



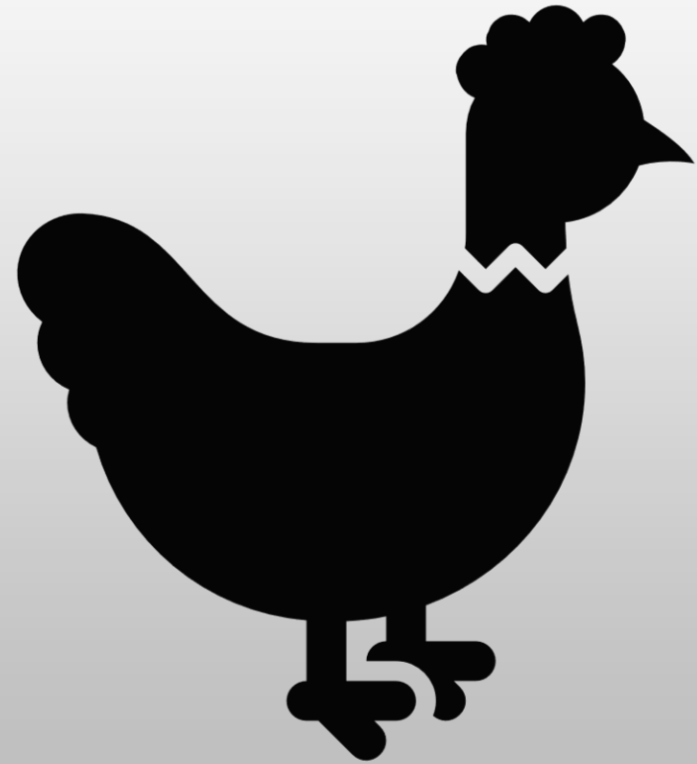
CONSUMER PERCEPTIONS OF CHICKEN PRODUCTION SYSTEMS AND WELFARE IN NIGERIA: Impact on Purchasing Choices

Presented By

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INTRODUCTION AND BACKGROUND



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Poultry farming involves the domestic or commercial breeding and raising of a variety of birds such as chickens, turkeys, ducks, and geese for their meat, eggs, or other by-products

Nigeria is the most populous black nation in the world with an estimated 213 million people

Production of about 180 million chickens annually which produce 650,000MT and 450,000MT of eggs and meat, respectively

The poultry industry (with mostly chicken meat and eggs) is regarded as the most commercialized, organized, and well-established of the country's agricultural sub-sectors

The industry has a current net worth of about \$4.2 billion and contributes about 25% of agricultural GDP to the Nigerian economy.

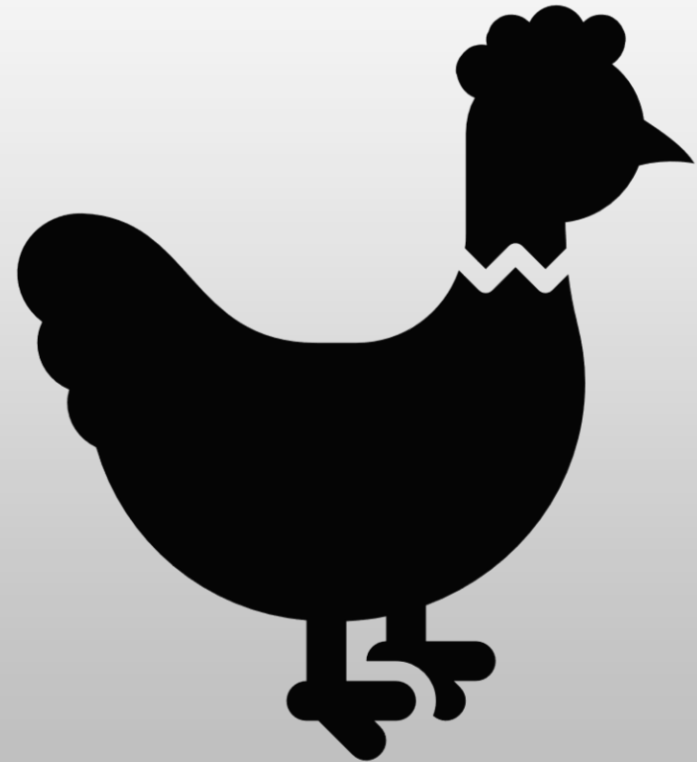
INTRODUCTION AND BACKGROUND

Poultry farming in Nigeria continues to grow due to the following factors:

- Poultry products - especially chicken eggs and meat – have become an important preferred source of animal protein (affordable, nutritious, available).
- Despite these huge amounts of product outputs, substantial demand gaps remain and (illegal) importation is done to meet these gaps
- Considered viable source of income and livelihood

Therefore, poultry farming is encouraged in the country.

**Research
Justification, Goals
and Expected
Outcomes**



RESEARCH JUSTIFICATION

Intensive farming systems for chicken production – especially the use of battery cages – has raised strong concerns on welfare conditions and negative impact on their well-being.

