

Standard Practices Required By Youths in Broiler Processing and Marketing Enterprise in Abia State

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Abstract:- The study sought to identify the standard practices required by youths in broiler processing and marketing enterprise in Abia State using survey research design. The study had 4 specific purposes, 4 research questions and 4 hypotheses. The population of the study was 111 made up of 74 agricultural extension agents and 37 poultry farmers in the State. There was no sampling because the whole population was manageable. A structured questionnaire containing 49 items was used for data collection. 3 validates who are experts in animal science validated the instrument while Cronbach alpha coefficient was used to test the reliability and a reliability of .81 was obtained. The instrument was administered with the help of 4 research assistants. 99 copies of the questionnaire were retrieved from the respondents and analyzed using mean, standard deviation for research questions and t-test to test the null hypotheses. From the result of the analysis, it was found that there are 8 standard practices required by youths in planning for broiler processing and marketing enterprise, there are 12 standard processes required in processing broiler for customers, there are 17 standard facilities and tools required in processing broiler, there are 12 standard practices required by youths in marketing processed broiler in Abia State. It was also found that there was no significant difference between the mean response of broiler farmers and extension agents in all the items. Among the recommendations made were that on the job training programs such as workshops or seminars be organized for poultry farmers in the State skill acquisition centers in order for them to improve on their business enterprise, schools should build the identified standard practices into the curriculum of animal husbandry so that the graduates can be up to date on broiler processing best practices and that government should try to assist in providing the standard facilities and tools through the schools, skill centers, farmers cooperatives etc to further fine-tune and encourage broiler processing and marketing enterprise to the required standard.

I. INTRODUCTION

The United Nations' educational, scientific and cultural organization (UNESCO, 2015) defined youths as those persons between the ages of 15 years and 24 years. In Nigeria however, youths includes all members of the federal republic of Nigeria aged 18-35 years. It is a stage which a person is physically and mentally able to acquire

productive knowledge and skills for self-reliance. Dorcas and Moses (2016) saw youths as a stage of life very important in determining young people's paths to achieving productive employment and decent work. Uzoegbunam (2005) defined youths as young men or women who have different talents which determine the vocation of each person. In the context of this study, youths can therefore be defined as male or females within the age of 18-35 years who are emotionally, mentally and physically agile to embark on standard broiler processing and marketing enterprise. Youth unemployment has been a great challenge to Nigeria and Abia state since long. This could be attributed to less emphasis on skill acquisition which would have proffered a lasting solution to the menace of unemployment as witnessed among youths today. Youths are future leaders of any nation and appropriate intension should be paid to them if any agricultural business enterprise must be standardized (Ukonze, Odo & Ogu, 2017). However, as means of gaining employment by the youths and filling the poultry product demand and supply gap in the State and country at large, many youths have engaged on small scale poultry for egg, meat or dual supply to the market as a business enterprise.

The word enterprise originated from a French word *entrepris* meaning to undertake. An enterprise is a company organized for commercial purpose. In the opinion of Ukonzo, Odo and Oga (2017), enterprise is an organization, especially a business undertaken to earn profit. The authors further pointed that enterprise also means eagerness to do something clever and new despite any risks. An enterprise can be any business owned by an individual, group, or government with the aim of producing and supplying goods and services to their target customers. Dimelu (2010) defined enterprise as any business organization owned by individual, State, and federal or jointly to produce goods and services. The author further maintained that it is any business organization engaged in an economic activity irrespective of its legal form. There exist numerous forms and types of enterprise engaged by youths in the quest to become self-employed and quench hunger. Examples of such enterprise may include fish farming, cassava processing, vegetable production, cattle production, and poultry processing among others. In the context of this study, enterprise is the business of buying able size broilers to process or processing raised broilers to sale to targeted customers.

