

# Profitable chicken farming

Commercially, many poultry farmers rear either layers or broilers but many wonder which of the two ventures is more profitable compared to the other.

From the outside, starting and running a layers' farm looks easy but practically, starting and running a broilers farm is easier compared to layers. To start broiler farming, you only need a low cost of investment ie you only need feed from day 1 to week 6, a few vaccines, low routine management practices unlike layers that need a high cost of investment, feeding birds for 4 months before seeing an egg, multiple vaccines and others.

## Broilers versus layers

In a business perspective, a broiler farm has a short pay back period compared to layers but layers have a better return to investment compared to broilers.

A broilers' farm has a lower risk compared to layers.

There are less profits per bird in broilers but these can be increased by hatching your own chicks and formulating your own feed instead of only relying on feed bought from the feed shops.

Marketing strategy can increase profitability of both layers and broilers. A broiler farmer who adds value to his chicken like by slaughtering them and selling in an advanced market gets more profits from broilers than one who sells in a local market. To make more profit, do a market survey, factor in the cost of production and formulate your own feed.