

Training Needs of Poultry Meat Retailers in Urban City

Shilpa Shree J.*¹ and Ananthi T.²

^{1,2}Department of Animal Husbandry Economics, MVC, Chennai - 600 007, Tamil Nadu, India

Abstract

The study was undertaken to assess the training needs of poultry meat retailers in Chennai city. A total sample size of 30 poultry retailers was selected by using convenient sampling technique. The results indicated that all the respondents were males (100%) with regard to training needs, the poultry meat retailers felt they need training on sources of funding followed by feeds and feeding, shop environment hygiene, health management of poultry birds, procurement, storage and quality meat and ICT in the order of preference. So training has to be given based on needs of poultry retailers which benefits them and indirectly strengthens the poultry industry.

Key words: Training needs, Poultry meat retailers, Training need index

Poultry farming also provides great employment opportunities for the unemployed faction, thereby serving as a major source of income to the people [1]. Poultry meat is the fastest growing component of global meat demand. India, the world's second largest developing country, is contributing to the expansion through the rapid growth of its poultry sector. In India, poultry sector growth is being driven by rising incomes, together with the emergence of vertically integrated poultry producers that have reduced consumer prices by lowering production and marketing costs. Poultry represents an appropriate system to feed the fast-growing human population and to provide income particularly to landless and small farmers, especially women [2]. Integrated production, a market transition from live birds to chilled and frozen products, and policies that help ensure supplies of competitively priced domestic or imported corn and soybeans are keys to future poultry industry growth in India and in other developing countries. Poultry's popularity is growing as consumers seek foods that are versatile, quick-to-fix, economical, and nutritious. With a population of more than 1 billion and real per capita incomes now growing 3-4 percent annually, India constitutes a large potential market for poultry meat. Poultry production and consumption in India appear to be expanding rapidly, fueled by rising incomes as well as changes in the structure of poultry production and marketing. In spite of all these efforts there is a breakage of linkage between latest advancement in marketing of poultry meat and poultry meat retailers in the Chennai city and also lacking in maintenance of hygiene measures. Foods of animal origin (meat, eggs, milk) are one of the most important causes of human deaths worldwide as a result of contaminated food [3]. Many of the recent zoonotic infections have originated from animal or from

products of animal origin [4-5]. To bridge this linkage gap training is necessary for the poultry meat retailers on the latest advancements in marketing and processing of poultry meat. Training changes the level of knowledge and skills of the poultry handlers in the domains of poultry production and marketing, viz., identification of improved poultry birds, diseases management, climatic stresses, feed ingredients and poultry waste management [6]. Thus, it becomes a necessity to analyze their needs and provide them need based training. For the present study, 30 poultry meat retailers were selected. This study is to assess the training needs of poultry meat retailers in Chennai city. The objective of the study is to examine the Socioeconomic and enterprise characteristics of the poultry meat retailers and to identify the areas of training needed by poultry meat retailers to increase their efficiency and effectiveness.

MATERIALS AND METHODS

In Chennai, 30 poultry meat retailers were selected using convenient sampling technique randomly for the present study. The field survey for this study was conducted during the month of November 2021 and the data was collected from the sample units related to the year 2020-2021. Information relating to poultry meat retailers was collected from selected farmers by survey method with a well-designed and pre-tested interview schedule. They were asked to rate both the knowledge need items and skill need items separately on a three-point continuum viz., most needed, somewhat needed and not needed with the scores of three, two and one respectively. Details of source of birds, labour, wage rate, one day procurement and sales (both as live and meat) and data on various areas where

Received: 01 Nov 2022; Revised accepted: 07 Jan 2023; Published online: 20 Jan 2023

Correspondence to: Shilpa Shree J., Department of Animal Husbandry Economics, MVC, Chennai - 600 007, Tamil Nadu, India, Tel: +91 7904329301; E-mail: shilpashreej23@gmail.com

