

ASSESSING FACTORS INFLUENCING THE TRADE OF LOCAL CHICKEN IN BUSIA
TOWN MARKETS IN BUSIA MUNICIPALITY IN BUSIA DISTRICT

SUNDAY MILTON

BU/UP/2017/1672

RESEARCH REPORT SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DEGREE OF BACHELOR OF SCIENCE
EDUCATION OF BUSITEMAUNIVERSITY

JANUARY, 2021

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SUPERVISOR: MR. DRAMADRI GERALD AFAYO

JANUARY, 2021

DECLARATION

I SUNDAY MILTON declare that this research report is my original work and to the best of my knowledge it has not been presented for an award of degree or diploma in any other institution.

Signature..... Date.....

APPROVAL

This is to certify that the research report entitled factors influencing the trade of local chicken in Busia town markets in Busia municipality in Busia district, submitted in partial fulfillment of the requirement for award of degree of Bachelor of Science Education of Busitema University is authentic record of bonafied research work carried out by Sunday Milton (BU/UP/2017/1672) under my guidance and supervision. No part of this research report has been submitted for any other degree or diploma.

Signature:.....

Date:.....

Dramadri Gerald Afayo

SUPERVISOR

DEDICATION

I dedicate this work to my lovely parents Mr. Wandera Fenekasi and Ms. Taaka Getu, my brother Musa Ngolobe and all my sisters for supporting me during my pursuit for this Degree.

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Lastly but mostly I want to be appreciative of all my sisters and brother for your ever living love that Injects real and fresh life into my blood and keeps me alive when I felt horrific.

LIST OF ABBREVIATIONS USED

UBOS	Uganda bureau of statistics
TGMM	Total Gross Marketing Margin
CM	Concentration Measure
CR	Concentration Ratio
SCP	Structure Conduct and Performance
RMA	Rapid Market Appraisal
ILRI	International Livestock Research Institute
SNNPRs	Southern Nations Nationalities and Peoples Regional State
GDP	Gross Domestic Product
SSA	Sub Saharan Africa
FAO	Food and Agriculture Organization
IPMS	Improving Productivity and Market success
BOARD	Bureau of Agriculture and Rural Development
NCD	New Castle Disease
SARI	Southern Agricultural Research Institute

ABSTRACT

A study was conducted to determine the factors influencing the supply of live indigenous (local) chickens in Busia town markets in December 2020. A total of thirty local chicken traders were randomly selected from five markets to respond to a structured questionnaire. Chicken trade was generally informal. Local chickens were mainly marketed alive in Busia markets and the main customers were piecemeal consumers. The majority of the traders obtained local chickens from Eastern Uganda. Chickens were transported to markets in passenger vehicles, on motorcycles and on lorry trucks that were carrying cattle and other agricultural produce. This mode of transport sometimes caused injuries and bird mortality. 33.3% of the traders obtained the chickens from wholesaler while 40% of the traders personally bought the birds from rural farm households. Chicken trade was the major source of household income to 72.7% of the chicken traders and many of the traders had secondary sources of income. During peak seasons, the traders could sell an average of 120 birds per week per person. Local chicken marketing involved traders of varying levels of education (with a mean of 3 years of formal education). The demand for these chickens was highest in the festive months of December and April; and lowest in February and March. The cost of local chickens was more than twice as much as that of exotic chickens. Most traders perceived taste to be the basis for consumers' preferential demand for local chickens in preference to exotic chickens. The major constraints in the marketing of local chickens in Busia markets were identified as high mortality rates/chicken diseases (30.6%), costly transport (22.4%), and irregular demand (15.3%). The study revealed that there was a high potential for the development of local chicken trade in Uganda. Designing solutions for the constraints of local chicken marketing would act as a tool for poverty alleviation not only to the rural chicken farmers but also the traders.

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