



MODEL POULTRY VILLAGE: Pioneering Antibiotic-Free Farming village in Barishal

Farmers seek better profits, and consumers want antibiotic-free broilers. With [FAO-ECTAD](#) support, a village transformation using 12 biosecurity indicators began through a model poultry farm. Inspired by a model farmer, [FDIL Barishal](#) launched the Model Poultry Village initiative.

Project Aim:

1. To enhance farmers' profitability using their existing resources.
2. To produce antibiotic-free broiler meat or ensure proper withdrawal periods when antibiotics are used.
3. To establish a direct marketing channel from farm to consumer.

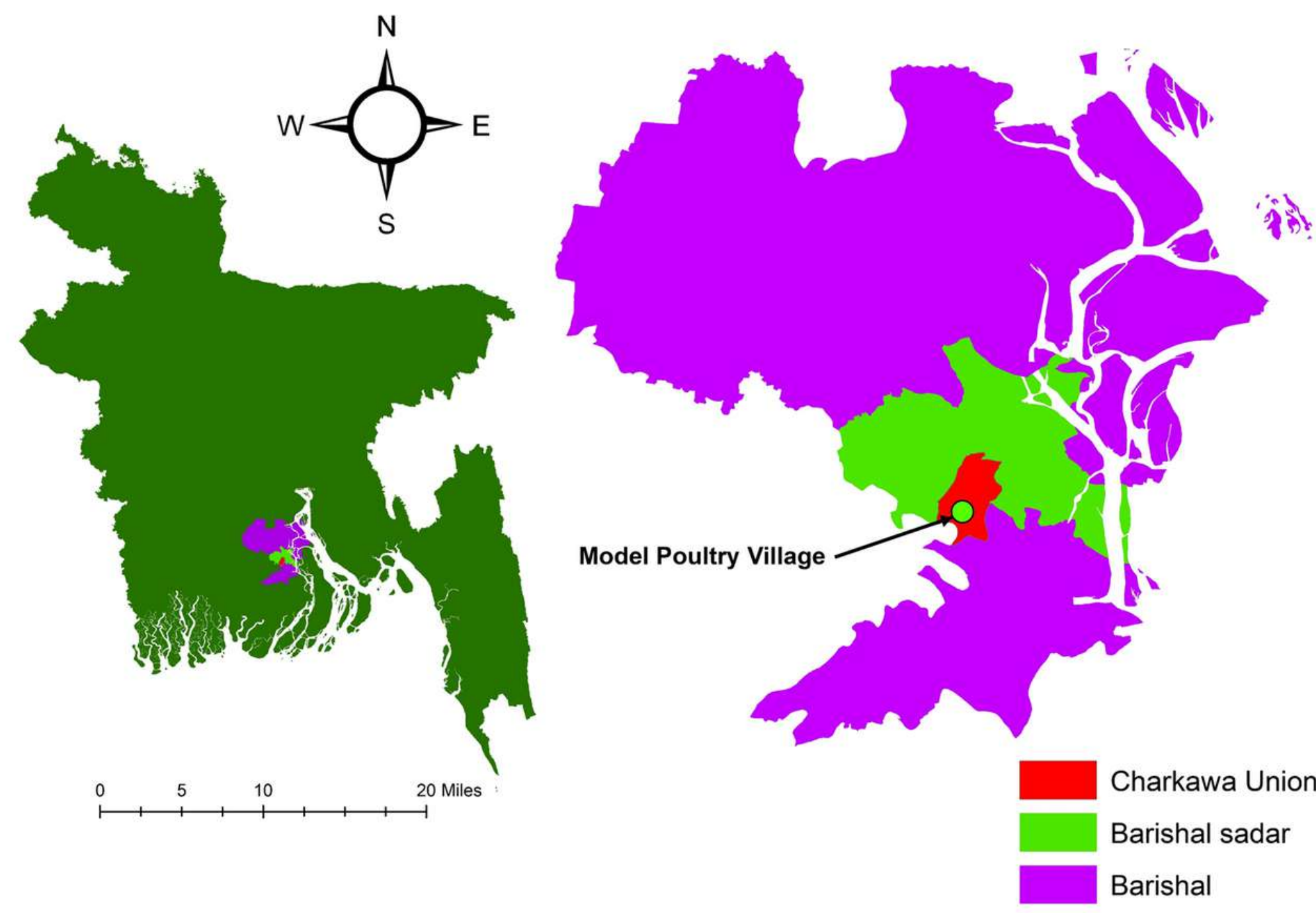


Fig 1. Location of the Model Poultry Village in Charkawa Union, Barishal Sadar, Barishal.