Citation: Shilpa SJ, Ananthi T. 2023. Training needs of poultry meat retailers in urban city. *Res. Jr. Agril Sci.* 14(1): 164-166.

training is needed were also collected from the poultry meat retailers in Chennai city. The Socioeconomic and enterprise characteristic of the poultry meat retailers was analyzed using the tabular and percentage analysis. Training Need Index (TNI) was used to identify the areas of training needed by poultry meat retailers to increase their efficiency and effectiveness:

$$TNI = \frac{\text{Sum of scores obtained for an item by all the respondents}}{\text{Maximum possible score for the item}} \times 100$$

The data collected are analyzed with a view to achieve the objectives of the study as follows:

RESULTS AND DISCUSSION

The present study was undertaken with the first objective of analyzing the Socioeconomic and enterprise characteristics of the poultry meat retailers in Chennai city, Tamil Nadu is depicted in the (Table 1).

Table 1 Socioeconomic and enterprise characteristics of the poultry meat retailers (n=30)

Characteristics	Frequency	Percentage
Gender		
Male	30	100
Female	-	-
Age		
Upto 30 years	6	20.00
31-35	11	36.67
>35 years	13	43.33
Educational qualification		
Illiterate	23	76.67
Primary	5	16.67
Secondary	2	6.67
Collegiate	-	-
Previous training attended		
Yes	8	26.67
No	22	73.33
Materials possession		
Own House	20	66.67
Two-wheeler	23	76.67
Car	2	6.67
Farm Land	9	30.00
Contact with veterinarian		
Yes	9	30.00
No	21	70.00
Life as poultry retailer		
<2 years	2	6.67
2-5 years	6	20.00
>5 years	22	73.33
Labour management		
Hired labour	12	40.00
Family labour	18	60.00
Facilities and equipment's availability		
Yes	9	30.00
No	21	70.00
Retail shop – Occupation as		
Primary	23	76.67
Secondary	7	23.33
Duration of work		
8 hours	19	63.33
8-10 hours	11	36.67

From the (Table 1), it indicated that all the respondents were males (100%) because of the complex process and family commitments which discourage females from working in meat retailer shop. The highest percentage of respondents (43.33%) came under the age of above 35, followed by 36.67% in age group of 31-35 and 20% in the age group of 25-30. This may be due to that younger will get experience by working as a labour for few years. The highest numbers of respondents were illiterate (76.67%) followed by retailers (16.67%) with primary level of education and very less number of respondents (6.67%) had secondary level of education. Number of respondents with collegiate level of education was nil. This is because people in meat business are perceived as a menial job meant for the uneducated or the unemployed [7]. This makes the business to suffer from mismanagement because education level has been found to be directly proportional to management skills [8]. Also related to this is the finding that nearly 73.33% of the retailers have not had any formal training which shows poor learning interest of the poultry meat retailers. The majority of the respondents (76.67%) have two wheelers for easy transportation and marketing purpose. Less number of respondents (30%) has contact with veterinarian. Majority of poultry retail shop has family labour to do routine activities and also cost effective. Most of the poultry retail shops has poor facilities and equipment's to do meat processing. The highest number of respondents (73.33%) had been as poultry retailer for more than 5 years. The average years of experience is 7.9 and this indicates that most of the retailers have in the business for a long time and with the absence of formal training. This could be an indicator that the retailers spent some time under-studying their mentors in business. Age is positively related to the level of risk aversion, experience and access to inheritable resources like land, animals and buildings [7].

