

Abstract:

The objective of this paper was to estimate the farmers' preferences based on the non-market traits in selection, breeding and conservation of indigenous chicken. The study was carried out in four selected counties of Kenya. Data were collected using structured questionnaires with the use of multi-attribute elicitation techniques applied to 450 rural households. Conjoint analysis through an ordered probit model was used to analyse the data. The study identified traits preferred by the farmers based on their current low-input production circumstances. Using these traits, indigenous chicken can be selected for higher productivity and performance while retaining their diversity and adaptability. In general, the determination of the importance of various attributes elucidates to the stakeholders some valuable aspects that would assist them in overcoming some of the major constraints of indigenous chicken production in rural areas and at the same time provides vital information for selection, conservation and development of breeding programmes.