



SUPPLY CHAIN EFFICIENCY IN THE BROILER CHICKEN FARMING BUSINESS: AN EXPLORATORY STUDY ON CHALLENGES AND OPPORTUNITIES

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ABSTRACT

This study explored what makes broiler chicken supply chain efficient in selected municipalities in Aklan. It examined farmers' experiences from procurement to distribution, the determinants of efficiency, and the challenges and opportunities within the system. Using an exploratory qualitative design, data were gathered through face-to-face interviews and direct observations to capture the realities of daily operations. Efficiency arises from practical strategies such as managing multiple suppliers, monitoring flock health, optimizing feed, and personally coordinating deliveries. Marketing and distribution are closely linked to production, while cooperative networks offer guidance, logistical support, and a buffer against disruptions. Structural hurdles like limited hatcheries, feed dependency, and fragmented markets challenge farmers, yet the supply chain remains resilient through adaptive management, relational trust, and experience-based decision-making. Insights highlight local feed production, technical training, cooperative purchasing, and market coordination as key approaches to strengthen operations and enhance resilience.

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Keywords: *broiler chicken, supply chain efficiency, poultry production, cooperative networks, forecasting*

INTRODUCTION

In today's fast-paced and interconnected world, how products move from producers to consumers can make or break livelihoods. Every step—sourcing materials, managing production, and delivering to buyers—shapes costs, quality, and profitability. Small delays, misaligned schedules, or unexpected disruptions can ripple across entire systems, creating uncertainty and financial risk. For businesses of all sizes, efficiency is no longer just a competitive advantage; it is essential for survival. Coordinated networks, commonly called supply chains, allow organizations to align resources, collaborate toward shared goals, and remain adaptable in the face of change, balancing cooperation and independence to navigate complex and unpredictable environments.

Broiler production in Aklan provides a clear example of these dynamics on a local scale. While the process may appear simple—raising chicks, providing feed and medicines, and selling to buyers—each cycle involves a series of interconnected decisions that affect costs, survival rates, and overall returns. Choices regarding suppliers, input quality, delivery timing, and market access determine whether a cycle generates profit or financial strain. Small-scale raisers operate with narrow margins and limited financial buffers, making them vulnerable to fluctuations in input prices, chick quality, delivery schedules, and market prices. Efficiency in

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this context extends beyond what happens inside the poultry house, reflecting how sourcing, production, and distribution connect and function together.

Despite the prevalence of 45-day broiler farmers in Aklan, limited research has examined how they experience and manage these interconnected processes. Most studies focused on productivity indicators or resilience in broader agricultural settings, leaving local supply chain realities underexplored. A closer look at how farmers secure inputs, manage risks, coordinate with buyers, and sustain repeated production cycles provides insight into what supports efficiency and what constrains it. This study explored these lived experiences within the framework of supply chain efficiency, aiming to present a grounded understanding of how the broiler chicken farming businesses operates in Aklan and where meaningful improvements may emerge.

Research Purpose Statement

The purpose of this study was to explore how broiler chicken farmers experience supply chain efficiency. This aimed to answer the following research questions:

1. What are the experiences of the broiler chicken farmers from procurement to distribution?
2. What makes a supply chain efficient in the broiler chicken farming business?
3. What are the challenges and opportunities related to supply chain efficiency in the broiler chicken farming business?
4. Based on the findings of the study, what supply chain strategies can be proposed?

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Significance of the Study

The findings of this study would benefit the following:

Broiler Chicken Farmer. Broiler chicken farmers could gain a structured understanding of how sourcing, production, and marketing decisions interact within a supply chain system. The study could clarify how operational alignment could influence efficiency, profitability, and stability across production cycles. This perspective would strengthen managerial discipline and could support more strategic coordination with suppliers and buyers.

Department of Agriculture. The Department of Agriculture could use as the reference in understanding the current conditions of the broiler supply chain in Aklan. The findings may help identify issues such as coordination gaps, cost pressures, and operational constraints, which can support more focused policies, programs, and extension services, and improved institutional interventions within the poultry industry.