We now have increasing consumer demand and choice for purchase, trade and even exports of chicken (and related products) bred in cage-free systems with better welfare conditions

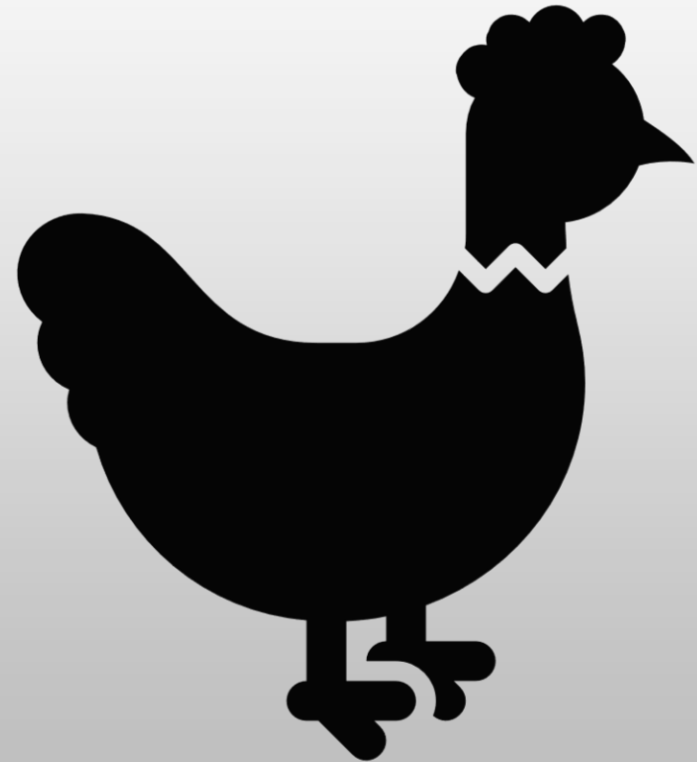
However, for consumers in Nigeria, there is little to no data on their perception and knowledge of welfare systems and if it affects their choice of purchase of chicken and chicken products.

RESEARCH GOAL AND EXPECTED OUTCOMES

GOAL: DETERMINE CONSUMER PERCEPTION AND KNOWLEDGE OF CHICKEN WELFARE, AND IF IT INFLUENCES THEIR CHOICE AND PURCHASE OF CHICKEN AND CHICKEN PRODUCTS.

- Guide efforts and strategies at implementing campaigns and advocacy towards enhancing consumer choices for cage-free welfare-enhancing chicken farm production systems.
- Guide advocacy and capacity building of chicken farmers on the implementation of cage-free systems to meet growing consumer demands
- Provide insights on areas of further research

