

Poultry Enterprise Challenges & Opportunities



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Poultry enterprise case studies

East/Central Mass.

**Young enterprises
(1-5 years)**

Direct marketing



Poultry enterprise case studies

Broilers

(400 — 1,800 birds/yr)

Layers

(50 — 500 hens)







Broiler budget breakdown (New England composite)



Revenue/costs per bird marketed

One broiler
(dressed)

\$22

4 - 5 lb

**\$4.50 -
\$5.50/lb**

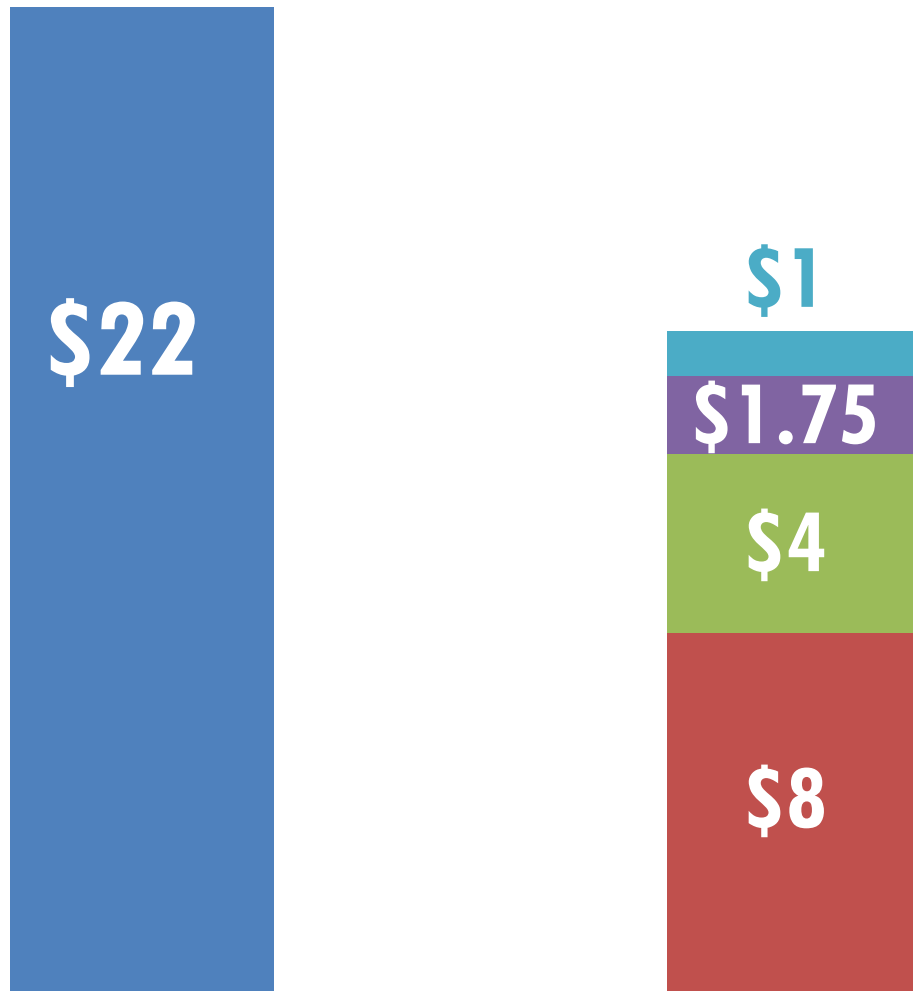


Broiler budget breakdown (New England composite)



Revenue/costs per bird marketed

One broiler
(dressed)
4 - 5 lb
\$4.50 -
\$5.50/lb



Broiler budget breakdown (New England composite)



