

# Financial Profitability and Consumer Preferences for Safe Broiler Production

## QUESTIONNAIRE

### 1. Information of the respondent:

a) Name of the Respondent: ..... b) Father's Name:.....  
 c)Address: Village: ..... Post: .....  
 Upazilla: ..... District:.....  
 Mobile No:.....

### 2. Family Consumption

No. of family members:							
Sl. No.	Name	Age	Relation with the Head	Occupation		Education Level	Farming Experience
				Major	Subsidary		

### 4. Farm Management related data:

- Total farm area (decimal).....Tk per decimal.....
- Land used for poultry shed (decimal).....Tk per decimal.....
- Rearing system (✓): ☐ Intensive ☐ Semi-intensive ☐ Extensive
- Types of rearing techniques (✓): ☐ Automation ☐ Manual
- Types of feed (✓) : ☐ Pellet ☐ Mash ☐ Hand mixing ☐ Others (specify)
- Flock size (✓) : ☐ Small ☐ Medium ☐ Large
- Number of sheds (✓) : ☐ Single shed .....☐ Two sheds..... ☐ three sheds.....
- Types of sheds (✓) : ☐ Kuccha & temporary ☐ Cemented ☐ Semi- cemented
- Vaccination (✓) : ☐ Yes ; if so, name of the vaccine..... ☐ No
- Are brooding and rearing houses different? ☐ Yes ☐ No
- Order of cleaning of feeder and waterer in a week (✓): ☐ Once ☐ Twice ☐ Thrice
- Maintaining of biosecurity (✓): ☐ Yes ☐ No
- Training status (✓) : ☐ trained ..... ☐ Untrained.....

### 14. 5. Total costs of safe broiler production for 1000 Birds

Cost items	Unit	Unit price	Per farm quantity	Total cost (Tk.)
<b>Variable cost</b>				
1. Feed cost	Kg			
2. Day-old chick	No.			
3. Hired labor	Man-day			

4. Veterinary service and medicine cost	Tk.			
5. Electricity cost	Tk.			
6. Litter cost	Tk.			
7. Transportation cost	Tk.			
8. Repairing cost	Tk.			
A. Total variable cost	Tk.			
<b>Fixed cost</b>				
9. Depreciation of Housing cost	Tk.			
9. Family labour cost	Tk.			
10. Depreciation of tools & equipment cost	Tk.			
11. Interest on operating cost	Tk.			
B. Total fixed cost				
<b>Total cost (A+B)</b>				

**6. Gross returns from safe broiler production for 1000 birds**

Particulars	Unit price	Quantity	Returns (Tk.)
Meat			
Egg			
Total			

**7. Consumer opinion on the characteristics and nutritional value of safe broiler meat**

Items	Level of agreement				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. Good source of protein					
2. Cheaper than other poultry					
3. More expensive than conventional broilers					
4. Tasty compared to other poultry meat					
5. Easy access to market					

6. The freshness of the meat is good					
7. Availability year round					
8. Good packaging method					
9. Meat has a bad smell					
10. Reasonable price of meat					
11. Contains no artificial ingredients					

8. Determinants of consumer preferences in purchasing safe broilers

Factors affecting	Respondent's response				
	Strongly Agree	Agree	Undecided	Disagree	Strongly Disagree
1. Price of safe broiler					
2. Average price of other poultry					
3. Size of the safe broiler					
4. Freshness of the meat					
5. Color of the meat					
6. Taste of the meat					
7. Family income					
8. Family size					

9. Problems faced by farmers:

Sl No.	Problems regarding the production of safe broiler	Sl No.	Probable solutions to the problems
1.		1.	
2.		2.	
3.		3.	
4.		4.	

10. Problems faced by consumers:

Sl No.	Problems regarding the consumption of safe broilers	Sl No.	Probable solutions to the problems
1.		1.	

2.		2.	
3.		3.	
4.		4.	

Signature of the interviewer: .....

Date: .....