ENTREPRENEURIAL AND NEW MEDIA APPROACHES IN THE POULTRY MANAGEMENT OF BROILERS AND LAYERS IN ANAMBRA STATE: A CASE STUDY OF DUNUKOFIA LOCAL GOVERNMENT

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Abstract

This study aimed at investigating various approaches which lead to the profitable production and profit maximization of broiler and layers in poultry industry in Anambra State, especially in Dunukofia local government area. The study found out that the use of new media coupled with entrepreneurial approach will contribute immensely in gains accrued in poultry management of broilers and layers in Dunukofia L.G.A. Profit maximization theory forms the framework for the study. Primary data used in the study were obtained from 40 representative farmers drawn from the study area using simple random technique. Data were analyzed by the use of descriptive statistics. The study recommended the use of new media coupled with entrepreneurial approach to poultry farming or management so as to maximize profit.

Key Word: Entrepreneurial, New Media, Poultry Farming/Management

1. Introduction

Modern commercial poultry egg production started in Nigeria in the early 1960s. Ever since, it has assumed relatively important position in the nation’s livestock economy. The contribution of poultry products (meat and egg) to total livestock output increased from 26% in 1995 to 27% in 1999 while increase in production of eggs alone accounted for about 13% during the same period (Ojo, 2002).

Poultry keeping is making an important contribution to the livelihood of the most vulnerable households in developing countries. In a study on income generation in trans migrant farming systems in East-Kalimantan, Indonesia, family poultry generated about 53% of the total income, which was used for food, school fees and expected expanses such as medicines (FAO, 2004). Poultry production is no doubt, one of the most important ways of alleviating the scourge of protein deficiency in Nigeria and other developing countries. This is true because poultry can be set up under different climatic settings and its products are acceptable to all races and religious groups (Okon, 1983).

The Ministry of Agriculture (2012) and Eduvie (2002) stated that Nigerian poultry industry is dominated by small-holder farmers who on the aggregate raise bulk of the birds for egg production and meat, but individually rear less than 1000 birds using different production strategies in consonance with little resources available to them.
Several conferences and World Food Summit on human nutrition have brought to the fore deliberations on issue of eradicating poverty and hunger. FAO (1995) asserted that the most critical in the global food basket crisis is animal protein. In Nigeria, the major source of animal protein is the livestock industry. Over the years, the contributions of the livestock sub sector to Gross Domestic Product (GDP) have decreased from 5.61% in 1960 to about 2.64% in 2010 (CBN 2010). The contributions of livestock to agriculture in 1999 and 2010 remain at 2.64% (CBN, 2010). Livestock production constitutes an important component of the agricultural economy in developing countries and it is an instrument of socio economic change, improved income and quality of rural life in Nigeria.

Poultry production as an aspect of livestock production is important to the biological needs, economic and social development of the people in any nation (Oladeebo and Ambe-Lamidi 2007). However, the contribution of poultry production (meat and eggs) to total livestock output increased from 26% in 1995 to 27% in 1999 with an increase in egg production alone accounting for about 13% during the period (Ojo, 2003).

Among livestock-based vocations, poultry occupations have pivotal position because of their enormous potential to bringing about rapid economic growth. The importance of the poultry sub-sector is chiefly in provision of meat and egg as well as the provision of employment either directly or indirectly and the contribution to the revenue (gross domestic product) of the country and to those that engage in it.

Poultry farming no doubt, is a business venture which aims at maximizing profits. Yet, most poultry farmers, as those in Dunukofia L.G.A. are not fully utilizing it as they should. They have concerned themselves with poultry farming on the subsistence level and as such, create a bad image for poultry farming. This acts a major drawback for them. Consequent upon this, this study intends to look for better approaches to be adopted in poultry farming if profit is to be maximized.

2. Problem Statement

Nigeria’s agriculture belongs to the real sector of the economy and it is characterized by multitude of small-scale farmers scattered over wide expanse of land area, with small holdings ranging from 0.05-3.0 hectares per farm land, rudimentary farm systems, low capitalization and low yield per hectare (Fasasi, 2006). These are applicable to poultry farming too.