Poultry as a general term encompassing the raising and processing of different kinds domestic birds has grown to become the world's most acceptable source of protein meats. Meanwhile, the increasing demand for meat especially poultry products is a call for a better approach towards standardizing their enterprise. Poultry as used in agricultural business is generally refers to all domesticated birds kept for the purpose of egg and or meat production which includes chickens, fowls, turkeys, ducks, geese etc (UNESCO, 2015). Poultry production has grown worldwide ranging from simple backyard coops to highly sophisticated and advanced production system backed up with advanced technological facilities at all stages of production especially breeding and processing. Modern poultry production relies on a sophisticated network of enterprise which ranges from feed milling, storage and delivery, hatcheries, breeding programs and their facilities, slaughtering plants and other processing and marketing facilities. (Gates & Overhauls 2001). However, broiler which is the meat purpose poultry has gained much patronage than other forms of poultry thus making broiler an enterprise of interest among small, medium and large scale agricultural business operators. Broiler is a meat purpose poultry preferred by many consumers. Broiler has a very short growth cycle and is also internationally accepted among other special advantages that have continued to trigger the enterprise. Broiler as a business enterprise in the context of this study deals with all the standard processes involved in processing table size broiler for customers and marketing them for profit.

The term standard is used to refer to rules or principle that is recognized and accepted as a baseline for judgment. It is a level of generally acceptable quality or quantity attainment. Shatmora (2009) defined standard as a measure or model accepted for comparative evaluation of an event, object or activity. In the opinion of Esiatman (2013), standard is an acceptable consent by an acceptable authority as a basis of comparism. It is a specified rule or limit approved for compliance by a recognized and authoritative agency or professional body as a minimum or maximum benchmark. In the context of this study, standard is referred as principles or rules set by professionally recognized agencies regarding the activities, processes, instruments, tools, or facilities required by youths in broiler processing and marketing as a business enterprise in Abia State Nigeria. Broiler processing enterprise in Abia State and Nigeria has continued to operate in a small scale and local level with less sophisticated facilities as can be evidenced by the findings of Oladiran and Kabir (2015) that the Nigeria poultry industry is characterized by prevalence poultry diseases including zoonotic diseases due to poor and irregular compliance to the professional standard. Though there has been considerable growth of the Nigerian poultry sector, but this is with a significant contribution from backyard poultry flocks whose owners can hardly perform to at least the minimum required standard. These low level poultry production subsector, together with free range chickens, supply the majority of poultry in Nigerian live bird markets thereby paying less attention to processing practices (Adene & Oguntade, 2008). Moreso,

this type of production has limited provisions for biosecurity and poultry health. Birds reach the market without adequate veterinary care and supervision. The consumer expects to get meat from healthy birds under conditions which will assure elimination of diseased material and freedom from contamination and adulteration and this can only be achieved through standardized processing practices before getting to the consumers. It is common knowledge that the application of the principles of meat hygiene cannot be entrusted to Abia State and Nigeria butchers and similar personnel since they are primarily concerned with profits and other interests, not always consistent with good practices of food handling as it is recommended by the standard practices.

The high prevalence of poultry diseases in Nigeria including zoonotic diseases raises concern about the quality and safety of poultry slaughtered for human consumption (Aboaba & Smith, 2005; Muhammad *et al.*, 2010; Durosinlorun *et al.*, 2010; Solomon *et al.*, 2011). In addition, during poultry processing, carcasses are introduced into a common bath that permits cross-contamination between infected and uninfected carcasses. Defeathering and scalding processes may permit cross-contamination between infected and uninfected carcasses (Berrang *et al.*, 2000; Nde *et al.*, 2007). Moreso, the cleanliness and wholesomeness of poultry bear a direct relation to the kind of facilities that make up the environment (Ghafir *et al.*, 2007; Sampers *et al.*, 2010). The role of modern organized slaughtering procedure is in line with the standard practices which is to segregate dead and moribund animals from otherwise healthy ones, condemn parts of the carcasses with signs of systemic disease, condemn parts of the carcasses affected with localized disease or abnormalities, and reduce microbial contamination from enteric pathogens, while preventing the introduction of chemical and physical hazards into finished products. This has not been significantly achieved in our system of poultry processing.

It is therefore necessary that each step in the dressing of the carcass and related activities receive the attention of a trained inspector in line with the standard as contained in the meat Law of (1968), Food and Drug Act (1974) and Animal Diseases (Control) Act (1988). The extent of consumer protection provided by an inspection service depends upon the effectiveness of the inspection system and the authority of the inspection agency to enforce relevant public health regulations but it is so unfortunate that the Nigeria public health inspection officers has proved to be directly or indirectly inactive (Libby,2005).

