

1 Problem background

Poultry refers to domesticated birds.They include chicken ,turkey, ducks and many different birds.In the past, poutry farming was not a known occupation but apparently it is one of the rising highly earning source of income in Uganda.Poultry is used for differnt purposes for example it can be used for study purposes at schools,food and also egg production. However inspite of its importance,most of the poultry farms in the coultry arenot known due to a poor marketing outlet.This leads to low income earning and over expenditure on the side of the farmers and also lack of information on the communities as they have no knowledge of the poultry farms that can be of use. Since most of the poultry farms are in remote areas, they mainly use middlemen ,many small farmers are hurt by corruption before they even start. Middlemen posing as poultry experts often negotiate market deals on behalf of the farmer.Small farmers need income to maintain a profitable poultry farm.