The survival of poultry industry in developing countries depends to a large extent on the type of rearing methods employed and seasonal changes in weather conditions. In nearly all African countries especially in rural areas, poultry production is predominantly based on a free-range system utilizing indigenous types of fowl (Kitalyi, 1998). The system is characterized with family ownership of the birds. The birds are left to scavenge to meet their nutritional needs. The feed resources vary depending on local conditions and the farming system (Huchzermeyer, 1973; Atunbi and Sonaiya, 1994; Kuit, Traore and Wilson, 1986); where housing is provided, usually local materials are used for construction.

In Dunukofia LGA, Low productivity is the main feature of this production system, which can be attributed to low genetic potential, poor disease control programmes, poor feeding and high poverty experienced by poultry farmers. This low productivity goes a long way in affecting
adversely the profit motives of poultry farmers. This situation breeds worry and calls for search for better approaches that will bring about a maximization of profits for poultry farmers. Hence, this study seeks to know how some avenues like new media could be adopted in poultry management for profit maximization.

2. Conceptual Clarification

Certain concepts salient to the study are clarified as follows:

**Poultry Farming/Management**

Poultry refers to all birds of economic value to man as source of meat, egg and fiber. The production of these birds is called poultry farming. Poultry farming follows specific operational principles that must be strictly adhered to by farm management, if not, it could be devastating in effect. Fowler (2011) disclosed what poultry management is all about. For him, it involves planning ahead of activities, comparing actual performance with the drawn plan in order to apply control measures in event of deviation from original plan, being sensitive to the farm conditions of the poultry and taking the right decisions always about the poultry. The aim of management is to provide the conditions that ensure optimum performance of the birds (Bell and Weaver, 2001). According to FAO, (2005), this management can be done through different means such as

*Free-Range Extensive Systems:* Under free-range conditions, the birds are not confined and can scavenge for food over a wide area. Rudimentary shelters may be provided, and these may or may not be used. The birds may roost outside, usually in trees, and nest in the bush. The flock contains birds of different species and varying ages.

*Semi-Intensive management Systems:* These are a combination of the extensive and intensive systems where birds are confined to a certain area with access to shelter. They are commonly found in urban and mini-urban areas as well as rural situations. In the “run” system, the birds are confined in an enclosed area outside during the day and housed at night. Feed and water are available in the house to avoid wastage by rain, wind and wild animals. Some respondent Farmers practiced this system of production.

*Intensive Systems:* These systems are used by medium to large-scale commercial enterprises, and are also used at the household level. Birds are fully confined either in houses or cages. Capital outlay is higher and the birds are totally dependent on their owners for all their requirements. Production however is higher. This can be done in two different ways: *Deep Litter System:* Birds are fully confined, but can move around freely. The floor is covered with a deep litter (a 5 to 10 cm deep layer) of grain husks (maize or rice), straw, wood shavings or a similarly absorbent (but non-toxic) material. The fully enclosed system protects the birds from thieves and predators and is suitable for specially selected commercial breeds of egg or meat-producing poultry (layers, breeder flocks and broilers) and *Battery Cage System:* this is usually used for laying birds, which are kept throughout their productive life in cages. There is a high initial capital investment, and the system is mostly confined to large-scale commercial egg layer operations.

**Entrepreneurial Approach**
Entrepreneurial approach is the process of identifying an opportunity related to needs and satisfaction and converting it to value yielding. It can also be conceptualized to mean the process and activities undertaken by entrepreneurs directed at capturing value associated with business opportunities. Apart from these, it can be seen as a process driven by the desire to innovate; that is, producing new things (goods and services, processes or approaches) or improving an existing one or profiting from it (Fanshow and Campton, 1981).

Putari (2006), defined entrepreneurship is a function which involves the exploitation of opportunities which exist within a market. Thus, from the definition we can see that various scholars, over the years, while defining the concept, entrepreneurship, laid emphases on a wide spectrum of activities such as self-employment of any sort; creation of organizations; innovation applied to a business context; the combination of resources.

**New Media**
According to Socha and Eber-Schmid (2014), new media is a “21st Century catchall term used to define all that is related to the internet and the interplay between technology, images and sound.” And as they rightly observed, the definition of new media changes daily, and will continue to do so. Fidler, (1997), defines new media as “all emerging forms of communication media. Olise (2008) adds from a new dimension that new media have to do with the convergence of computer technology and are used as channels for the dissemination of information to a heterogeneous audience regardless of time, space and distance. There are different examples of new media such as the internet, mobile phones, videoconferencing, e-mail, chat-rooms, online newspapers/new-magazines, websites and a host of others.