Agriculturists. Agriculturists could benefit from the study by gaining insights into the actual practices and challenges of backyard broiler raisers. The results may serve as a guide in providing more appropriate technical assistance, monitoring, and advisory support to improve farm performance and sustainability.

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Local Consumers. Local consumers could experience the broader effects of improved supply chain efficiency. Stronger coordination across procurement, production, and distribution contributes to more stable pricing, consistent product quality, and reliable availability of chicken in the market. These outcomes could support food accessibility and community welfare.

Future Researchers. Future researchers could use this study as a reference for examining supply chain efficiency in smallholder poultry systems. It may serve as a basis for further studies on agricultural supply chains, rural production systems, and operational efficiency in similar contexts.

MATERIALS AND METHODS

This study employed an exploratory qualitative research design to explore the supply chain management practices of 45-day broiler farmers in selected municipalities of Aklan, focusing on procurement, production, marketing, and distribution. Data were collected through structured interviews guided by a researcher-designed questionnaire, allowing participants to share detailed information and describe their operational experiences. This approach ensured that the findings reflected the real-life practices and challenges affecting supply chain efficiency among smallholder broiler raisers.

Participants were identified through snowball sampling, where initial contacts introduced other individuals who shared firsthand experience in backyard broiler production

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(Crouse & Lowe 2018). This method allowed the researcher to enter local poultry networks naturally, creating trust and openness during interviews. It ensured that the participants brought direct, practical knowledge of broiler production, marketing, and distribution, offering insights grounded in everyday realities.

Seven (7) 45-day broiler farmers generously shared their experiences, each actively managing at least fifty broilers, maintaining regular production cycles, and holding a minimum of two years' experience. The study focused on selected municipalities of Aklan—Banga, Kalibo, Malay, New Washington, and Makato—each offering a distinct production conditions, market access, and logistical realities.

The study utilized a researcher-designed interview guide to gather data from backyard 45-day broiler farmers in selected municipalities of Aklan. The instrument was structured to correspond with the study's objectives and research questions, ensuring the collection of relevant and comprehensive information. It was organized into three main sections. The first section focused on supply chain practices. The second section explored the challenges faced by broiler farmers. The third section examined potential opportunities for improvement. Data were collected through open-ended, face-to-face interviews.

The data-gathering process was conducted to ensure the accuracy and completeness of the study's findings. The researcher first sought permission from the College Dean of the Aklan Catholic College – Faculty of Business and Management. Before conducting the interviews, participants received an informed consent form outlining the study's objectives, scope, and the voluntary nature of their involvement. All responses were treated with strict confidentiality

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and used exclusively for research purposes. Interviews were conducted personally by the researcher, who provided guidance and clarification as necessary.

Data Analysis Procedures

The researcher employed reflexive thematic analysis (Braun & Clarke, 2022) to analyze the qualitative data, following an iterative and reflective six-phase process. Braun and Clarke (2012, 2013, 2014, 2020) proposed a six-phase process for thematic analysis, which helps researchers identify key aspects of the data. While the phases are presented sequentially, the process is iterative and recursive, allowing the researcher to revisit earlier stages as new insights emerge and interpretations evolve.

The six phases of analysis were applied as follows. Phase 1, familiarization with data, involved transcribing interview recordings and translating the raw transcripts into the working language for analysis. The transcripts and recordings were then repeatedly reviewed. Phases 2 and 3 involved generating initial codes and grouping related codes into broader patterns representing key aspects of supply chain practices. Phases 4 and 5 focused on reviewing, refining, and defining themes and subthemes. Throughout Phases 1, 4, and 5, ChatGPT was utilized to assist in translating transcripts and refining the emergent themes for clarity and consistency while preserving their intended meaning. Phase 6, producing the report and conceptual insights, synthesized the themes into a coherent narrative, illustrating how smallholder broiler raisers in Aklan manage supply chain operations, address challenges, and implement adaptive strategies.

