

Planning and Organizing the Activities Essential Functions of Poultry Farm Management

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Abstract

The purpose of planning activity is to set targets that must be accomplished, modalities of achievement and allocation of financial resources, human and material resources necessary to accomplish the objectives that must be achieved. When planning is well done it creates a solid platform for the next managerial efforts regarding the organization – allocation and adjustment of the resources in order to achieve the tasks - leading - guiding human resources efforts in order to ensure high levels regarding tasks fulfillment and finally the control - monitoring the fulfillment of the farm tasks and undertaking corrective actions.

Keywords: farm, planning, organization, management

1. Introduction

According to the way in which the needs of birds are realized toward the welfare conditions and by the measure in which they correspond in terms of economic efficiency, modern technologies of breeding and exploitation of birds can be grouped into the following systems: extensive, semi-intensive, or super-intensive [1-3], to which can be add organic exploitation systems and alternative ones.

If, a few years ago, were practiced only the first three systems of breeding and exploitation of the birds [4] in our days to those are added also others considered to be more gentle in terms of maintenance and better in terms of quality of production in the current conditions of the market economy and needs of consumers of poultry products.

For the establishment of an poultry holding for production of egg for consumption or broiler meat, it is necessary to do a feasibility study witch

to address the way in witch is procured the capital for investment, the possibility of supply with grain and protein as well as a market study on the requirements of the consumers for a certain type of product and its selling price compared to other similar products already on the market. The types of poultry housing depending on specialization of production meat or eggs for consumption must assure:

- microclimate conditions specific to the activity of breeding and exploitation of birds;
- low cost and durability, possibilities of changing production profile [5-7] according on market requirements and preferences for a particular product of the consumers;
- the bird's welfare by providing conditions close to the natural environment in witch has evolved the poultry species.

For a farm of any type to have a powerful economic activity must be considered several aspects such as: the functions of the holding; the principles of operation of the holding and the type of management applied in the holding based on the requests of the market and consumer preferences of poultry products. [8-10]

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Activity of the farm includes short periods of time, or planning of the activities for longer periods of time depending on the objectives pursued. Planning of the activities of the farms at the beginning of each year of production materializes through a management program which refer to the quantity of goods which are intended to be obtained and the budget of income and expenses necessary for the achievement of the objectives (both of those on short-term and of those on long term) [11,12].

2. Materials and methods

In order to achieve this scientific paper I have made studies at a poultry farm from the Satu Mare County regarding the planning arrangements and organization of the production in order to develop measures witch to improve the work from the farm and witch implemented to act as models for any unit that has as field of activity growth and exploitation of birds.

3. Results and discussion

In order to plan the annual activities from the farm must be follow several steps largely corresponding to the five functions of management of a poultry farm.

The purpose of planning activity is setting of the goals that must be fulfilled, methods for developing and allocation of financial resources,

human and material necessary to achieve the objectives proposed to be achieved throughout the full production cycle. Setting challenging targets increases the risk that they may not be achieved, the failure can have serious implications on the farm, from here the necessity to taken into consideration the calculation of risks for farm activities. Assuming an excessive risk can be remedied by analyzing the risk and avoidance of indifference in realizing the production tasks. The objectives provided serve as a benchmark to be achieve at certain times, but also as a base for comparison of results obtained in a certain time and clarify the gaps between what it is desired and what has been achieved in a certain period of the production cycle.

Considering the planned productions and by the consumption of resources it can determine the level of income, costs and economic and financial results expected to be realized in the poultry farm during a production cycle or period of analysis.

Elaboration of the production plan and of the budget of incomes and costs is an activity in witch is intertwined technical knowledge and economic and legislative provisions.

Long-term planning is focused on developing a strategy that relates to strategic goals, the directions of achievement, the necessary resources and deadlines of fulfillment of the proposed objectives. In elaborating a strategy must take into account certain objective conditions in order to prevent the risks that may jeopardize the activity from the farm as is noted in Figure 1.