From the foregoing, one must have come to terms with the working meanings of concepts used in this study. Having said this, let’s have a look at the underpinning theory for the study.

3. Theoretical Literature

**Profit Maximization Theory**
Profit maximization refers to pure profits which are a surplus above the average cost of production. It is the amount left with the entrepreneur after he has made payments to all factors of production, including his wages of management. In other words, it is a residual income over and above his normal profits. The profit maximization can be expressed as follows: Maximize \( \pi (Q) \), Where \( \pi (Q) = R(Q) - C(Q) \), Where \( \pi (Q) \) is profit, \( R(Q) \) is revenue, \( C(Q) \) is costs, and \( Q \) is the units of output sold.

Thus, profit maximization theory is found in the neoclassical theory of the firm. It assumes that the main objective of a business firm is profit maximization. The firm maximizes its profits when it satisfies these two rules: Marginal Cost (MC) = Marginal Revenue (MR) and MC curve cuts the MR curve from below. The two marginal rules and the profit maximization condition stated above are applicable both to a perfectly competitive firm and to a monopoly firm but this study is interested in the profit maximization theory under perfect competitive market.

Hence, under perfect competitive market, the firm is one among a large number of producers. It cannot influence the market price of the product. It is the price-taker and quantity-adjuster. It can
only decide about the output to be sold at the market price. Therefore, under conditions of perfect competition, the MR curve of a firm coincides with its AR curve.

The MR curve is horizontal to the X-axis because the price is set by the market and the firm sells its output at that price. The firm is thus in equilibrium when $MC = MR = AR$ (Price). The equilibrium of the profit maximization firm under perfect competition is shown in Figure 1 where the MC curve cuts the MR curve first at point A.

![Figure 1](http://cdn.yourarticlelibrary.com)


It satisfies the condition of $MC = MR$, but it is not a point of maximum profits because after point A, the MC curve is below the MR curve. It does not pay the firm to produce the minimum output when it can earn larger profits by producing beyond OM.

It will, however, stop further production when it reaches the OM level of output where the firm satisfies both conditions of equilibrium. If it has any plans to produce more than OM it will be including losses, for the marginal cost exceeds the marginal revenue after the equilibrium point B. Thus, the firm maximizes its profits at M1 B price at the output level OM1.

Since the goal of an entrepreneur is to maximize profit, the media could be a means of actualizing this goal when fully utilized or exploited. The profit maximization theory of the firm lends support to this and spells out the basis of how the profit aimed for in this study could be actualized.

**4. Empirical Literature**

Some empirical studies have been carried out as regards profitability maximization of poultry farming or management. Ike and Ugwumba (2011) carried out a study to establish the profitability of small scale broiler production in Onitsha North local government area of Anambra state, Nigeria. Primary data were collected from one hundred and thirty five (135) broiler farmers by use of well structured questionnaire. Descriptive and inferential statistical tools such as means,
percentages and multiple regression analysis as well as enterprise budget were applied to analyze the data collected for the study. Regression estimates indicated that six variables including experience in broiler production, farming status, access to credit, labour, number of day-old chicks and quantity of feeds exerted statistically significant influence on broiler production with an $R^2$ of 0.79 and an F-ratio of 39.1. The study found out that a single broiler nurtured to maturity had a total cost of N 942.14 made up of N30.40 fixed cost and N 911.74 variable cost. With gross revenue per bird at N1334.00, net revenue of N 391.86 per bird was calculated and this gave a net margin-to-cost ratio of 0.42 which implies that a N 1.00 investment in broiler production, all things being equal, would yield N 0.42 in return. The study therefore recommended that state and local governments should improve their credit delivery to farmers as this will go a long way in improving output and ultimately, profits.

Isbandi, Prasetiyono and Siregar (2013) in their study, *Productivity and Profitability Layer Chicken Farm Using Small Scale Feed Mill Production in Sidrap Regency, South Sulawesi, Indonesia*, aimed to determine the differences in productivity and profitability of layer poultry farm that used small scale feed mill production quality Indonesia National Standard (SNI) and not based on SNI. The study’s survey was conducted to 30 layer farmers in Sidrap district that used feed produced by small scale factory by interview and observation. Primary and secondary data obtained were used to answer the study’s objective. Despondences’ characteristic, productivity, revenue, production costs and income were recorded for two months. Descriptive statistic and one sample t-test were used to analyze the data. Layer chicken farmer that used small scale feed mill produced generally raising chickens with business scale less than 5,000 chickens. The study concluded that the quality of productivity and profitability of layer chicken farm that used small scale mini feed mill produced was suited to SNI, significantly different ($p>0.01$) compared to one that was not based on SNI.

