Poultry farming means ‘raising various types of domestic birds commercially for the purpose of meat, eggs and feather production’. The most common and widely raised poultry birds are chicken. About 5k million chickens are being raised every year as a source of food (both meat and eggs of chicken). The chickens which are raised for eggs are called layer chicken, and the chickens which are raised for their meat production are called broiler chickens. The UK and USA consume more meat and eggs of chicken than other countries of the world. On an average the UK alone consumes more than 29 million chicken eggs everyday. However, in a word commercial poultry farming is very necessary to meet up the demand of animal nutrition (eggs and meat). Commercial poultry farming is also very profitable. And commercial poultry farming business is one of the traditional business ventures. Here we are describing more about the advantages of poultry farming business and the steps for running this business.

**Benefits of Poultry Farming**  
Poultry farming business has numerous benefits. As a result many farmers prefer to invest in this business. People generally establish poultry farm for the purpose of producing eggs, meat and generating high revenue from these products. Billions of chickens are being raised throughout the world as a good source of food from their eggs and meat. However, here I am shortly describing the main benefits of poultry farming.

* The main benefit of poultry farming is, it doesn’t require high capital for starting. You need just basic capital to start raising poultry. And most of the poultry birds are not costly enough to start raising.
* Poultry farming doesn’t require a big space unless you are going to start commercially. You can easily raise some birds on your own backyard with one or numerous coops or cages. So, if you are interested in poultry farming, then you can easily do it on your own backyard with several birds.
* Commercial poultry farming business also ensure high return of investment within a very short period. Some poultry birds like broiler chickens take shorter duration of time to mature and generating profit.
* Poultry farm structures do not require high maintenance. You can minimize diseases and illness in poultry by following proper hygiene and care. Diseases are less in some poultry birds like quails, turkeys etc.
* In most cases, you don’t need any license. Because almost all types of poultry birds are domestic. Although, if you need license from the relevant authority it is also easy for poultry.
* Poultry provides fresh and nutritious food and has a huge global demand. Global consumers of poultry products prefer them due to their nutrients and freshness. Poultry products are not much expensive and most of the people can afford those.
* Marketing poultry products is very easy. There is an established market for poultry products in almost all places of the world. So, you don’t have to think about marketing your products. You can easily sell the products in your nearest local market.