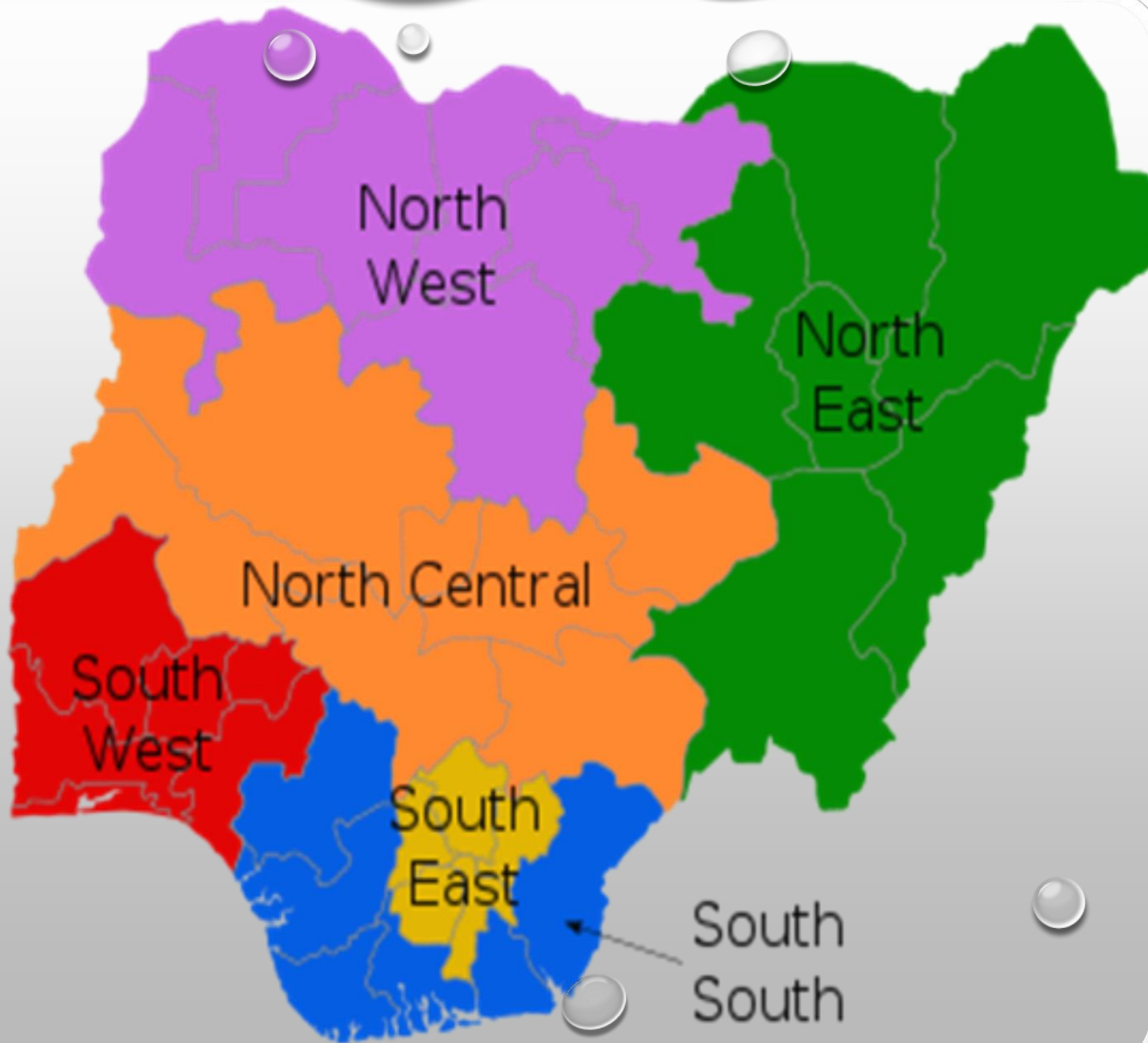
Methodology



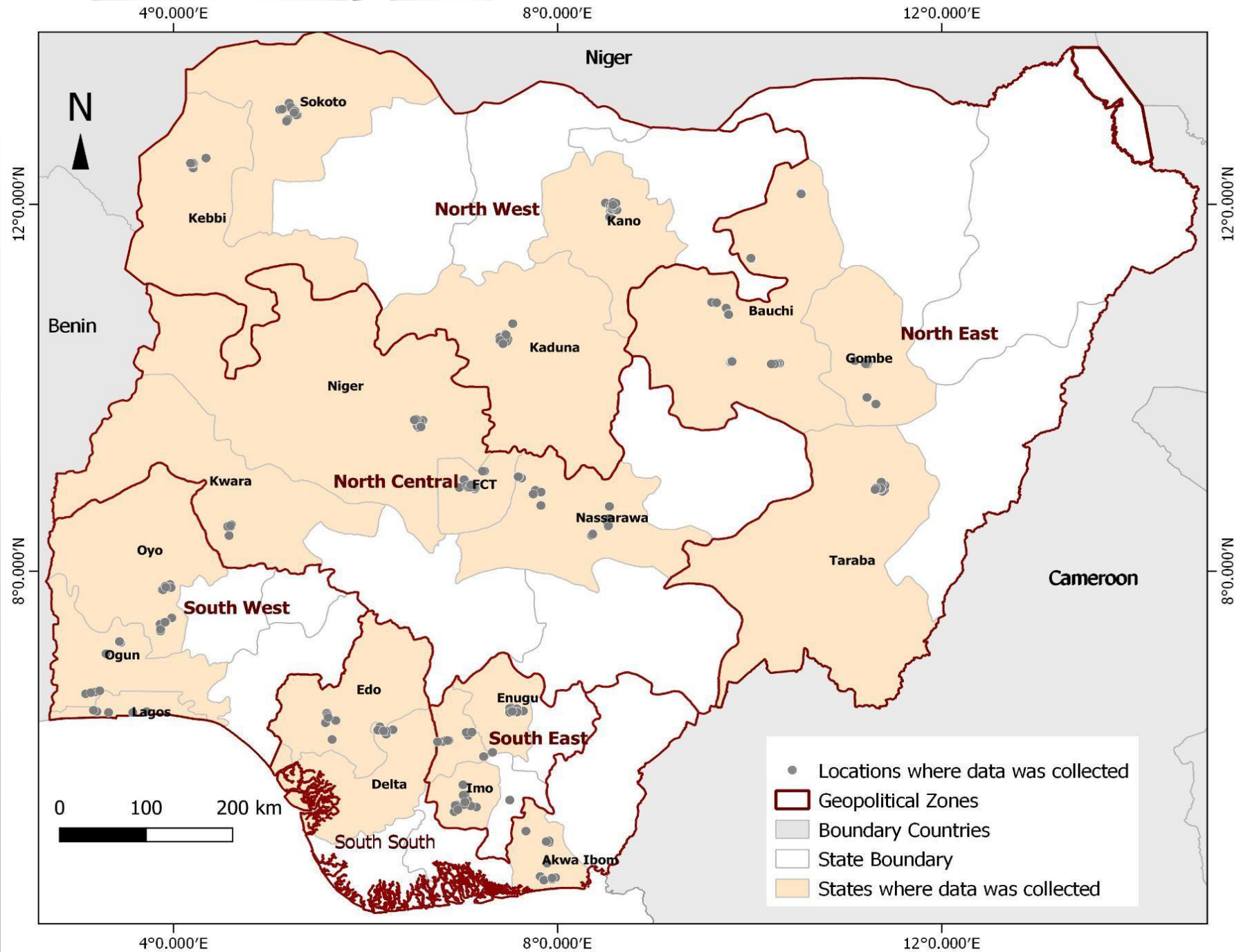
METHODOLOGY

Deployment of Survey Questionnaires

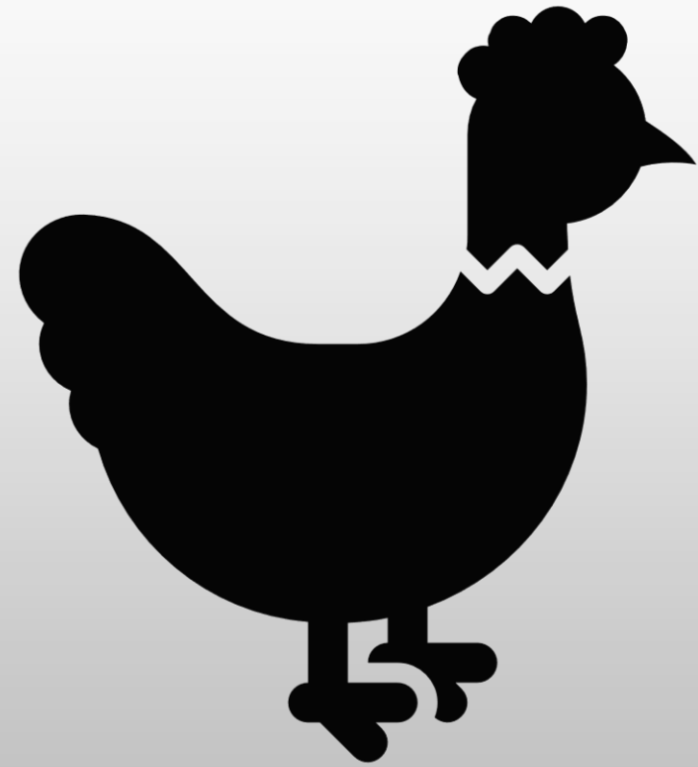
- ❖ In English Language
- ❖ Target - Consumers of chicken & chicken products (particularly chicken meat & eggs)
- ❖ Online survey platform (Kobo Toolbox)