Oladeebo and Ambe-Lamidi (2007) in their study tried to determine the profitability, returns to scale and economic efficiency of poultry production by youth farmers in Osun State, Nigeria. Primary data were obtained from 62 representative farmers drawn from the study area using simple random technique. Data were analyzed by the use of descriptive statistics, multiple regression and costs and returns analysis. The results showed that majority of the poultry farmers were in the age range of between 20 and 29 years and were highly educated. The results revealed that youth poultry farmers had positive decreasing returns to scale (RTS = 0.76) in poultry production which indicated that poultry production was in the rational stage of production (Stage II). The results obtained further revealed that although youth poultry farmers were not fully economically efficient in the use of resources, poultry production was profitable among youth poultry farmers. The study concluded by making suggestions which could improve the profitability of poultry production among the youth in the study area and in Nigeria as a whole.

Muktar Umar (2012) in their study tried to determine the economic analysis of poultry-egg production in Bauchi LGA of Bauchi State. It examines, specifically, the profitability, technical efficiency (T.E.) as well as the scale of operations of poultry-egg production in the study area. Furthermore, Poultry-egg business in the area was found to be dominated by small scale poultry-egg farms which accounted for about 53% of the total farms. It was found that over 90% of the cost of production was on the variable inputs. The result also revealed that large farm had the lowest cost of production per bird (N3,453.21) and as the farm size decreases the total cost of production increases. Net Farm Income per bird was N1,360 for the small farm sizes N1,474 for
the medium farm sizes and N1,463 for the large farm size. The small farm sizes made Rate of Return on Investment (RRI), Capital Turnover (CTO) and Profitability Index (PI) per bird of about 35%, N1.35 and N0.26. The RRI, CTO and PI obtained from the medium farm sizes were about 39%, N1.39 and N0.28. While RRI, CTO and PI for the large farm sizes were 42%, N1.42 and N0.30. These values imply that poultry-egg production was a profitable business in the area and large farm sizes were most profitable.. The large poultry-egg farms were most technically efficient with T.E. indices ranged from 56% to 95%. Analysis of inefficiency model shows that factors influencing T.E. were years of experience, access to credit, cooperative membership and extension contact.

5. Research Methodology

The study was carried out in Dunukofia local government area (L.G.A), Anambra State. Dunukofia L.G.A which is made up of 6 towns: - Ukpo, Ifitedunu, Umunnachi, Umudioka, Ukwulu and Nawgu. It shares boundaries with Awka North, Idemili North, Njikoka and Oyi local government areas.

The population is predominantly agrarian with an estimated population of about 145,000 indigenes, (forecasted from national population commission 2006 at growth rate of 2.83%). Ultimately, Dunukofia L.G.A was selected because of proximity, cost, and familiarity and is dominated by poultry egg and broiler farmers. Random sampling technique was used for the study.

The questionnaire was administered by the researcher to 40 poultry farmers. The poultry farmers were selected from various lists of households and poultry farmers who are into broiler and layers production majorly for commercial purpose in various communities, towns and villages. This was also gotten from Major Feed Distributors in various towns. The selected poultry farmers were issued with questionnaire to indicate their responses. These were structured majorly into Farmers who had adequate knowledge of new media; those with limited knowledge of new media ;and those without any knowledge of how new media could make a significant impact on poultry profitability and those who had adequate knowledge and application of entrepreneurial approach and could make significant profitability. Descriptive statistics was used in analyzing the data collected.

6. DATA PRESENTATION AND ANALYSIS

Out of 40 poultry farmer used for the study, only 35 (87.5%) poultry farmers provided usable data used for the analysis.
Table 1: Frequency and Percentage Distribution of Respondent Gender

<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>21</td>
<td>60</td>
</tr>
<tr>
<td>Female</td>
<td>14</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field survey, 2015.

The results in the table revealed that 21 of the respondents were males while 14 were females which account for about 60% and 40% respectively. This shows that poultry production is mostly male dominated. The reason is that poultry management requires great supervision and management which requires energy and physical strength required in poultry farm management.