The advent of highly pathogenic avian influenza (HPAI) in the country in 2006 has brought to light the need for appropriate re-organization of broiler processing. There are no standard poultry processing facilities in the State and just few in the Country as a whole. The public health problems that emanated from the decay of infrastructure and lack of control in the slaughter of broiler meat is also visible in poultry processing throughout Nigeria. Most of the existing facilities in the country are in poor conditions

in terms of the location, hygiene and other biosecurity indices as outlined in the regulatory standard, hence creating opportunity for the spread of poultry diseases and zoonoses (AICP, 2008; Pagani *et al*, 2008).

From the above review, it can be deduced that broiler processing in Abia State and Nigeria require modern processing and marketing skills that will suit the global and trending standards. This study shall focus on the practices required to standardize broiler processing as an independent enterprise. Such practices as standardizing the planning processes of broiler processing and marketing enterprise, standardizing the facilities, tools and methods adopted in processing of broiler for customers and standardizing the processes involved in marketing of the processed broiler.

Planning are activities involved in preparing for what is needed tomorrow today. Banga and Shama (2012) saw planning as an activity that deals with what has to be done tomorrow to be ready today. It is the process of articulating and arranging in order all activities involved in achieving a goal. In the view of Nwobasi (2012), planning is a mental process requiring the use of intellectual faculties, imagination, foresight and sound judgment to decide in advance as to what is to be done, how and where it is to be done, who will do it and how the results are to be evaluated. Planning deals with thinking before doing. Planning could also mean accessing the future and making provisions for it (Banga & Shama, 2012). Planning in the context of this study has to do with maintaining a laid down principle while making arrangements to embark on broiler processing and marketing enterprise. Eze, Anyiro and Chukwu (2012) found that planning is fundamental to ensuring technical efficiency in broiler production enterprise. Jenifer *et al* (2009) identified that standard broiler processing enterprise planning practice involves identification of suitable sites for the slaughter house, identification of possible customers, setting enterprise objectives, sourcing capital, identifying tools and facilities necessary to set up the enterprise among others. With the rigid and standard plan of the enterprise, the processing activities can follow suit.

Processing in any agricultural enterprise are activities involved in transforming a product into a more useful form. Standard broiler processing practices as outlined in the national regulatory standard involves the following steps according to South Africa poultry association SAPA (2012), reception, slaughter, scalding, defeathering, singering, washing, eviscerating, chilling, packing, storage and dispatch. Modern abattoir broiler processing is almost generally automatic, in large and medium scale processing; the bird is hung upside down by the leg from an overhead conveyor which further carries them to a highly organized processing system, they are electronically stunned, killed, scaled and defeathered by machine. (FAO, 2016). In larger scale production, automatic evisceration machine is utilized while in lower or medium scale of about 100 birds per hour, evisceration, neck and gizzard removal is done manually with a simple processing instrument. When broiler birds are transported to processing facilities the

following principles in birds transfer shall be applied. The driver of the vehicle transporting poultry shall be a responsible person with a valid and appropriate driver's license and trained in the transporting of livestock. The standards also stipulates that the drivers of vehicles used for transporting livestock shall be trained in the transporting of livestock and shall have telephone numbers of the owners of the animals and emergency telephone numbers at all times during a journey. Drivers shall at all times be able to perform their duties in an expert and responsible manner. Drivers shall not handle a vehicle in a manner that might cause the transported animals to slip, fall or suffer injury.

The standard also stipulates the facilities and tools to be utilized in the processing of broiler for customers, the standard guide as to the type of facilities to be used in poultry processing are as outlined below depending on the scale of the enterprise or number of birds.