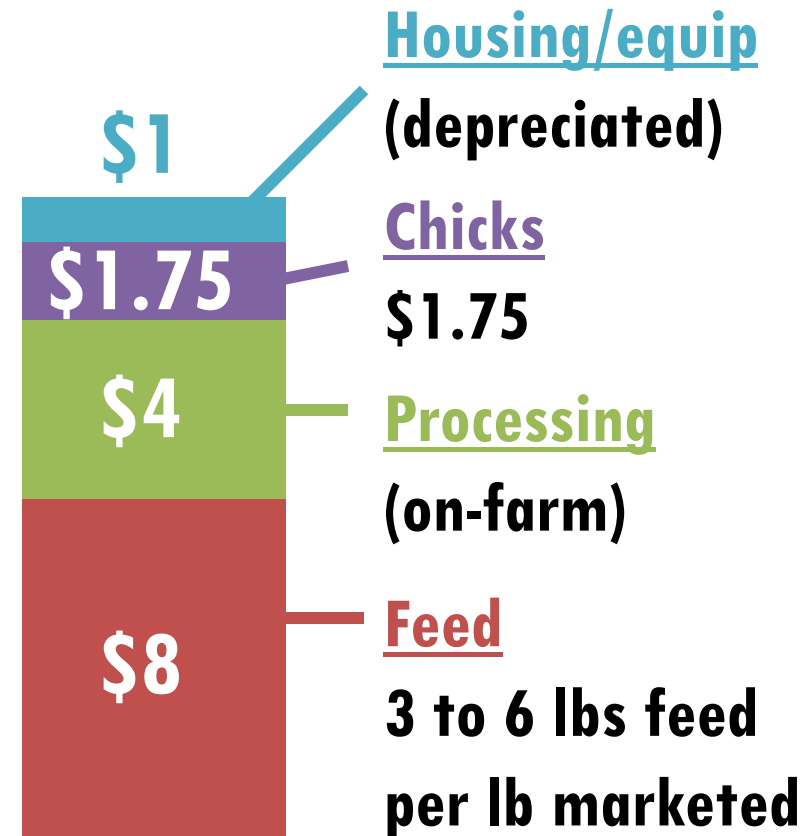
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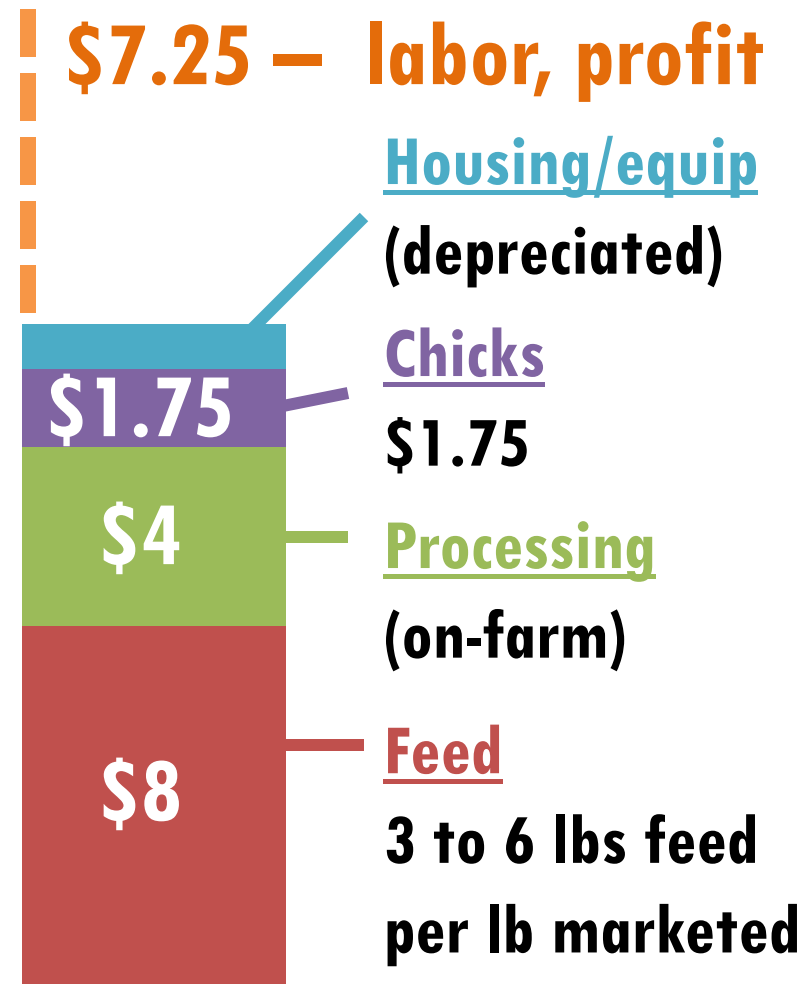
Broiler budget breakdown (New England composite)



