Lecture 3: Marketing the live broilers

There is a chain of channels broiler meat should pass through them to reach markets (consumers). The most common **marketing channels** involved in broiler marketing are: **1) Broiler farmer; 2) Wholesaler; 3) Retailer; and 4) Consumer.**

- **Steps in marketing live broilers:**

1. **Feed withdrawal:** is done **6-10** hours **prior to** catching and transportation to a slaughter house. During this time, broilers should still have access to water right up to catch time to prevent dehydration. Besides, broilers' crops are emptied of feed and the volume of ingesta in the intestines is markedly reduced.

   Objectives of feed withdrawal are to:

   A. reduce fecal excretion and external cross-contamination during transportation.

   B. reduce fecal contamination of poultry carcasses that may occur during evisceration in a processing plant.

2. **Catching:** Broilers can be caught using manual labor or a mechanical harvester.
3. **Load-out:** is usually done at night or under very dim lighting conditions, which helps keep birds calm during the catching process.
4. **Transportation** is transporting the birds on a truck to the processing plant. Birds are exposed to new conditions (e.g., climate, vibrations, social order, feed restriction) special care should be taken to minimize potential damage.

Arriving to the slaughter house: the missions that done at slaughter houses from receiving the live birds till packaging step by step sub sequentially are in Fig. (1)

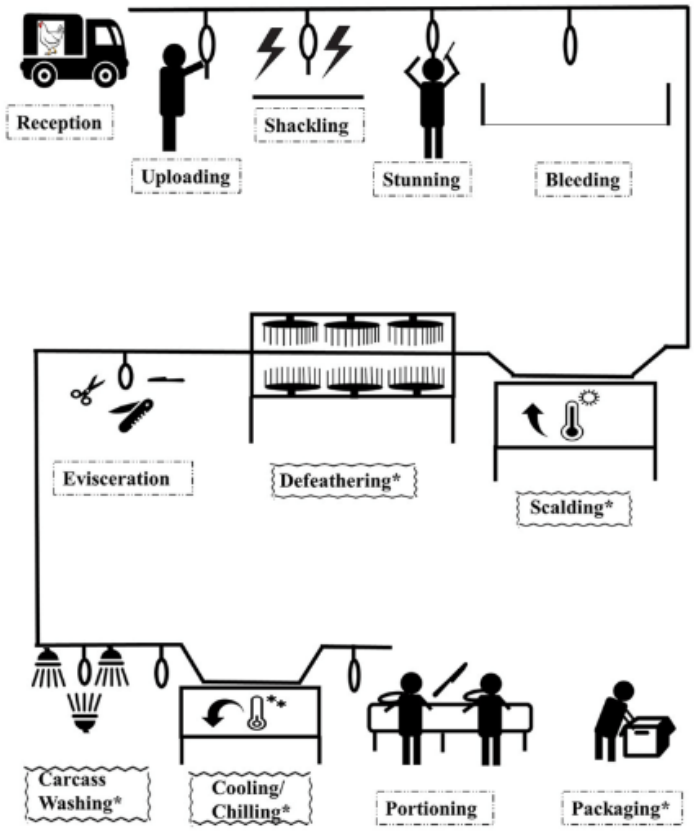

Figure (1): Typical sequence of steps in primary poultry processing

- **Dressing yield (percentage)**

This is the proportion of edible meat to the total live weight, which varies from 72-76 %.

Dressing Percentage without giblets = Carcass Wt. x 100 = %

Live Body Wt.

Dressing Percentage with giblets = (Carcass Wt. +Giblets Wt.) x 100 = %

Live Body Wt.

*** Giblets=edible parts that include liver, heart and gizzard**

- ✓ **Giblets % = (Giblets Wt. / Carcass Wt.) *100 = %**
- ✓ **Carcass parts Percentage = (Part Wt. / Carcass Wt.) * 100 = %**

- ✓ **Carcass parts include: - breast, thighs, wings, neck, and back.**
- ✓ **Main parts Percentage = Breast% + Thighs%**
- ✓ **Secondary parts Percentage = Wings% + Neck% + Back%**

Q/ Calculate the dressing percentage without giblets, if you know that:

Carcass weight = 2600 g
Live body weight = 3200 g

$$\text{Dressing Percentage without giblets} = \frac{\text{Carcass Wt.}}{\text{Live Body Wt.}} \times 100 = \%$$

D% = (2600/3200) * 100= 0.8125*100= 81.26%

Q/ Calculate the dressing percentage with giblets, if you know that:
Carcass weight = 2750 g
Live body weight = 3800 g
Liver weight = 56 g;
Heart weight = 10 g;
Gizzard weight = 44 g.

$$\text{Dressing Percentage with giblets} = \frac{(\text{Carcass Wt.} + \text{Giblets Wt.})}{\text{Live Body Wt.}} \times 100$$

$$= \frac{(2750+56+10+44)}{3800} \times 100 = 75.26\%$$

Q/ A broiler flock their average live body weight was 2900 g. After slaughtering carcass weight was 2.1 Kg; breast weight was 830g; thigh weight was 690g; edible parts weight was 170 g. Calculate: Main parts percentage. (10 Marks)

Main parts Percentage = Breast% + Thighs%

$$= \frac{(830+690)}{2100} * 100 = 72.38\%$$

Q/ A broiler flock their average live body weight was 3.2 Kg. After slaughtering carcass weight was 2400 g; breast weight was 830g; thigh weight was 690g. Calculate: 1) Dressing % without giblets. 2) Secondary parts %.