1. 4 Cone killing stand
2. Stunning/Sticking knife
3. Dry plucking machine
4. Holding table
5. Feather bins × 2
6. Mobile racks × 2
7. Wash hand basin × 2
8. Scale
9. Cleaning equipment/hose lines (High pressure power washer)
10. Insect electrocutors × 2
11. Electrical fittings
12. 12 Drainage fittings
13. Ceiling fans
14. Office equipment: Desk, table, chairs, filing cabinet, telephone etc
15. Changing room equipment: Lockers, benches, sanitary ware, showers etc
16. Laundry equipment: Sink, cupboard, clothes lines etc
17. Boot wash

Upon successful processing of broiler, they are exchanged for money through the process of marketing.

Marketing is finding out what customers want and supplying it at a profit. The process is customer oriented. The customer will not buy an unwanted product. The product must be provided at a profit. Profit provides the incentive to continue with the business. The potential for increased profits offers the main incentive to develop and supply a variety of products to tempt the customer (SAPA, 2012). The activities involved in marketing include the collection, evaluation and dissemination of marketing information; planning and scheduling of next processing action; forming contracts between buyers and sellers; constant improvement of all post-harvest activities; and co-ordinating inputs, including transport, credit, health care etc. FAO (2016) outlined the points below as a guide to profitable marketing of processed broiler.

- Poultry should be supplied from an accredited abattoir.
- There are many contacts to be made in the marketing structure. For example, producers, buyers, sellers and customers. All have information indicating the product which the customer demands.
- Customers expect poultry to be a constant product, not chaining with season, time of day, severity of rains etc.
- The customers expect a constant throughput, not expecting serious shortfalls or gluts. Production schedules need full control.
- The product may be subject to the laws of supply and demand. An oversupply will lead to a fall in price and profitability. An undersupply may cause a rise in price but the customer may purchase other products to the detriment of later sales.
- Markets can be supplied under contract. For example, a particular buyer may want a constant order filled each week to a particular products specification for which he will pay a premium.
- There is a standard of quality which the market demands. Customers will not return to buy more if the product is unwholesome. At point of purchase, quality relates to presentation as much as anything else. Assessment of quality by the customer may be fairly subjective if not almost unreasonable. Customers may look at the colour of the meat. They may also look at the colour of the wrapper.
- The market may respond to advertising.
- Test marketing the product may or may not indicate the results of implementation of a full marketing strategy.

Usually, product are exchanged for cash at the point of sale but the processor may reach supply agreement with other enterprise that utilize broiler products such as restaurants, hotels, festive centers etc. in developed countries, products are also recommended for sale through bartering system whereby processed broiler is exchanged for other product of the owners interest (FAO, 2016).

From the foregone, it can be deduced that the Nigeria system of broiler processing and marketing enterprise is still below the global standard in terms of processing techniques, facilities and marketing strategies adopted.

II. STATEMENT OF THE PROBLEM

The practice of broiler processing as an enterprise has witnessed low improvement pace in Abia State and Nigeria at large. Poultry farmers prefer selling their table size birds alive to customers who cut them in their preferred way and discard the by- products carelessly not minding the laid down standard and the implications on the environment. Broiler and general poultry processing in the State have since years long been practiced in an unorganized manner usually within the major poultry markets. Buyers are observed sending their birds to the local processors who only manually kill the birds with knife, defeather them and in few cases cut off some designated parts thus creating more jobs for the owner after paying for the services of a processor. In developed countries, stipulated standards

regarding how birds should be caught, handled, killed and processed manually or mechanically are strictly maintained or face a fine. Broiler processing require strict adherence to the stipulated standards of practice both at small, medium or large scale enterprises. Despite the daily increase in the number of broiler producers and consumers, processors still fall below the regulations regarding the practice. Broiler producers and processors still lack the standard knowledge and skills required in broiler processing. There seems to be a huge and worrisome gap between the processors and the standard practices required in broiler processing, hence the need for this study to identify the standard practices required in broiler processing in the study area.

III. PURPOSE OF THE STUDY

The major purpose of this study is to identify the practices required by youths in standardizing broiler processing and marketing enterprise in Abia State. Specifically, the study tends to identify

- The standard practices required by youths in planning broiler processing and marketing enterprise in Abia State.
- The standard practices required by youths in processing broiler for customers in Abia State.
- The standard facilities and tools required by youths in processing broiler in Abia State.
- The standard practices required by youths in marketing processed broiler in Abia State.