Table 2: Frequency and Presentation Distribution of Respondents by Marital Status

<table>
<thead>
<tr>
<th>Marital status</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single</td>
<td>7</td>
<td>20%</td>
</tr>
<tr>
<td>Married</td>
<td>28</td>
<td>80%</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Field survey, 2015.

The results in table 3 show that about four-fifth (80%) of the respondents were married. The implication of this finding is that majority of the respondents considered can take rational decision that can improve productivity and income.

Table 3: Frequency and Presentation Distribution of Respondents by Educational Status

<table>
<thead>
<tr>
<th>Level of education</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary education</td>
<td>3</td>
<td>8%</td>
</tr>
<tr>
<td>Secondary education</td>
<td>21</td>
<td>60%</td>
</tr>
<tr>
<td>Tertiary education</td>
<td>11</td>
<td>32%</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: Field survey, 2015.

Table 4 showed the level of education of the respondents in the study area. All the respondents attended at least primary school. It can be deduced that majority of them (60%) had secondary education, while those who had only tertiary and primary education were 32% and 8% respectively. This indicated that 99% of the poultry farm owners were literate. Educational level of poultry farm owners is very important in the management of poultry and it affects their farming activities and management abilities. The high literacy level of the respondents would offer them the opportunity to understand and adopt the best obtainable modern poultry practices.
Table 4: Frequency and Presentation Distribution of Respondents Poultry Management Experience

<table>
<thead>
<tr>
<th>Years of experience</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>11</td>
<td>30%</td>
</tr>
<tr>
<td>9-10</td>
<td>20</td>
<td>58%</td>
</tr>
<tr>
<td>11-20</td>
<td>4</td>
<td>12%</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100%</td>
</tr>
<tr>
<td>Mean</td>
<td>8</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field survey, 2015.

Table 5 shows that 12% of the respondents had between 11-20 years of experience in poultry farm management and total of 58% had between 6-10 years. The study suggests that majority of the poultry farmers were fairly new entrants into the business. The mean years of experience are 8 years. The results also show that most farmers who practiced the intensive methods of poultry management were farmers with tertiary education while most of the people who practiced the semi-intensive and extensive method of farming had either of or both primary and secondary education.

Table 5: Frequency and Presentation Distribution of Respondents Household size

<table>
<thead>
<tr>
<th>Household size</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-5</td>
<td>17</td>
<td>49%</td>
</tr>
<tr>
<td>6-10</td>
<td>11</td>
<td>31%</td>
</tr>
<tr>
<td>11-15</td>
<td>6</td>
<td>17%</td>
</tr>
<tr>
<td>&gt;15</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100%</td>
</tr>
<tr>
<td>Mean</td>
<td>7</td>
<td></td>
</tr>
</tbody>
</table>

Source: Field survey, 2015.

Table 6 showed the poultry farm owners in the study area had a mean household size of about 7 persons. This result was in conformity with the fact that large household sizes enhance family labour availability since it reduces labor.

Table 6: Membership of Cooperative Society

<table>
<thead>
<tr>
<th>Co-operative Membership</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>24</td>
<td>69</td>
</tr>
<tr>
<td>Non-Members</td>
<td>11</td>
<td>31</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>100</td>
</tr>
</tbody>
</table>
Source: Field survey 2015.

Table 6 showed that majority of the respondents (69%) did not belong to any co-operative societies. The outcome of this research evidently shows that sizeable percentage(31%) of the respondents were co-operatives members of society which means that they stand some benefit from collective actions of co-operative associations. Examples of such benefits are credit facilities accessed much easier through co-operatives from relevant Banks and Government aid projects.

Table 8: Frequency and Percentage Distribution of Constraints in the poultry management of broiler and layers production

