

## **Programme Brief of Kerala Chicken**

Kudumbashree-Kerala Chicken is a project promoted by Government of Kerala to create availability of quality broiler chicken meat at reasonable price to consumers throughout Kerala under the brand name of Kudumbashree Kerala Chicken. The project has been started on November 2017 in association with Animal Husbandry Department, KEPCO and Kudumbashree. The Kerala Chicken Project has started Kudumbashree Broiler Farmers Company Limited for unifying all the supporting system for production, processing and marketing of chicken. Kudumbashree Broiler Farmers Producer Company Ltd (KBFPCCL) has identified farmers for Integration process. Integration means providing day old chicks, medicine and feed to farmers and the birds will be lifted on 40 th day by the company. For this, the farmers will be provided Integration (Rearing) fees. The company is planning to start a poultry processing plant at Kadinamkulam, Thiruvananthapuram and construction activities has been stated in the plant.

As of now 34 farmers joined Kerala Chicken project for integration farming at Ernakulam district. The maximum number of chicks provided to farms is limited to 3000 nos. As per the feed conversion ratio (FCR), the farmers will be given rearing fees for raising the chicks for 45 days. During 37- 45 days the chicks will be lifted from farms and sold through Kerala Chicken Outlets. The company has opened 9 outlets at Ernakulam and Thrissur district. The outlets are given a margin of Rs 14/- per kg for selling the birds at their outlets.