- ❖ Pretested and validated on 20 consumers
- ❖ Purposive stratified sampling process
- ❖ 3-4 states in each of the 6 geo-political zones
- ❖ 20 States (out of 36 states and FCT)
- ❖ Analyzed with SPSS and Excel



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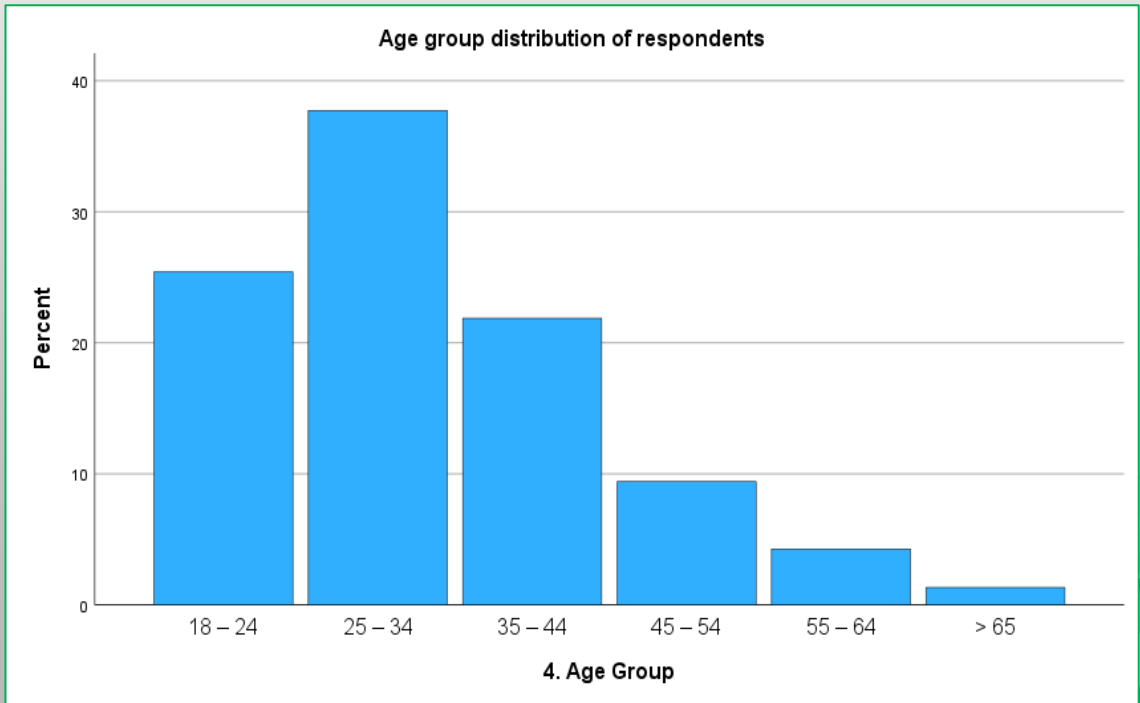
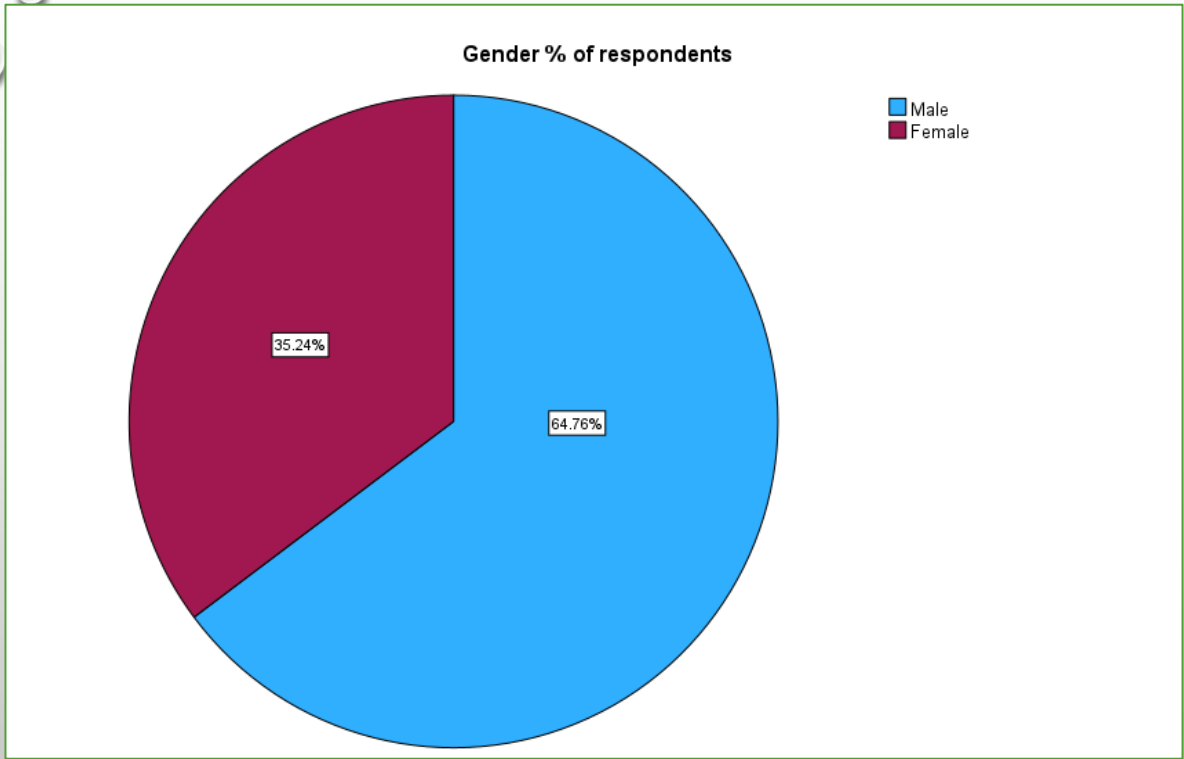
Results



