Chicken diseases

It is normal for up to 1% of your chicks to die in the first week. More than that, you may have a problem, such as a disease. Diseases such as Newcastle Disease and Gumboro have no cure. All of your chicken may die very quickly. Vaccinate your chicken to stop diseases.

### Newcastle Disease (NCD) signs and symptoms:



### Vaccinate for NCD at 7 and 21 days

Put 1 drop of vaccine into the bird's eye. Wait for it to blink it in. Buy the vaccine from agrovet. 1 vial of vaccine does 50 birds. Vaccinate every 3 months.



### Gumboro

Take a dead chicken to the vet to skin. If there are bloodstains, your chicken died of Gumboro.

### Vaccinate for Gumboro at 10 and 14 days

Mix the vaccine with the chicken's drinking water. Do not give the chicken water for 1-2 hours before vaccinating. They will be thirsty and so will drink the vaccine.



## Why keep records?

Keeping records of your flocks helps you to manage your business better. Each day, write down anything important that happened that day. If there was a problem, record what you did about it.

Date	Details	Action
21/02/17	Put 100 day-old chicks into brooding pen.	
23/02/17	2 birds found dead at 10 am.	Dead birds were removed and destroyed. No signs of diseases.
25/02/17	Chicks were all close to the jiko at 7 am. Think they were cold.	Added charcoal to the jiko. At 8 am, the chicks were spread out again.

## Selling your Broilers

Once your Broilers reach 1.5 kg, talk to your buyer. Ask if they would like you to start slaughtering the birds.

Make sure that the buyer pays you the agreed price for your broilers. Your broilers must have reached the weight that you and the buyer have agreed on.

### What next?

Look back at your budget.

Have you made money from your first flock of chicken?

What mistakes did you make? What have you learnt?



If you will get another flock, clean and disinfect your chicken house:

- Remove old wood shavings.
- Dry clean the dust. Do the ceiling first, then the walls then the floor.
- Clean with disinfectant – ceiling first, then walls, then floor.
- Spread fresh murram on the floor.
- Clean and disinfect the equipment, e.g. the feeders and drinkers.

**You need to wait 14 days between flocks.**

## Additional Resources

For more information on running a chicken business:

Contact **Kenchic** on 0722 202 163 or 0734 600 204.

Contact **Unga Farm Care** (EA) on 0719 065 222 or email [information@unga.com](mailto:information@unga.com)



Sign up to our mobile service iShamba for expert advice on farming broilers. Simply SMS the word 'VIJANA' to 21606.

Use our budgeting tool, **Budget Mkononi**, on our website [www.dontlosetheplot.tv](http://www.dontlosetheplot.tv) and learn the costs of broiler production and how much profit you can make.

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