IV. RESEARCH QUESTIONS

The following research questions were asked and answered for the study

- What are the standard practices required by youths in planning broiler processing and marketing enterprise in Abia State?
- What are the standard practices required by youths in processing broiler for customers in Abia State?
- What are the standard facilities and tools required by youths in processing broiler in Abia State?
- What are the standard practices required by youths in marketing processed broiler in Abia State?

V. HYPOTHESIS

The following hypothesis were tested at 0.05 level of significant

- There is no significance difference between the mean response of broiler farmers and extension agents on the standard practices required by youths in planning broiler processing and marketing enterprise in Abia State.
- There is no significance difference between the mean response of broiler farmers and extension agents on the standard processes required by youths in processing broiler for customers in Abia State

- There is no significance difference between the mean response of broiler farmers and extension agents on the standard facilities and tools required by youths in processing broiler in Abia State
- There is no significance difference between the mean response of broiler farmers and extension agents on the standard practices required by youths in marketing processed broiler in Abia State.

VI. RESEARCH METHOD

Survey research design was adopted for the study. The area of the study is Abia state with three agricultural zones. The population of the study was 111 consisting of 74 agricultural extension agents and 37 poultry farmers in Abia State. The whole population was used because the number is manageable by the researcher. The instrument used for data collection was a structured questionnaire containing 49 items. The questionnaire was scaled in four point rating scale of highly required H.R-4points, moderately required M.R-3points, slightly required SR-2points and not required N.R- 1point. The instrument was

validated by three experts in in the Department of Agricultural Education of Michael Okpara University of Agriculture Umudike. Cronbach alpha was used to test the reliability of the instrument and a reliability of 0.89 was obtained. 20 copies of the instrument were administered to farmers and extension agents in Imo State and their responses used to test the reliability. The instrument was administered using four research assistants and 99 copies of the instrument was retrieved and analyzed using mean and standard deviation for research question and t-test for testing hypothesis. A cut off of 2.50was established and any item mean from 2.50 above was regarded as required practice in standardizing broiler processing and marketing enterprise and vice versa in Abia State. Also the null hypothesis of any item was accepted if calculated value is less than the table value at 0.05 level of significant.

VII. RESULTS AND FINDINGS

Research Question 1: what are the standard practices required by youths in planning broiler processing and marketing enterprise in Abia State?

S/N	ITEM STATEMENT	XI	X2	SI	S2	t-cal	RMK
1	Source for capital for the enterprise	3.23	3.09	.78	.75	.56	R, NS
2	Set enterprise objective	3.33	3.18	.95	.71	.78	R,NS
3	Identify tools and facilities needed	3.20	2.85	.69	.99	.51	R,NS
4	Identify or define target customers	3.10	2.86	.86	.81	.54	R,NS
5	Identify suitable site for the slaughter house considering such factors as, government laws, accessibility etc	3.34	2.90	.91	.68	.38	R,NS
6	Identify marketing rout or method	3.22	3.05	.77	.86	.40	R,NS
7	Registration with relevant agencies and authorities	3.18	2.86	.67	.96	.61	R,NS
8	Identify needful workers	3.21	3.19	.87	.91	.61	R,NS

Table 1:- Mean rating and t-test result of respondents on the standard practices required by youths in planning broiler processing and marketing enterprise in Abia State

Result in table 1 above revealed that all the items had their mean ranging from 2.84 to 3.34 which is higher than the cut off of 2.50, this means that all the items are the standard practices required by youths in planning broiler processing and marketing enterprise in Abia State. Also all the items had their calculated value less than the t-value which is 1.96 at 0.05 level of significance thereby upholding the null hypothesis stated.

Research Question 2: What are the standard processes required by youths in processing broiler for customers in Abia State?

