

- a. Course Code: AGB:846
- b. Title: Poultry Production
- c. Credit Hours: 3(3-0)
- d. Objectives
  - To introduce the poultry culture and its impact.
  - To introduce Poultry Industry in Pakistan
  - To introduce Poultry Production business strategies
- e. Outcomes

After the completing the course, students will be able to:

  - Knowledge about importance of poultry in Pakistan.
  - Learn different purpose of poultry production.
  - Knowledge of prospects of poultry production.
- f. Contents with suggested contact hours

### **Introduction.**

- Terminology, pure breeds, cross breeds, brooders, commercial farming options.
- Poultry Anatomy and Nutrition.
- Feed, Nutrition & Digestion.
- Poultry Diseases
- Laying Hens.
- Extensive, semi-intensive and intensive systems, housing, feeding the layer.
- Broilers.
- The brooding period, feeding boilers, housing, hygiene, and health.
- Incubation.
- Natural, artificial, managing the incubator, reasons for poor hatchability.
- Brooding.
- Heating, feeders, drinkers, floor space, rearing.
- Poultry Business.
- Records, growth records, egg production records, costing a small-scale operation, marketing.

- Marketing Strategies of Egg and Poultry Products
- Poultry Processing Industry
- Cost of Poultry Production: Budgeting and Building your Enterprises
- Business Planning and Marketing: Farm Business and Marketing
- Poultry Industry Rules and Legislations
- Poultry Industry Regulations by FAO

g. Details of lab work, and workshop practice (if applicable). **Not Applicable**

h. Recommended Reading (including Textbooks and Reference books with dates).

- The Small-Scale Poultry Flock, Revised Edition: An All Natural Approach to Raising and Breeding Chickens and Other Fowl for Home and Market Growers By Harvey Ussery. Chelsea Green Publishing; Revised edition (November 1, 2022).
- Poultry Production and Hatchery Management By S. Adil and M.T. Banday, SATISH SERIAL PUBLISHING HOUSE (January 1, 2019).
- Poultry Health: A Guide for Professionals By Paul Barrow, Venugopal Nair, Susan Baigent, Robert Atterbury and Michael Clark. CABI (November 4, 2021).
- Poultry and Pig Nutrition: Challenges of the 21<sup>st</sup> Century By **Wouter H. Hendriks, Martin W.A. Verstegen, László Babinszky. Wageningen Academic Publishers (August 2019).**