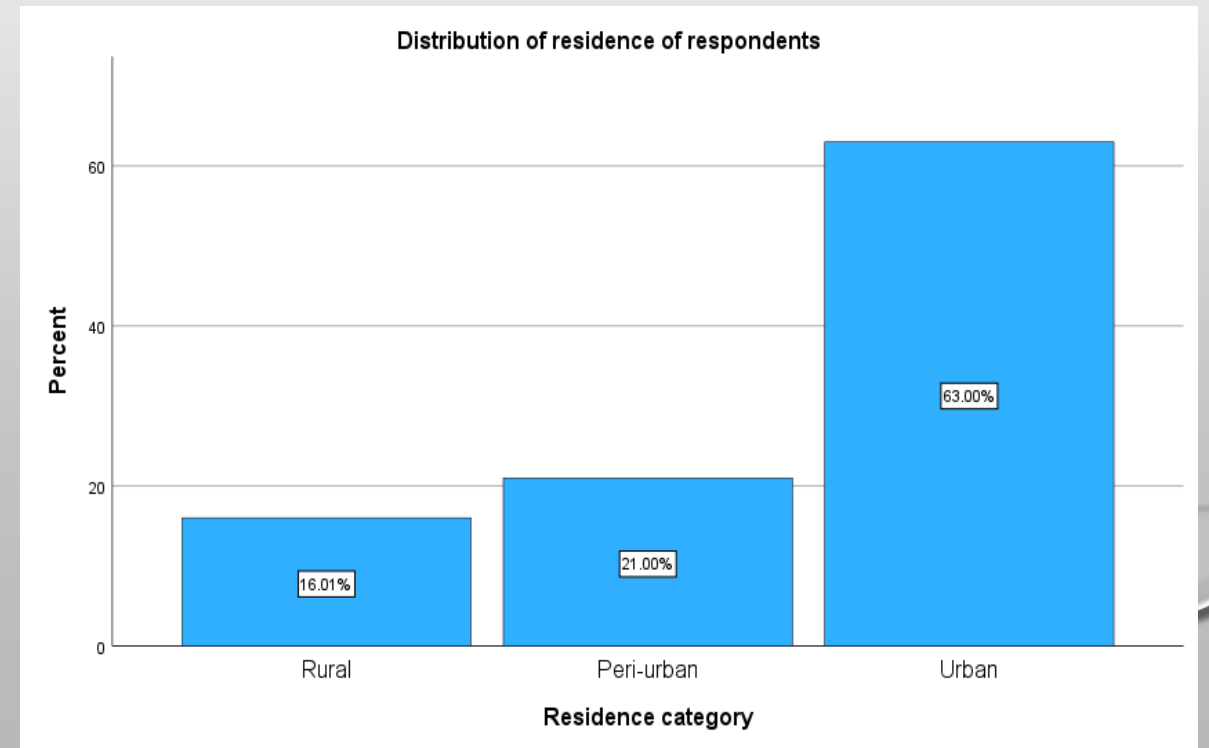
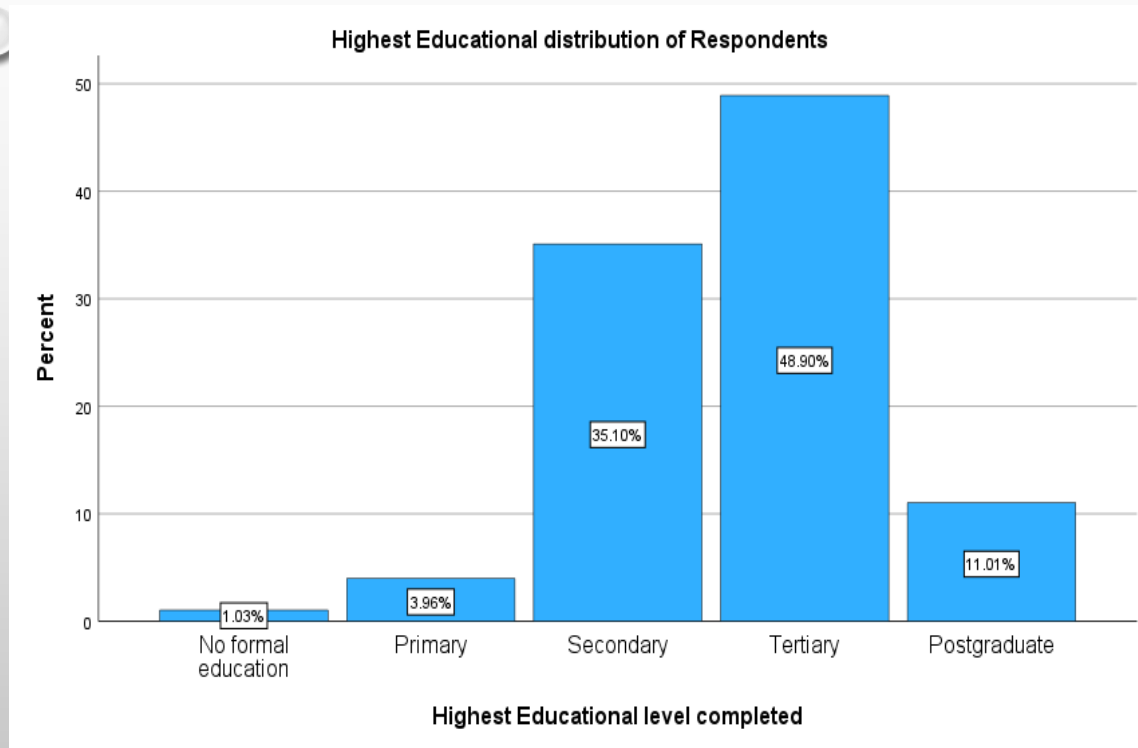
RESULTS – CHICKEN CONSUMERS DEMOGRAPHY