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Ethical principles were strictly observed throughout the conduct of this study to protect the rights, dignity, and welfare of participants. Informed consent was obtained from all participants prior to data collection. Participants were given the opportunity to ask questions and clarify concerns, making certain that their participation was voluntary, informed, and free from coercion. Confidentiality was maintained at all stages. Data were securely stored and used exclusively for research purposes, with access limited to the researcher. Participants retained the right to withdraw at any time without penalty, and the collection and reporting of data were conducted with honesty, transparency, and integrity, avoiding any form of misrepresentation or bias. These measures reinforced the ethical foundation of the research and ensured participants' trust and safety throughout the study.

RESULTS

This study focuses on the experiences of broiler chicken farmers from procurement to distribution, exploring how they manage sourcing, production, marketing, and delivery. The study also analyzes the factors that contribute to an efficient supply chain in the local chicken industry. Furthermore, it identifies the challenges and opportunities faced by poultry growers that affect supply chain performance.

I. Experiences of Broiler Chicken Farmers from Procurement to Distribution

A. Procurement is maintaining multiple supplier connections, observing quality and adjusting based on reliability

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Procurement involved securing essential production inputs such as chicks and feeds while ensuring their quality and availability. Participants described relying on practical experience and learning from other growers to manage procurement activities effectively.

"I have no background in animal raising. (Participant 1)

"Before that, I was not familiar with business or farming. I started by attending seminars online and in-person." (Participant 4)

Participants also emphasized the importance of maintaining multiple supplier connections and evaluating suppliers based on reliability and product quality.

"I directly sourced from different companies because relying on only one source was not feasible; multiple suppliers were necessary." (Participant 3)

"We used to buy chicks from Laguinbanwa. However, as time went on, we noticed that the quality was no longer as good as before. Someone then recommended that we source our chicks from Sir Russell instead. We observed that his chicks were of better quality—they grow faster and are generally healthier. Since then, we have been consistently buying from him." (Participant 6)

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“During peak months, large farms pull chicks quickly, so we need to schedule our orders ahead of time.” (Participant 2)

Participants emphasized that procurement decisions were influenced by supplier reliability, chick quality, and supply availability, particularly during periods of high demand.

B. Production is a hands-on and adaptive process in coordinating labor and closely monitoring of chicken growth, health, and feed consumption

Production involved daily farm management activities aimed at maintaining flock health, preventing disease, and ensuring continuous output. Participants described implementing sanitation measures, environmental controls, and production scheduling practices to support efficient broiler growth.

“We clean the area regularly. We always do a full wash-out, and after every batch is harvested, we clean everything thoroughly again. We have a septic tank so there is no foul odor and no flies. The brooding area is enclosed, and the light should never go off.” (Participant 1)

“First is cleanliness, because chicken manure can cause deaths due to ammonia buildup. In every run, I make sure that the manure is collected and cleaned daily. Proper ventilation is

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necessary so air and heat can circulate. If it is too enclosed, it can become a breeding place for bacteria that may cause diseases in chickens.” (Participant 4)

“During brooding, we use rice husks instead of lights. We heat the husks in containers, which helps us save on expenses. We have a plucker machine and a butcher on-site. Any chickens that are of poor quality are immediately rejected.” (Participant 2)

“In our production, we stagger the chickens in our coops with a two-week gap. This way, our production is continuous and we always have stock. During the holiday season, we raise additional chickens so that we can meet the higher demand.” (Participant 5)

Participants emphasized that maintaining sanitation, regulating environmental conditions, managing feed and housing resources, and scheduling production cycles were essential practices for sustaining flock health and ensuring continuous production.

C. Distribution is Interconnected with Marketing and Careful Handling of Products to Maintain Freshness, Quality, and Competitive Pricing

Marketing involved converting production output into income and managing relationships with buyers. Participants described selling to local markets, adjusting prices based on competition, and prioritizing product freshness.

