

Factors affecting the performance of small and medium scale poultry farming enterprises in Karuri, Kenya

Abstract:

The paper examined factors affecting performance of small and medium scale poultry farming enterprises in Karuri, Kenya. Descriptive research was used to answer the research questions on the current status of the subject of the study and in reference to the objectives of the study. The target population under the study was small scale poultry farming enterprise in Karuri, Kenya while the accessible population was the list of 154 small scale poultry farming enterprises in Karuri, Kenya the study based its sample on 45 test units. Questionnaire was used to collect primary data from the respondents. The data was quantitatively and qualitatively analyzed and presented as frequency and percentages tables. The study findings were able to show that marketing was ranked number as number one challenge facing farmers in the area. The major factor affecting marketing is the low buying prices being offered by traders in the local markets. Opportunities identified in this research from the respondent were; exploring and promoting strategies for increasing the growth rate and mature size of the poultry, crossbreeding with exotic breeds and upgrading the local chickens by using selected indigenous types. There is need to evaluate and modify both the local, traditional knowledge and foreign mechanism with the aim of developing appropriate strategies for improving poultry production in Karuri, Kenya. The way forward is to mobilize all stakeholders involved in promoting poultry production, consumption and marketing in the district to plan the way forward.