Demography distribution and Statistics	
Number of states	20
Mean	34.1
Std. Error of Mean	2.1
Median	31
Mode	31
Std. Deviation	9.2
Variance	83.6
Range	40
Minimum	20
Maximum	60
Sum	681

RESULTS – CHICKEN CONSUMERS DEMOGRAPHY



RESULTS – CHICKEN CONSUMERS DEMOGRAPHY



RESULTS – CHOICE OF CHICKEN PRODUCTS CONSUMED

85%

- Eat chicken meat

87%

- Eat eggs

34%

- Eat chicken offals eg (lungs, gizzard, liver, legs etc)

25%

- Eat chicken sausages

RESULTS – SOURCE & COSTS OF CHICKEN PRODUCTS CONSUMED

45%

- Neighborhood shop

55%

- Local markets

14%

- Supermarkets

15%

- Directly from chicken farms

Monthly consumption	Ave consumed	Average costs
Chicken meat	10kg	\$41
Chicken eggs	63 (about 2 crates)	\$10

RESULTS – CONSUMER KNOWLEDGE AND PERCEPTION OF HEN WELFARE

78%

- Have never heard of hen welfare

Fair/Good Understand

- *“care by feeding properly”, “ability to live well and give them good production”, “ensuring hen has health, hygiene and sanitary conditions”, “safety”, “concern for animals”, “good management”, “good handling and treatment”, “habitation and spacing of birds”, “how chickens are caged”, “humane management of hens that are kept for eggs”, “looking after growth and development of hens”, “providing medication”, and “when chicken are playful”.*

Inadequate knowledge

- *feeding hen with corn and groundnuts”, “ensuring hens are healthy for consumption”, “training of hens and fowls”, and “how hard or soft the hen’s meat is.”*