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"Most of our sales are in Makato and Tangalan, but we also supply some small stores and retailers who resell the products immediately." (Participant 1)

"In the market, the price of dressed chicken ranges from 200–220 pesos... I set my price at 190 pesos to attract customers and stay competitive." (Participant 4)

"We sell dressed chickens, and we personally clean them before selling... buyers prefer them fresh, straight from slaughter, without ice." (Participant 5)

"We do not really have problems with the market because 45-day-old chickens are relatively easy to sell. We already have target buyers in mind." (Participant 6)

"For marketing, I now have my own meat shop where I sell our chickens, and I also supply restaurants in Kalibo and Nalook." (Participant 7)

Participants indicated that marketing strategies included competitive pricing, direct selling, established buyer networks, and maintaining product freshness.

Distribution involved transporting chickens and ensuring proper handling to maintain quality until delivery.

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"We rent a vehicle, usually a tricycle, for deliveries." (Participant 1)

"We deliver our chickens ourselves using a chickvan with fans for ventilation." (Participant 2)

"Our truck is customized for transporting chickens... regular maintenance is crucial because any delay can result in death." (Participant 3)

"Once slaughtered, the chicken should not be left for several hours... it should be washed, packaged, and stored immediately." (Participant 4)

"If the destination is nearby, I use a bicycle; if it is farther, we use a motorcycle." (Participant 6)

Participants described the use of rented transport, customized vehicles, and manual delivery methods depending on distance and available resources.

II. Determinants of Supply Chain Efficiency

A. Careful Scheduling and Strong Supplier Network in the Procurement Component

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Procurement involved securing essential inputs such as chicks, feeds, and other farm resources. Participants described relying on multiple suppliers, personal networks, and careful scheduling to ensure continuous production and avoid supply disruptions.

"I directly sourced from different companies because relying on only one source was not feasible; multiple suppliers were necessary." (Participant 3)

"We used to buy our chicks from Laguinbanwa... Someone then recommended that we source our chicks from Sir Russell instead." (Participant 6)

"When it comes to inputs, whether chicks, feeds, or vitamins I don't stick to just one source... I learned where to get high-quality, sustainable breeds." (Participant 7)

"Feeds account for the largest portion of my expenses, around 80–90%. Feed prices keep increasing and we can't do much about it." (Participant 4)

"Feeds make up the biggest expense. The chickens rely heavily on feeds for growth." (Participant 6)

"During peak months, large farms pull chicks quickly, so we need to schedule our orders ahead of time." (Participant 2)

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"No matter how experienced you are in the business, if your forecast is wrong, you cannot predict the situation... You need a backup plan to protect your chickens." (Participant 3)

Participants consistently described procurement as dependent on supplier diversification, input quality selection, financial constraints from feed costs, and anticipatory scheduling during peak demand periods.

B. Active Supervision, Daily Monitoring, and Effective Labor Management in the Production Component

Production efficiency involved hands-on management, monitoring of flock health, and control of housing and environmental conditions. Participants described routine farm practices such as chick sorting, sanitation, feeding management, and production scheduling to maintain flock growth and reduce losses.

"At the hatchery, we have staff checking the chicks... We achieve a second level of sorting to ensure Class A quality reaches our customers. (Participant 3)

"Every batch of chicks is different... some chicks are more resilient... quality varies." (Participant 7)

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"Some chicks arrive already weak, and you cannot fully ensure their quality." (Participant 4)

"Before the chicks arrive, we make sure the brooding area is fully prepared... cleaned, sanitized, and properly lighted." (Participant 6)

"Chicken manure can cause deaths due to ammonia buildup... Proper ventilation is necessary." (Participant 4)

"We stagger the chickens in our coops with a two-week gap... This way, our production is continuous." (Participant 5)

"During the first two hours after arrival, we do not feed the chicks yet... After two hours, we give them vitamins and a small number of feeds." (Participant 6)

"Harvesting requires careful planning because it directly affects expenses." (Participant 7)

Participants consistently described production as a process involving monitoring of chick quality, sanitation practices, environmental control, feeding routines, and staggered production scheduling.

