

A mobility study among Chennai-based traders to understand the spatial data of procurement and delivery of broiler chickens from farm to market



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Introduction

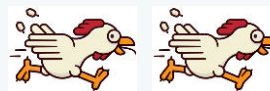
- Chennai is a major hub for chicken sales. A few dozen large established traders dominate its broiler wholesale distribution.
- Following on from the understanding about Chennai's wholesale traders through ethnographic research (WP4), we aimed to gain a deeper understanding of the locations and fluctuations of geographical areas from which Chennai wholesalers source broiler chickens.

Objectives

- To understand the trading movement of broiler chickens by tracking wholesale traders procuring from farms for supply into Chennai.
- To understand patterns and variations in geographical areas that wholesale traders source broilers from, and what may influence or determine these.

Hypothesis

- **There is a difference in broiler sourcing patterns among the selected traders in terms of personal business operation, price fluctuation and availability.**
- **A trader's choices of broiler sourcing locations is determined by affordability and accessibility, which depends on distance and costs.**



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Methods and results

• Methods

- Three traders were selected for the mobility study, two transporters were recruited from each trader.
- The "Poultry Hub" tracking application was used by the traders to log their procurement trips.
- Semi-structured interviews about broiler procurement were conducted with relevant actors.
- Observations were conducted on three procurement trips joined by a researcher.
- Daily farm gate prices for relevant areas were collated for the duration of the study.

• Study period

- The study was conducted from 31.07.2023 to 12.11.2023 for 15 weeks to include different seasons and to capture potential variations over time.

• Results

- Over the course of the study, 424 forms were received which was a total of 105 procurement trips (Trader 1 – 55 trips; Trader 2- 27; Trader 3- 23)

Mobility study - details of trips



15 weeks of study period from 31st July - 12th Nov 2023

◆ Trader 1 ■ Trader 2 ▲ Trader 3

Final meeting
and conference
New Delhi, India
7 - 9 February 2024