S/N	ITEM STATEMENT	XI	X2	SI	S2	t-cal	RMK
1	Receive the bird in the slaughter house	3.10	2.93	.56	.49	.88	R,NS
2	Slaughter the bird	3.34	3.02	.61	.51	.74	R,NS
3	Scald the bird	3.10	2.80	.67	.73	.38	R,NS
4	Defeather the bird	3.00	2.95	.78	.65	.81	R,NS
5	Singer the bird	3.40	3.00	.56	.99	.66	R,NS
6	Wash the bird	3.14	2.93.	.48	.69	.45	R,NS
7	Eviscerate the bird	3.23	3.20	.82	.49	.74	R,NS
8	Chill the meat	3.41	3.38	.49	.77	.57	R,NS
9	Package the meat	3.17	3.14	.90	.88	.58	R,NS
10	Store the meat	3.11	3.99	.76	.79	.71	R,NS
11	Dispatch to customers through outlined marketing strategy.	3.15	3.12	.88	.48	.63	R,NS
12	Apply routine maintenance measures on the machines	3.43	3.30	.69	.66	.66	R,NS

Table 2:- Mean rating and t-test result of respondents on the standard processes required by youths in processing broiler for customers in Abia State.

The result presented in table 2 above proves that all the items had their mean ranging from 2.80 to 3.99, this shows that all the items had their mean above the cutoff point, meaning that all the items are the standard processes required by the youths in processing broiler for customers in Abia State. Also all the items had their calculated value less than the t-value which is 1.96 at 0.05 level of significance thereby upholding the null hypothesis stated.

Research Question 3: what are the standard facilities and tools required by youths in processing broiler in Abia State?

S/N	ITEM STATEMENT	X1	X2	S1	S2	t-cal	RMK
1	Cone killing stand	3.33	3.22	.66	.50	.61	R,NS
2	Stunning/Sticking knife	3.21	3.17	.57	.49	.76	R,NS
3	Dry plucking machine	3.44	3.41	.43	.57	.93	R,NS
4	Holding table	3.23	3.18	.78	.66	.81	R,NS
5	Feather bins	3.19	3.11	.83	.58	.64	R,NS
6	Mobile racks	3.41	3.35	.54	.63	.89	R,NS
7	Wash hand basin	3.12	3.10	.65	.65	.70	R,NS
8	Scale	3.54	3.42	.44	.78	.59	R,NS
9	Cleaning equipment/hose lines (High pressure power washer)	2.98	2.60	.68	.77	.86	R,NS
10	Insect electrocutors	3.23	3.20	.76	.49	.67	R,NS
11	Electrical fittings	3.24	3.21	.43	.48	.82	R,NS
12	Drainage fitting	3.40	3.35	.55	.76	.90	R,NS
13	Ceiling fan	3.54	3.40	.87	.54	.55	R,NS
14	Office equipment: Desk, table, chairs, filing cabinet, telephone etc	2.98	2.79	.69	.81	.61	R,NS
15	Changing room equipment: Lockers, benches, sanitary ware, showers etc	3.11	3.08	.64	.62	.59	R,NS
16	Laundry equipment: Sink, cupboard, clothes lines etc	3.18	3.16	.66	.55	.67	R,NS
17	Boot wash	3.34	3.10	.49	.34	.98	R,NS

Table 3:- Mean rating and t-test result of respondents on the standard facilities and tools required by youths in processing broiler for customers in Abia State

Data presented in table 3 above shows that all the items had their mean values below the cut off which proves that all the items are the standard facilities and tool required in broiler processing in Abia State. Also all the items had their calculated value less than the t-value which is 1.96 at 0.05 level of significance thereby upholding the null hypothesis stated.

Research Question 4: what are the standard practices required by youths in marketing broilers in Abia State?

