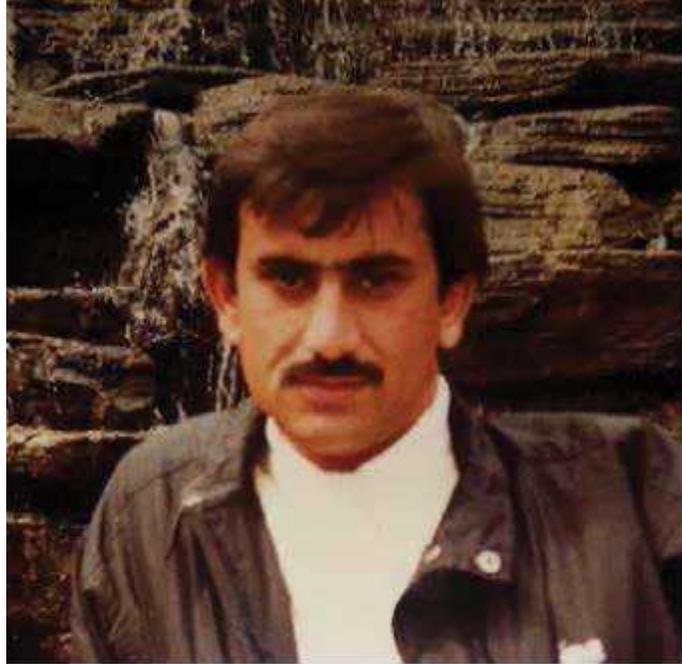


SUCCESS STORY OF MR. ARSHAD MEHMOOD (A PROGRESSIVE FARMER)

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Mr. Arshad Mehmood owns a poultry farming business, resident of Bhaun, Chakwal. He owns total irrigated land of 40 canal where he has established open shed for poultry farming on an area of 10,000 sq. foot. Moreover he also possesses 4 cows and 2 buffaloes. On his farm, he also cultivates seasonal vegetables and sells them in market of nearest city to earn profit. Due to his adoption of best farming practices and techniques, he is able to construct another poultry farm on an area of 30 canal having open shed on 15,000 square foot. He is having 8-10 workers for management of each poultry farm. According to Mr. Arshad, a poultry farm doesn't require high



capital for starting. Only basic capital is required to start raising poultry. And most of the poultry birds are not much costly to start raising. Commercial poultry farming business also ensure high return of investment within a very short period. Some poultry birds like broiler chickens take shorter duration of time to mature and generating profit. Moreover, marketing is also easy as there are established markets for poultry & always in demand. Suitable poultry housing is very important for successful poultry farming business. He raises poultry birds in open sheds which need accurate management and environment for better production and welfare. He makes sure well management, ventilation, lighting, temperature and litter condition. He has a planned and proper designed poultry housing to keep the poultry birds healthy and productive. He practices layer poultry for egg production. Commercial hen generally starts laying eggs at the age of 12-20 weeks. They start laying eggs regularly at their 25 weeks of age. After 70-72 weeks of age egg production of layer poultry get reduced. For commercial layer poultry farming, he generally keep the hens for 12 months from their first laying period. And then sell them for slaughter purpose. Although chickens naturally survive for more than 6 years. He ensures collecting eggs on daily basis. Mr. Arshad recommends feeding high quality, fresh and nutritious food to ensure good health, proper growth and high production. He prepares feed by himself by adding all types of necessary vitamins and minerals. He prepares feed by mixing different grains like soybean, corn & canola and fish. Commercial poultry feeds for various types of birds are available in the market. You can easily feed this to your birds. Along with feeding your birds high quality and nutritious feeds, always serve them sufficient amount of fresh and clean water according to their demand. By Providing the birds nutritious feed, clean water and proper hygiene condition, chances of disease are minimized. Manure is removed and clean litter or bedding

is added on a regular basis. He uses old litter and manure for composting and adding to gardens as a fertilizer. Birds are checked regularly to ensure they remain in good health. He further suggests that it is vital that one learns how to catch and hold birds securely and safely. A quick feel of the breastbone for muscle will let you know if your birds are losing weight. Check regularly for parasites such as lice or mites and isolate and treat sick birds. Learn to recognize common diseases. Monitor the visual appearance of your birds so you can pick up the first signs of disease, feather pecking or any aggressive behavior.