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C. Market-Focused Planning, Proactive Customer Management, and Quality Control During Handling, Packaging, and Transport in the Distribution Component

Distribution involved ensuring that chickens reach buyers in a timely manner through planned delivery, customer coordination, and quality control during handling and transport. Participants described managing sales, preparing deliveries, and maintaining product quality through direct supervision.

"Most of our sales are in Makato and Tangalan... If they cannot finish their supply, they inform me to deliver on another day... I then look for other buyers so that none of our dressed chickens and effort go to waste." (Participant 1)

"I always make forecasts... Once submitted, it is my responsibility to ensure the load is delivered and sold." (Participant 3)

"We personally clean dressed chickens before selling... Deliveries are done within a few hours while the chickens are still fresh." (Participant 5)

"My spouse and I personally handle quality control. We make sure the chickens are thoroughly cleaned and properly washed." (Participant 6)

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Participants described distribution practices involving buyer coordination, forecasting, direct delivery, and hands-on quality control.

Participants also described operational concerns related to pricing, production performance, and transport conditions.

"Feeds account for the largest portion of my expenses... When chick prices increase, live weight prices also increase." (Participant 4)

"Production depends on the growth performance of the chicks... There were times when the chicks did not grow properly... However, when the batch is of good quality, we can already dispose of them as early as 25 days. (Participant 6)

"Weather conditions are unpredictable... Transport and handling affect chick survival." (Participant 7)

These statements indicate that distribution is influenced by pricing considerations, production outcomes, and transport conditions affecting product handling and delivery.

III. Challenges and Opportunities Related to Supply Chain Efficiency in the Broiler Chicken Farming Business in Aklan

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A. Challenges

1. Maintaining Consistent and Reliable Inputs

Procurement challenges were associated with chick quality, supplier reliability, geographic limitations, and feed costs. Participants described disruptions caused by supply delays, inconsistent quality, and high input expenses.

"We buy our chicks from Sir Russell because the quality is good. Feeds take up about 60–70% since consumption is high." (Participant 1)

"During peak months, large farms pull chicks quickly, which sometimes causes minor shortages. We manage this by scheduling loads carefully." (Participant 2)

"Multiple suppliers are necessary; delays from Manila shipments sometimes occur." (Participant 3)

"One of the challenges is with the chicks, since there is no hatchery here in Aklan and most of them come from Iloilo." (Participant 4)

"We used to buy our chicks from Laguinbanwa. As time went on, quality was no longer as good, so we switched to Sir Russell." (Participant 6)

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"Some chicks are more resilient to cold, and some are more expensive depending on the source." (Participant 7)

"Feeds are by far the most expensive input, accounting for almost 70–80% of total expenses." (Participant 5)

Participants consistently identified issues related to input availability, variability in chick quality, supplier inconsistency, geographic supply limitations, and high feed costs.

2. Maintaining Flock Health, Sanitation, and Operational Routines

Production challenges were associated with flock health, sanitation practices, and routine farm management. Participants described daily monitoring, environmental control, feeding routines, and batch scheduling.

"Before the chicks arrive, we make sure the brooding area is fully prepared... cleaned, sanitized, and properly lighted." (Participant 6)

"Cleanliness, because chicken manure can cause deaths due to ammonia buildup... Proper ventilation is necessary so air and heat can circulate." (Participant 4)

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"For the first two hours after arrival, we do not feed the chicks yet. After two hours, we give them vitamins and a small number of feeds." (Participant 6)

"We stagger the chickens in our coops with a two-week gap... This way, our production is continuous." (Participant 5)

"Planning your harvest schedule, feeding program, and managing mortality are critical." (Participant 7)

"At the hatchery, we have staff checking the chicks... We perform a second sorting level to ensure Class A quality reaches our customers." (Participant 3)

"Every batch of chicks is different... some chicks are more resilient... quality varies." (Participant 7)

3. Market Access and Distribution Constraints

Distribution challenges involved delivery logistics, buyer coordination, and maintaining product quality during transport.