S/N	ITEM STATEMENT	X1	X2	S1	S2	t-cal	RMK
1	Choose either to sale through mobile refrigerators, shop stalls etc	3.34	3.30	.45	.43	.77	R, NS
2	Carry out market survey to find out current prices	3.11	2.92	.56	.67	.58	R,NS
3	Transport product to marketing points such as festive centers, hotels, restaurants or to contracted customers	3.92	3.80	.67	.88	.78	R,NS
4	Advertise the product	3.49	3.45	.71	.56	.93	R,NS
5	Keep adequate sales record	3.61	3.55	.66	.82	.77	R,NS
6	Supply product to special orders	3.23	3.16	.58	.56	.84	R,NS
7	Negotiate with retail buyers	3.41	3.36	.77	.61	.78	R,NS
8	Develop good communication with the customer	3.56	3.44	.55	.67	.75	R,NS
9	Deliver chicken to customers only in well packed form either in the refrigerator or in coolers	3.32	3.29	.68	.78	.96	R,NS
10	Label all meats to be delivered to respective customers in their respective packages	3.22	3.18	.73	.56	.99	R,NS
11	Properly label all product packages with the enterprise name and registration number, production date and expiration date	3.35	3.20	.61	.48	.77	R,NS
12	Receive cash from buyers upon price agreement	3.12	3.08	.81	.54	.89	R,NS

Table 4:- Mean rating and t-test result of respondents on the standard practices required by youths in marketing of processed broiler in Abia State.

Data presented in Table 4 above shows that all the items had their mean ranging from 2.92 to 3.92, this is above the cutoff point. This means that all the items are the standard practices required by youths in marketing processed broiler in Abia State. Also all the items had their calculated value less than the t-value which is 1.96 at 0.05 level of significance thereby upholding the null hypothesis stated.

VIII. DISCUSSION OF THE FINDINGS

The findings of the study on the standard practices required by youths in planning for broiler processing and marketing enterprise is in line with the findings of Jenifer *et al* (2009) who identified that standard broiler processing enterprise planning practice involves identification of suitable sites for the slaughter house, identification of possible customers, setting enterprise objectives, sourcing capital, identifying tools and facilities necessary to set up the enterprise among others. The findings are also in keeping with Eze, Anyiro and Chukwu (2012) who found that planning is fundamental to ensuring technical efficiency in broiler production enterprise.

The findings of the study on the standard processes required in processing broilers for customers are in line with the recommendations of SAPA (2012), that standard broiler processing involves reception, slaughter, scalding, defeathering, singering, washing, eviscering, chilling, packing, storage and dispatch. FAO (2016) was also in keeping with the findings of this study when they opined that modern abattoir broiler processing is almost generally automatic, in large and medium scale processing; the bird is hung upside down by the leg from an overhead conveyor which further carries them to a highly organized processing system, they are electronically stunned, killed, scaled and defeathered by machine

The findings of the study on the standard facilities and tools required in the processing of broiler in Abia State are in line with SAPA (2012) who outlined the standard instruments and facilities utilized in broiler processing to include Cone killing stand, Stunning/Sticking knife, Dry plucking machine, Holding table Feather bins, Mobile racks etc.

The findings of the study on the standard practices required by youths in marketing of processed broiler are in line with SAPA (2012) who found that refrigerated products are usually displayed in the shops and in other retail units. The sales in mobile refrigerators are also recommended by FAO (2016). Product are exchanged for cash at the point of sale but the processor may reach supply agreement with other enterprise that utilize broiler products such as restaurants, hotels, festive centers etc. in developed countries.

IX. RECOMMENDATIONS

Based on the result of the data presented and analyzed, the following recommendations were made by the researcher

1. That skill acquisition centers be established in Abia State where the youths who can not afford formal schools can attend to improve on their broiler processing enterprise.
2. That the identified standard practices be used to form training module for youths in Abia State skill acquisition centers
3. On the job training programs such as workshops or seminars be organized for poultry farmers in order for them to improve on their business enterprise.
4. Schools should build the identified standards into the curriculum of animal husbandry so that the graduates can be up to date on broiler processing best practices
5. Government should try to assist in providing the standard facilities and tools through the schools, skill centers, farmers cooperatives etc to further fine-tune and encourage broiler processing and marketing enterprise to the required standard.

X. CONCLUSION

Based on the findings made on the study, the researcher concluded that

1. There are 8 standard practices required by youths in broiler processing and marketing enterprise in Abia State.
2. There are 12 standard processes required by youths in processing broiler for the customers in Abia State.
3. There are 17 standard facilities and tools required in processing of broiler in Abia State.
4. There are 12 standard practices required by youths in marketing processed broiler in Abia State.

There are therefore 49 practices required by youths in standardizing broiler processing and marketing enterprise in Abia State.

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