RESULTS – HOUSING SYSTEMS AND WELFARE

53%

- Indicated that **battery cage system** is good for hen welfare

47%

- Indicated that **free-range system** is good for hen welfare

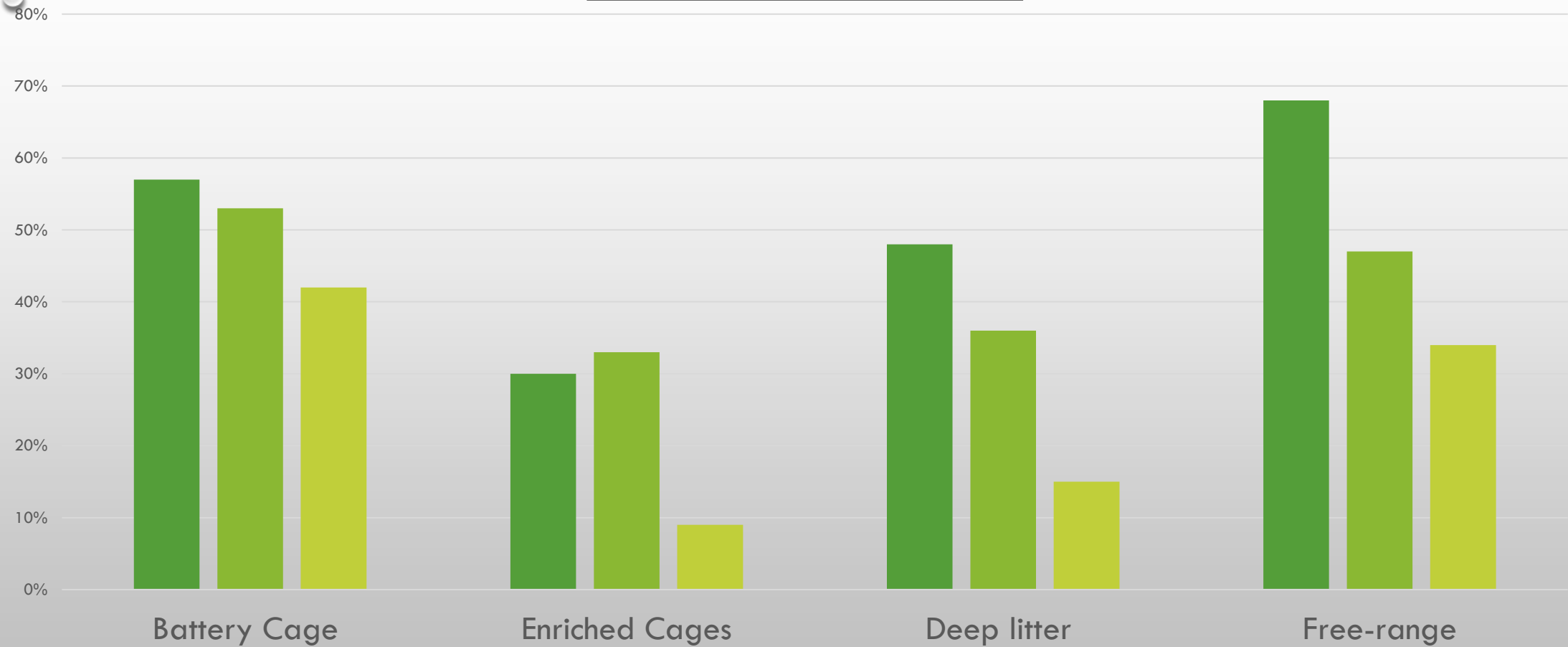
36%

- Indicated that **deep litter system** is good for hen welfare

33%

- Indicated that **enriched cage system** is good for hen welfare

RESULTS – KNOWLEDGE AND CONSUMER CHOICE OF HOUSING SYSTEMS



- Consumer knowledge of housing system
- Consumer belief that housing has good welfare system
- Preference of housing for purchasing chicken products

RESULTS – KNOWLEDGE AND CONSUMER CHOICE OF HOUSING SYSTEMS

Reasons given for preference of purchasing chicken products from **BATTERY CAGES** include:

“Birds are not in contact with the litter thus are cleaner and tend to gain weight faster”,

“Better management leading to bigger eggs”,

“Hosts a large number of birds with less manpower”,

“The eggs are usually bigger than the free range”,

“Guide them against theft”

“Because it is neat and easy to control”,

“Because it will help contain the largest number of chickens and it gives safe environment”,

“Healthy productivity”,

“It better improves their welfare because they don't get to eat their droppings”,

“It gives them the opportunity to feed well”,

“The only way I know how they keep hens”,

“It's the most common”,

“It's not a preference, it's what is used generally”,

“Low risk of infections”,

“Prevents pecking of eggs which leads to farmers loss, ease of cleaning poultry, ease of profit from sales of wastes”,

“It will make the eggs not to break”.

RESULTS – KNOWLEDGE AND CONSUMER CHOICE OF HOUSING SYSTEMS

Reasons given for preference of purchasing chicken products from DEEP LITTER include:

“Low production costs”,

“Better security and management”,

“More space for ventilation”,

“Protection on their foot, Because the litter protects their foot”,

“Because it is easy to manage”,

“Reduced disease transmission”,

“Because it is easy to construct”,

“Larger number and low risk of disease transmission”,

“This is the ones i normally see around”, “

“This one will give the birds allowance for get air”,
“Because fowl raise in this condition have space to exercise themselves and their bones will be very strong”

“It is good for consumption”,

”Because the hens will receive adequate care from their owners or farmers”,

“To avoid getting a sick hen”,

“Produces Large size of hen”,

“They move freely in the deep litter unlike cages where they just stay one place like a prison”,

“They get better care with that housing system”,

“It's easier to manage and control”.