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"We deliver our chickens directly to the store... We cover transportation costs ourselves."

(Participant 5)

"If the destination is nearby, I use a bicycle; if it is farther, I use a motorcycle." (Participant 6)

"Most of our sales are in Makato and Tangalan... When orders are large, I hire helpers to assist with the workload." (Participant 1)

"Currently, our main challenge is with buyers, as they may refuse to deal with us if there are problems with supply." (Participant 2)

"Our current load is around 300 heads... I prefer to raise chickens when there are upcoming events so they can be disposed of easily." (Participant 6)

"We already have target buyers in mind before raising a batch... We sell directly to buyers and online if needed." (Participant 6)

"I now have my own meat shop where I sell our chickens, and I also supply to restaurants." (Participant 7)

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B. Opportunities

1. Enhancing Input Reliability and Managing Feed Costs

Opportunities in procurement were associated with supplier diversification, network connections, cooperative purchasing, and cost management strategies.

"Some of my acquaintances and former classmates... connected me to their companies, making it easier to establish these connections." (Participant 3)

"We used to buy our chicks from Laguinbanwa... we noticed that the quality was no longer as good... we consistently buy from Sir Russell." (Participant 6)

"There should be a government program... specifically addressing feed production... every municipality should have its own feed production facility." (Participant 4)

"During peak months, large farms and integrators pull the chicks quickly... we manage by scheduling loads carefully." (Participant 2)

"For inputs, we have a direct supplier in Iloilo... For feeds, we rely on B-Meg, which allows us to purchase on credit... Before using B-Meg, we used to produce our own feeds, but it was costly and inefficient." (Participant 5)

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2. Enhanced Management Practices, Biosecurity, and Structured Training

Opportunities in production were linked to improved management practices, biosecurity, training, and structured farm routines.

"Every batch of chicks is different... and the quality varies." (Participant 7)

"Before the chicks arrive, we make sure that the brooding area is fully prepared... cleaned, sanitized, and properly lighted." (Participant 6)

"Growers must be taught proper care and provided with seminars and training..." (Participant 2)

"We stagger batches and align harvesting with market demand." (Participant 5)

"At the hatchery, staff perform checks, and we do a second sorting to ensure only high-quality chicks are raised." (Participant 3)

3. Market Coordination, Direct Marketing, and Flexible Distribution Systems

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Opportunities in distribution were associated with direct selling, buyer coordination, flexible transport, and cooperative arrangements.

"If the destination is nearby, I use a bicycle; if it is farther, we use a motorcycle." (Participant 6)

"We personally handle deliveries... No complaints in three years." (Participant 5)

"I now have my own meat shop... I also supply to restaurants in Kalibo and Nalook." (Participant 7)

"Through the Association, we can space our purchases 5–7 days apart... avoiding conflicts." (Participant 1)

"Our production depends on demand... we raise chickens especially for fiestas and special occasions." (Participant 6)

Determinants of Supply Chain Efficiency in the Broiler Chicken Farming Business in Aklan

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Efficiency in the chicken supply chain depends on reliable suppliers and diversified sourcing to ensure steady chick availability and quality. Feed costs are a major driver of expenses, making careful feed management essential. Proper logistics and transport handling help reduce losses and maintain product quality. Good sanitation and proper brooding conditions are critical for chick survival and performance. Accurate demand forecasting and well-coordinated delivery systems ensure stable supply, minimize waste, and keep customers satisfied.