One broiler
(dressed)
4 - 5 lb
\$4.50 -
\$5.50/lb



\$22



\$7.25 - labor, profit

Housing/equip
(depreciated)

Chicks
\$1.75

Processing
(on-farm)

Feed
3 to 6 lbs feed
per lb marketed

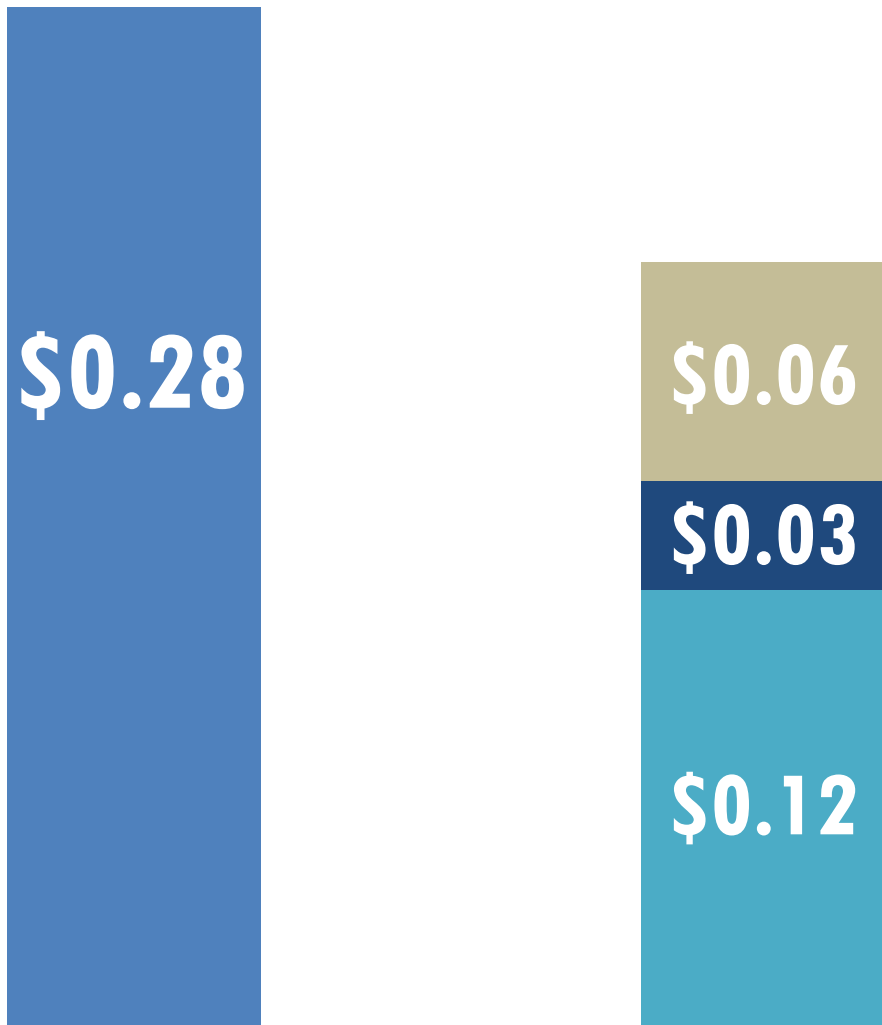
Broiler budget breakdown (Conventional – 484,000 birds/yr)

