

Niche Poultry Markets Assessment

Matching: Match the term with its definition/description.

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| 1. Cooperative | A. Choosing only one mate for a lifetime |
| 2. Vertical integration | B. Number of eggs laid |
| 3. Further processed | C. Wild duck domesticated for production in the U.S. |
| 4. Squab | D. The majority breed of the commercial duck industry in the U.S. |
| 5. Monogamous | E. Business model where all aspects of production are part of one supplier |
| 6. Clutch | F. Male duck |
| 7. Brown Leghorn pullet | G. Business model where members pool their resources and work together to process and market their products |
| 8. Muscovy | H. First brown chickens raised for meat in the U.S. |
| 9. Pekin | I. After typical processing, additional steps are taken for preparing the product for additional markets |
| 10. Drake | J. Baby pigeons |

T or F

1. ____ In the Live Bird Market, there are relatively few suppliers and many markets.
2. ____ Consumers at Live Bird Markets, prefer live birds because of health issues, cultural and ceremonial reasons, and freshness.
3. ____ The market for duck is nearly as high as for broilers.
4. ____ Some duck companies are fully integrated.
5. ____ The major purchasers for duck products are mom-and-pop markets.
6. ____ Squab Producers of California is an agricultural cooperative and is the largest squab processing plant outside of Asia.
7. ____ The prime market for Upland Game Bird Growers is hunt clubs.
8. ____ Brown Leghorns were the first brown chicken raised for meat in the U.S. in the early 1980's.
9. ____ It is illegal to process live birds in the home.
10. ____ Live Bird processing typically leaves the carcass whole with head and feet attached.

11. ____ When processed at a USDA plant, no labels are required on the packaging.
12. ____ If a market offers both live and processed products, the store must be divided in tow by a panel to separate the live from the processed cold storage.
13. ____ While a male duck is called a drake, a female duck is called a duckling.
14. ____ The three major breeds of ducks for consumption are the Aylesbury, the Muscovy, and the Mallard.
15. ____ The Peking duck can reach market weight in half the time of a Muscovy.
16. ____ The majority of duck producers are located in Indiana.
17. ____ The majority of duck producers are located in California.
18. ____ Male and female lines of ducks are chosen based upon the ability to lay an optimal amount of eggs.
19. ____ Ducklings have very similar heat and housing requirements to commercial poultry.
20. ____ Pigeon pairs mate for life.
21. ____ Pigeons are tattooed on their legs for identification.
22. ____ Squab are ready for processing at about 26-28 days of age.
23. ____ Most squab is sold to metropolitan areas.