DISCUSSION AND CONCLUSION

This study examined the supply chain efficiency of broiler chicken farmers in Aklan, focusing on procurement, production, and distribution practices, as well as the challenges and opportunities in their operations. The findings show that the supply chain operates through practical, experience-based decision-making rather than formal systems, with farmers continuously adjusting based on input availability, production conditions, and market demand.

In the first finding, procurement efficiency is influenced by the availability and reliability of inputs such as chicks and feeds. Farmers experienced variations in chick quality, rising feed costs, and inconsistent supplier performance. To address these, they relied on multiple suppliers, personal connections, and flexible purchasing schedules. These practices helped maintain continuity of operations despite supply uncertainties. This is supported by Kot (2018), who noted that small-scale producers depend on diversified sourcing and informal networks

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to sustain stability. Yadav et al. (2022) emphasized that relational networks are essential in ensuring input access in fragmented agricultural systems.

In the second finding of this study, production efficiency depends on close monitoring of flock health, sanitation practices, feeding routines, and environmental control. Farmers adjusted practices based on chick condition, mortality risks, and farm environment. Because variability in chick quality and survival rates is common, they relied heavily on observation and experience. This supports Brevik et al. (2020), who highlighted that experiential learning and hands-on management are essential in smallholder livestock systems. Gafi and Javadian (2018) also stressed that biosecurity practices and routine monitoring are critical in reducing losses and improving production performance.

In the third finding of this study, distribution efficiency is influenced by direct selling practices, simple transport systems, and established buyer relationships. Farmers ensured product freshness through timely delivery, proper handling, and coordination with buyers. Delivery methods were adjusted depending on distance and order size, often using available local transport. This aligns with Seuring and Müller (2008), who explained that short supply chains and direct buyer relationships are common in small-scale agricultural systems due to limited logistics infrastructure and the need to maintain product quality.

In the fourth finding of this study showed that the supply chain stages of procurement, production, and distribution are closely interconnected. Disruptions in one stage affect the others, requiring immediate adjustments to maintain operations. Farmers relied on experience-based decisions and continuous monitoring to manage these interconnections.

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McKinsey (2025) noted that smallholder agricultural systems depend on adaptive practices to remain functional under uncertain conditions, which reflects the situation of broiler farmers in Aklan.

Lastly, the study found that despite structural limitations, the supply chain remains functional because farmers actively manage risks at each stage. Efficiency is maintained through flexibility, experience, and coordination with suppliers and buyers, although it also depends heavily on informal arrangements and individual effort. This indicates that sustainability relies on the farmers' ability to continuously adjust to changing conditions in inputs, production, and market demand.

The study concludes that the broiler chicken supply chain in Aklan operates through adaptive and experience-based practices rather than formal systems. Efficiency is maintained through continuous adjustments in procurement, production, and distribution in response to changing conditions. Thus, efficiency is not driven by structured systems alone but by the farmers' capacity to make practical decisions, manage risks, and coordinate with supply chain actors.

RECOMMENDATIONS

Based on the findings of the study, valuable insights were generated regarding the supply chain management practices of broiler chicken farmers and the challenges affecting their operational efficiency, productivity, and market responsiveness. Given these findings study, the study recommends that the broiler chicken farmers adopt the supply chain

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strategies proposed by the researcher to improve efficiency, reduce risks, and enhance market responsiveness. Strengthen sourcing, skills, and production planning while engaging in cooperative marketing to boost bargaining power and buyer trust. The study further recommends that the Office of the Agriculturist provide sustained support to farmers through extension services, workshops, and mentorship, while promoting risk management practices such as monitoring, contingency planning, and community-level biosecurity. Facilitate market coordination and assist farmers' associations in logistics, input negotiation, and advocacy to strengthen capacity and resilience. Lastly, this study recommended that the Future Researchers explore alternative sourcing models, local hatcheries, and cooperative feed systems to make smallholder operations more reliable, cost-stable, and accessible. Study how technical guidance, capacity-building programs, and risk management practices affect flock health, productivity, and farmers' decision-making under uncertainty.

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