Revenue/costs per bird marketed

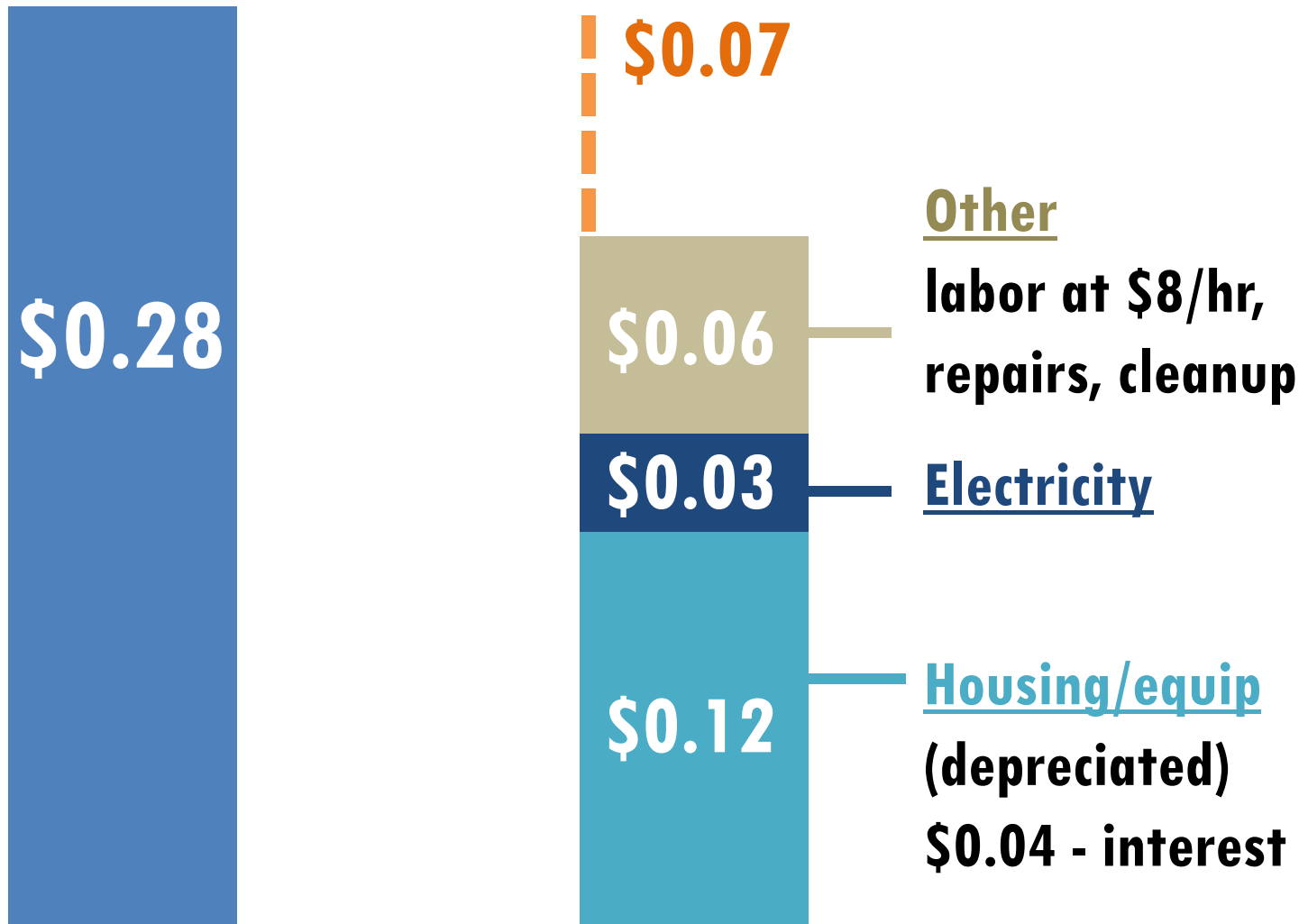


Broiler budget breakdown (Conventional – 484,000 birds/yr)

Revenue/costs per bird marketed



Broiler budget breakdown (Conventional – 484,000 birds/yr)



Broiler enterprise challenges & keys



Marketing

Processing

off-farm: \$5+ /bird

on-farm: regs, labor

Marketing labor

Inventory (fresh/frozen)

Town regs



Broiler enterprise challenges & keys



Production

Mortality

Feed efficiency



Broiler enterprise challenges & keys



Economies of scale

- bulk feed vs. bagged
- on-farm processing
- labor (marketing, processing, regs)



... Only works if supported by marketing

Mobile Poultry Processing Unit (EMass MPPU)









EMass MPPU in 2013

\$1/bird, \$150 min.

<150 birds = \$150

151-200 birds = \$200 etc.

Max/batch: 400 birds

- Producer responsible for transport, labor, ice etc.

- Hands-on training and TA (incl. regulatory)