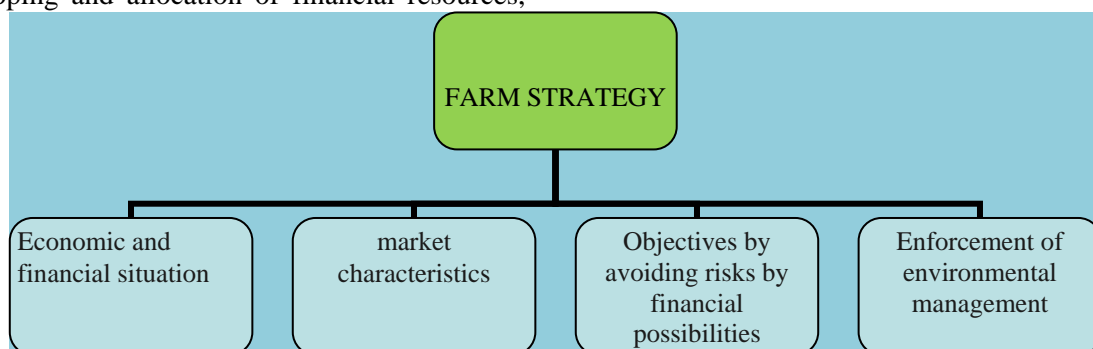


Figure 1. Elaboration of a strategy of the poultry farm in objective conditions avoiding the risks

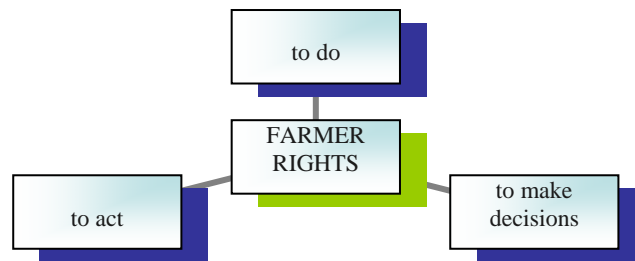


Figure 2. The rights of a farmer with command authority

The strategic objectives addresses to some long-term problems, involving period of 5 years or longer, the period being variable and depending on the nature of the activity of poultry farm. When the environment from the farm is dynamic one, meaning when is changing rapidly, the long-term planning can focus on periods of less than five years and when the environment is relatively stable the long-term planning may include longer periods of time (between 10:20 years). We can conclude that planning of the activities of poultry farm can play a vital role in innovation activity through mission, objectives and components plans. When **planning** is well executed, it creates a solid platform for the next managerial efforts regarding:

- **the organization** - the allocation and adjustment of resources in order to achieve critical tasks;
- **the Leading** (training and motivation) – guiding the efforts of human resources in order to ensure high levels on fulfillment of the tasks;
- **the control** - monitoring the proper fulfillment of the farm task and undertaking necessary corrective actions.

Planning is important in establishing the directions of action depending on where we want to go, how is best to reach to the target, organization creates the structures, leading generates and animates the efforts and control ensure favorable results of the business.

Planning represents clearly an essential factor for the success of management process, the planning tools and techniques including: forecasts, using scenarios, benchmarking, participatory planning and using of professional planners.

Organizing is the process of creating of the structure for farm, through which the farmer becomes capable or acquires the ability to work efficiently and to effectively participate in achieving its objectives. Command authority is the

authority that makes the link between the farmer and subordinates and also, or further through the latter from behind to other subordinates. Command authority is the one that provides that the farmer being supported by the institutionalized power to command immediate, direct with subordinates toward the finalities and objectives desired. A farmer with command authority has the right to make and take decisions and act on certain issues without consulting others in the limits established by the organization, laws or even traditions (figure 2).

Command activities are those concerned themselves directly to the creation, financing and distribution of farm goods under conditions of high economic efficiency.

Organization as part of the management process of the poultry farm includes: organization of the supply with production factors and their storage, organization of the technological processes of poultry growth and producing products meat and eggs; organization of work; organization of the delivery activity of products; organization of financial and bookkeeping activity of the farm.

4. Conclusions

In order to achieve and allocate of financial resources, human and material an important role has planning well done witch creates a solid platform for achievement of the objectives established by the farmer. Based on productions planned and on the consumption of resources we can establish the level of income, costs and economic and financial results during a production cycle.

As production plans to be implemented in the farm, someone must actually execute them, to fulfill tasks and actions necessary for the

achievement of the objectives. Establishing goals and support them through policies, strategies, procedures and rules effectively determines the achievement or implementation of them.

An important role in the management process of the poultry farm returns to organization which refers to the supply with production factors, technological processes of poultry growth, the workforce, the management of the marketing and financial management.

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