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)

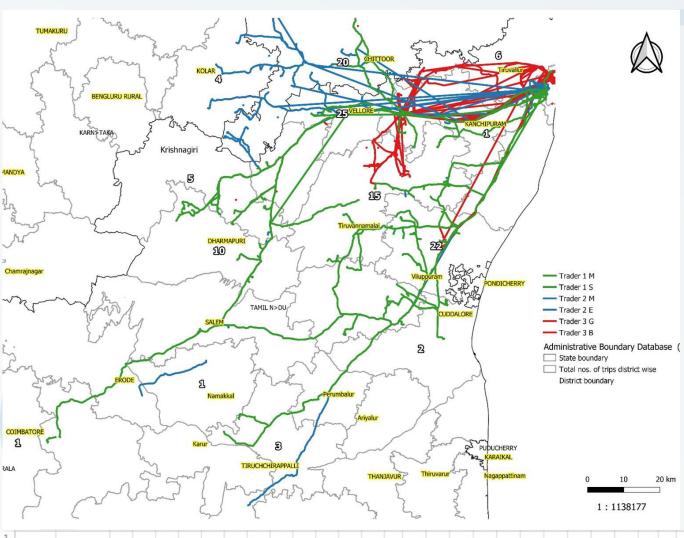
Mobility study - details of trips



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









Discussion

- This study's results show all three traders' procurement locations were different from each other.
- Each trader has different preferred sourcing locations that are both convenient and cost-effective for them.
- Traders work with specific integrators and regional branches of these integrators.

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