MARKETING:

The marketing of turkeys has been confined largely to the festive season during the months of November, December and January. There has been a definite trend during the past few years to extend the marketing of turkeys over a longer period. Turkeys are ready for market when they are 16 to 24 weeks of age, since it is not economical to feed turkeys beyond this period. There is an increase in the quantity of feed required to produce a kilogram of turkey after about 20 weeks of age. The absolute gains in weight during the later stages of growth are large, but in terms of cost these gains are also the most expensive. The average body weight is 4-6 Kgs and the birds are generally lifted by the traders from the farm. There appears to be no retail market for the birds on day to day basis except during festive season like Christmas, Deepavali etc.

The Indian turkey market remains primarily a live bird market. Although there is a growing trend in consumption of chilled and frozen turkey products in restaurants, most consumers prefer fresh turkey meat. Birds for home consumption are typically purchased live and slaughtered in poultry retail shops. Demand for frozen turkey products will continue to remain constrained by inadequate cold chain facilities. Luxury hotels account for most of the consumption of processed turkey products such as sausages, salami, etc.

ECONOMICS OF TURKEY FARMING (100 TURKEYS):

Assumptions:

- Cost of day old poults
- Cost of feed/kg
- Average feed consumption/bird (upto 16 wks)
- Space requirement per bird
- Medication and vaccinations
- Cost of construction of shed
- Equipments
- Market age
- Average market weight in kg
- Mortality (16 weeks)

Sale price:

- Live
- Dressed

<table>
<thead>
<tr>
<th>Item</th>
<th>Assumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost of day old poults</td>
<td>Rs. 60/-</td>
</tr>
<tr>
<td>Cost of feed/kg</td>
<td>Rs. 18/ kg</td>
</tr>
<tr>
<td>Average feed consumption/bird (upto 16 wks)</td>
<td>10.5 kg</td>
</tr>
<tr>
<td>Space requirement per bird</td>
<td>4 sq. ft</td>
</tr>
<tr>
<td>Medication and vaccinations</td>
<td>Rs. 10/ turkey</td>
</tr>
<tr>
<td>Cost of construction of shed</td>
<td>Rs. 75 / sq feet</td>
</tr>
<tr>
<td>Equipments</td>
<td>Rs. 15/ turkey</td>
</tr>
<tr>
<td>Market age</td>
<td>16 weeks</td>
</tr>
<tr>
<td>Average market weight in kg</td>
<td>3 kg</td>
</tr>
<tr>
<td>Mortality (16 weeks)</td>
<td>5%</td>
</tr>
<tr>
<td>Live</td>
<td>Rs. 120/ kg</td>
</tr>
<tr>
<td>Dressed</td>
<td>Rs. 200/ kg</td>
</tr>
</tbody>
</table>
I. Fixed cost:
   Construction of turkey shed (100 poults- 400 sq. ft.)
   Equipment costs (100 poults)

   Total

   Rs. 30,000/-
   Rs.1500/-

   Total

   Rs. 31,500

II. Recurring cost:
   Cost of turkey poults (100 nos)
   Feed cost (97.5 turkeys; mid point mortality)
   Medicine and vaccination cost

   Total

   Rs.6000/-
   Rs.18,428/-
   Rs.1,000/-

   Total

   Rs.25,428/-

III Gross Return:
   Sale of 95 turkeys (5% total mortality)

   Rs.34,200/-

IV. Gross Profit:

   Gross Return - Recurring Cost

   Rs.8,772/-
   Rs.88/-
   Rs.30/-

   Profit per bird sold

   Profit per kg sold