<table>
<thead>
<tr>
<th>Constraints</th>
<th>Major constraints</th>
<th>Minor constraints</th>
<th>Not constraints</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Freq.</td>
<td>%</td>
<td>Freq.</td>
</tr>
<tr>
<td>Limited finance</td>
<td>24</td>
<td>69</td>
<td>7</td>
</tr>
<tr>
<td>High cost of inputs. (Feed, medication, vaccination, labor, water)</td>
<td>21</td>
<td>60</td>
<td>9</td>
</tr>
<tr>
<td>Disease and pest attack</td>
<td>20</td>
<td>57</td>
<td>9</td>
</tr>
<tr>
<td>Mortality of birds</td>
<td>18</td>
<td>51</td>
<td>13</td>
</tr>
<tr>
<td>Poor quality of day old chicks</td>
<td>15</td>
<td>43</td>
<td>11</td>
</tr>
<tr>
<td>Inability to access credit facilities</td>
<td>13</td>
<td>37</td>
<td>11</td>
</tr>
<tr>
<td>Scarcity of raw materials for chicks, farmers, building materials</td>
<td>12</td>
<td>34</td>
<td>14</td>
</tr>
<tr>
<td>Lack of accounting</td>
<td>10</td>
<td>29</td>
<td>19</td>
</tr>
<tr>
<td>Lack of adequate knowledge on marketing of products</td>
<td>9</td>
<td>26</td>
<td>21</td>
</tr>
<tr>
<td>Lack of adequate knowledge or technical know-how on poultry management method</td>
<td>8</td>
<td>23</td>
<td>25</td>
</tr>
<tr>
<td>Lack of knowledge of new media and inability to effectively using new media to support the poultry firm business</td>
<td>24</td>
<td>69</td>
<td>7</td>
</tr>
</tbody>
</table>

Source: Field survey, 2015.

The results presented in the table above revealed the constraints experienced in poultry farming. Of all the constraints, the two with high frequencies and drawing attention are:

**Limited finance:** 69% of respondents gave limited finance as the most important problem. This is reason why farmers find it difficult to acquire the necessary inputs especially fixed inputs for large scale production which attracts higher profit and efficiency.

**Knowledge and Use of New Media:** 69% of respondents affirm that lack of knowledge and underutilization of media as another important problem. It is chagrin to observe that respondents have little or no knowledge on how to use internet and social media like face book, twitter, Instagram among others for their poultry farm business. This has affected them in maximizing the profits of their poultry farm business.
7. Recommendations
In line with the findings of the study, the following recommendations are made:

1. It is recommended that poultry farmers be encouraged to start taking risks as they try to increase their scale of production for increased profitability. They should seek to acquire the entrepreneurial approach of venturing into large scale actions that will result into maximization of profit. Such actions include pooling of their resources together in co-operation with other small scale farmers in order to access facilities from financial institutions; adopting a stringent yet promising management, accounting and marketing attitude; and increasing focus on research which would enable them to develop their own poultry feeds using local materials available in the country. This would lead to maximized profitability.

2. It is also recommended that training on how to use new media in poultry farming should be organized for and attended by farmers so as to gain more knowledge that will be vital to maximizing their profits. Farmers should be encouraged to not just acquire knowledge on new media but to put them in practices, in marketing their products, forming farmers groups and disseminating relevant information in the business of poultry farming. This will go a long way in helping maximize profits in the poultry farming business.

3. Farmers should be encouraged to not just acquire knowledge on new media but to put them in practices, in marketing their products, forming farmers groups and disseminating relevant information in the business of poultry farming. This will go a long way in helping maximize profits in the poultry farming business such as:
   - They could learn online on the various poultry production methods and or specific breed or type of chicken which would be friendly with such production methods or that would fit into the Farmers budget.
   - Poultry Farmers can gain information about best of different kinds of breeds of day old chick and maybe 3months egg laying birds from other states such as Ibadan the hub of biggest poultry farmers for delivery to stipulated location in Anambra State.
   - They can gain information about various kinds of feeds and their dealers or suppliers around on the internet.
   - They can set up or join online forums where professionals or learners Interact. e.g. when there is an epidemic, disease or parasites, a farmer could easily interact with Vet doctors or experts or specialized forums on the Internet.

8. Conclusion
Based on findings from the study, it can be concluded that the largest proportion of poultry producers in the area operated on a small-scale and that poultry production is a profitable venture across scale of operation. The study indicated that means to maximizing of the profits accrued by poultry farmers in Dunukofia L.G.A. are inefficiently exploited. The study sought for better approaches to be adopted in order to raise or maximize the already meager profit made by these poultry farmers, hence, the study emphasized on the use of entrepreneurial approach and the new
media. When these poultry farmers start taking risks, that is, attempting at making the impossible possible, and explore the world of new media, the little profits they have been getting would be maximized. The implication of the study therefore is that the level of profitability among poultry producers could increase through better utilization of entrepreneurial approach garnished with the effective use of new media.

References