The core objective of the study is to assess the training needs of poultry meat retailers is depicted in the (Table 2). From the (Table 2), the area "Financial Institution linkage" has high TNI (97.78%) which indicates that they lack knowledge on institutions and funding agency. Gandhi *et al.* [9] found that one of the constraints is lack of finance. Funds from the informal credit sector are more fungible than those from formal sources by small firm [10]. So, training has to be given on different sources of funding. The study showed that feeds and feeding technique is the second most important need (TNI = 87.78%) of the poultry meat retailers. Under this area, subarea "low-cost feeding" ranked first because feeding cost is high in any livestock enterprise. So, to gain profit, feed cost has to be decreased. Therefore, meat retailers need training in subarea 'low-cost feeding' followed by storage of feeds. Shop environment hygiene was felt as a third important need by the respondents which was highly lacking in our scenario. Under this area, disinfection and sanitation are the subareas to be covered in the training programme. Health management of poultry birds was felt as a moderate need by the respondents which are needed to be known by poultry meat retailers for their successful enterprise. Under this area, storage weight management ranked first with high TNI followed by diseases identification, summer and winter management and proper disposal of waste. Least preferred training need area were deworming, vaccination and first aid to birds. Procurement, storage and quality meat is the area which was felt as moderate need for poultry meat retailers. In this area, 'selection of healthy birds' ranked first which is highly important to maintain their enterprise successful and to avoid the diseased animals. Least preferred training need areas were ICT and integrated marketing followed by economics, poultry farming and making value-added products.

Table 2 Training needs as perceived by poultry meat retailers in Chennai city

Training needs	TNI	Rank	Mean TNI	Rank
Procurement, storage and quality meat				
Selection of healthy birds	73.33	I		
Estimation of physical characteristics and chemical constituents of poultry meat	44.44	II	50.83	V
Operating mechanized poultry equipments	44.44	II		
Clean-meat production technique	41.11	III		
Shop environment hygiene				
Disinfection of premises	36.67	II	57.22	III
Sanitation of equipments	41.11	I		
Health management of Poultry Birds				
Summer management	60.00	III		
Winter management	60.00	III		
Identification of diseases	74.44	II		
Storage weight management	97.78	I	55.00	IV
Deworming	33.33	V		
Vaccination	33.33	V		
First-aid to birds	33.33	V		
Proper disposal of waste	47.78	IV		
Feeds and feeding				
Storage of feed	81.11	II	87.78	II
Low-cost feeding	94.44	I		
Financial Institution linkage				
Training on sources of funding	97.78	I	97.78	I
ICT				
Basic computer application	33.33	III		
Using Internet	46.67	I	37.78	VII
Record keeping using computers	42.22	II		
Others				
Training on making value-added products	33.33	IV		
Training on integrated marketing	68.89	I		
Economics of poultry retail marketing	47.78	II	46.44	VI
Training on poultry farming	40.00	III		
Training on poultry farming technologies	33.33	IV		

CONCLUSION

The study was undertaken to assess the training needs of poultry meat retailers using Training Need Index (TNI) indicated that all the respondents were males (100%). The highest percentage of respondents (43.33%) came under the age of above 35, illiterate (76.67%), have not attended any previous trainings previously (73.33%). Less number of respondents (30%) has contact with veterinarian. Most of the poultry retail shops have poor facilities and equipment's to do meat processing. From the results, the area "Financial Institution linkage" has high TNI (97.78%) which indicates that they lack knowledge on institutions and funding agency. The study showed that feeds and feeding technique is the second most important need (TNI = 87.78%) of the poultry meat retailers.

Under this area, subarea "low-cost feeding" ranked first because feeding cost is high in any livestock enterprise. Shop environment hygiene was felt as a third important need by the respondents which was highly lacking in our scenario. Health management of poultry birds and procurement, storage and quality meat was felt as a moderate need by the respondents which are needed to be known by poultry meat retailers for their successful enterprise. Least preferred training need areas were ICT and integrated marketing followed by economics, poultry farming and making value-added products. So, meat retailers have to be trained in the areas like financial Institution linkage, low-cost feeding, shop environment hygiene and selection of healthy birds and its management. In conclusion, training has to be given based on needs of poultry retailers which benefits them and indirectly strengthens the poultry industry.

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