

Factors Affecting Marketing of Broilers by Small Scale Farmers in Nairobi County

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ABSTRACT

There is decline in the quality and quantity of broiler production in Nairobi County despite the demand for the product by the growing urban population, fast food branches, supermarket branches and restaurants. The objective of this study is to examine factors affecting broiler farmers in Nairobi County. Data was collected from seven sub counties which includes: Makadara, Ruai, Lang'ata, Westlands, Roysambu, Njiru and kasarani. The data was collected using quantitative and qualitative by purposeful sampling ten farmers from each sub county mentioned above and they were administer with questionnaires and conducted focus group discussion from which data was analyzed. The study also interviewed at least one trader/marketer from each sub county so as to find out the problems they faced while marketing or selling of the broiler bird. The study findings showed that most of the broiler farmers were given low prices for their broiler meat. farmers don't have slaughter houses and therefore waste management is a major problem in Nairobi county and most of the farmers were using growth hormone to produce and therefore the product was not of good quality and safe for consumption and also majority of the broiler farmer have left broiler production because they consider it as a nonprofit making business The study findings recommends that farmers to trained to make their own feeds and explore other cheaper methods of acquiring feed example making fertilizers from the waste from broilers s so as to lower the cost of production, farmers to be trained on waste management for instance they can sell the waste of broilers and also farmer to be advised to use good agricultural practice.

Keywords: Broiler bird, Marketing, Prices, Broiler, farmers Broiler, production, Nairobi.