RESULTS – KNOWLEDGE AND CONSUMER CHOICE OF HOUSING SYSTEMS

Reasons given for preference of purchasing chicken products from **FREE-RANGE** include:

“More space for movement and ventilation”,

“Hens eat a wide variety of feed”,

“Easy to manage and low cost of production”,

“I don't like it when animals are caged”,

“I am familiar with this system”,

“The hens are free to move”,

“Because the hen needs space to grow well”,

“That is the one I know”,

“Because it is good for the hen to be free”,

“Because it is spacious for the hen”,

“Because they don't like heat”,

“To see the birds being raised in natural environment”,

“I have more trust in that housing system than others”,

“It doesn't need too much care and monitoring”,

“Gives the chicken the opportunity to move without being monitored”,

“Bigger eggs come from free range”,

“Although they can pick germs and Infections, the germs and Infections are killed during cooking”,

“Because it will make the hens to attain maximum sizes in considerably better health”,

“Because the environment is very conducive”,

“It's the most common where I stay”,

“It will make their bones strong”,

“Access to other protein source like insects and other sources”,

“Freedom to express normal behaviour”,

“That is what I saw my grand father using”.

RESULTS – HOUSING SYSTEMS AND WELFARE

92%

- Believe that farmers should integrate welfare practices in their chicken production systems

87%

- Believe that purchase of chicken products should only be made from farms that implement chicken welfare practices

89%

- Indicate that they would not purchase meat, egg or any product from a chicken that was bred in poor welfare conditions

RESULTS – HOUSING SYSTEMS AND WELFARE

85%

- Disagreed that Nigeria should have a legislation against the use of battery cages.

72%

- Indicated that they would still purchase poultry products from a chicken that was produced in a battery cage system

RESULTS – FISH STAKEHOLDERS; WELFARE PRACTICES

Reasons for choosing to purchase from Battery Cage systems

- Their reasons for choosing to purchase from battery cage system include perceptions that the birds will be neater and healthier compared to other systems. Others indicated that they do not care and are indifferent to whichever housing systems was used to breed the chicken as long as its good for consumption and affordable

Results Inference



POOR KNOWLEDGE OR AWARENESS

- The low level of awareness and knowledge of Nigerians on chicken (and animal) welfare despite education, urban residence etc
- Inadequate knowledge or complete indifference on the welfare impacts of chicken housing systems – especially battery cages. For example, more people indicated their preference for battery cages, and in fact believed that they had the best welfare systems. They actually associated battery cages with good welfare.

SOCIOECONOMIC STATUS AND PURCHASING POWER

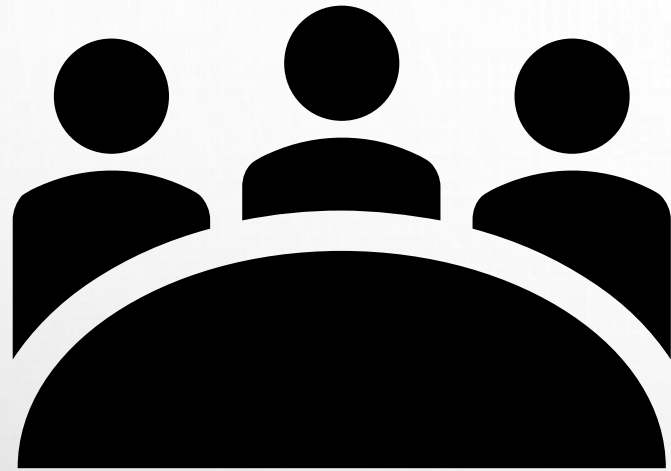
- This survey also demonstrates that socioeconomic status influence consumer interest and commitments (or lack of therein) in chicken welfare
- Nigerians seem particularly concerned about the cost of chicken products than the welfare of the chicken. May be associated with poverty levels eg Nigeria's ranks very low at 61 out of 68 countries in national gross income per capita at \$2,080 (which is estimated at \$173 monthly) (worlddata.info). More than half of all survey respondents earn total monthly incomes below \$109, even though most reside in urban areas that usually have more competing expenses.
- The low purchasing power of consumers is likely responsible for why respondents indicated that they didn't care how and where the birds are kept or housed as long as the chicken products were affordable for them.

Recommendations and next steps



RECOMMENDATIONS AND NEXT STEPS

- Sensitize and educate the public about good welfare practices and for them to know about welfare practices, the negative impact of battery cages on chicken welfare and other welfare-enhancing cage-free options.
- Advocacy and discourse with consumers to purchase chicken meat, eggs and other products from only farms that have welfare-enhancing cage-free housing systems for chickens.
- Support and guide government stakeholders in the development and implementation of welfare policies discouraging the use of battery cages and purchasing products from such systems
- Due to the high local demand in protein, support and encourage local innovations and development in alternative proteins to reduce pressure on factory farming of chicken and other animals



QUESTIONS & DISCUSSION

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