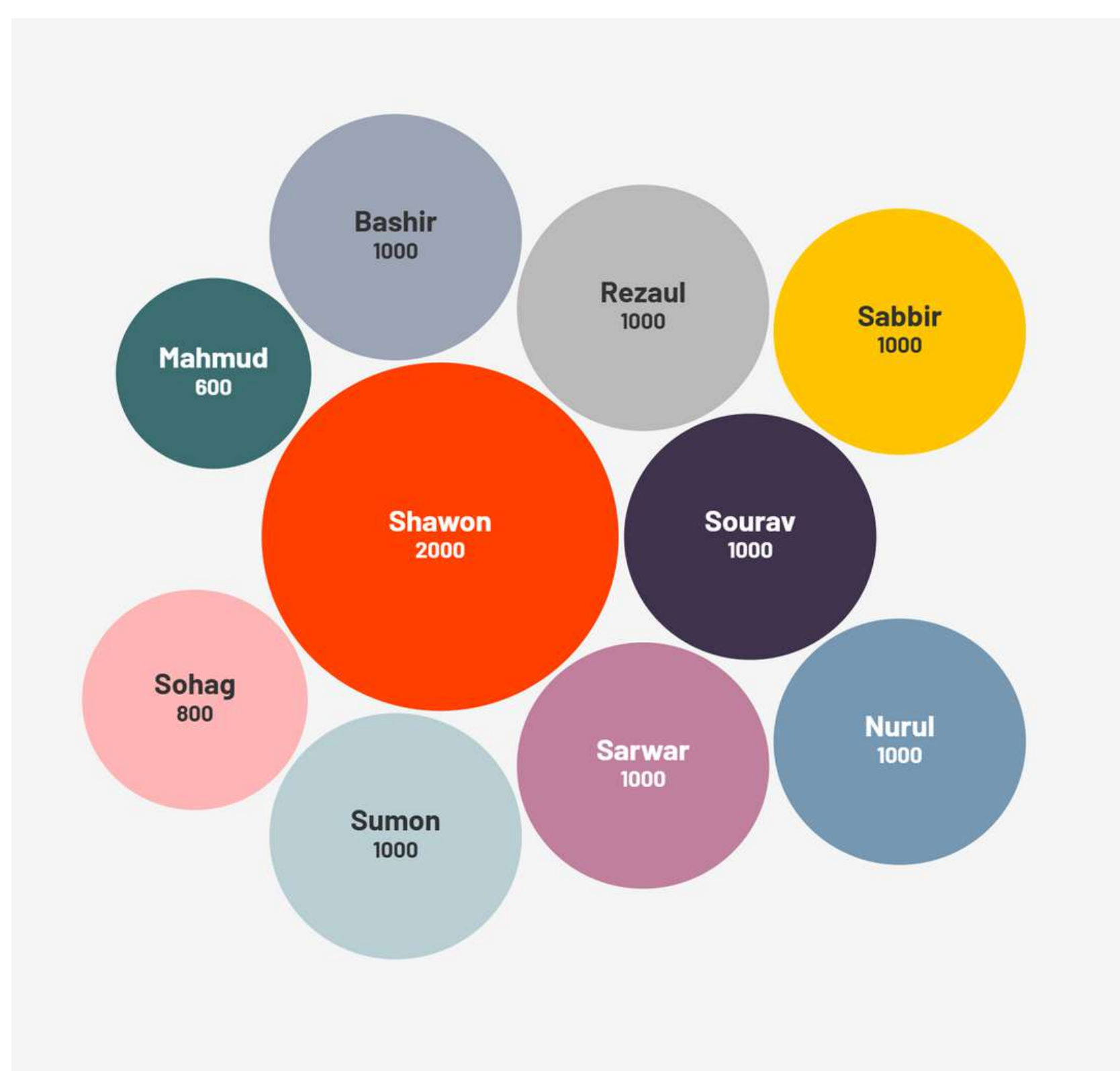


Fig 2. Project involved 10 farmers with different flock sizes who were trained in biosecurity practices.

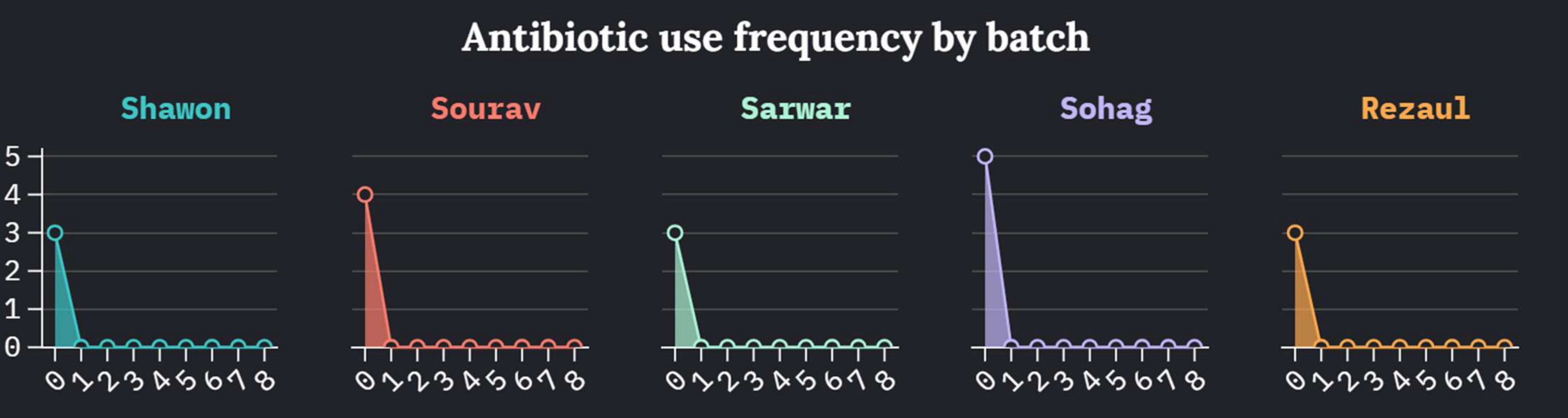


Fig 3. Among the 10 farmers, 5 completed varying numbers of antibiotic-free broiler batches following biosecurity training.

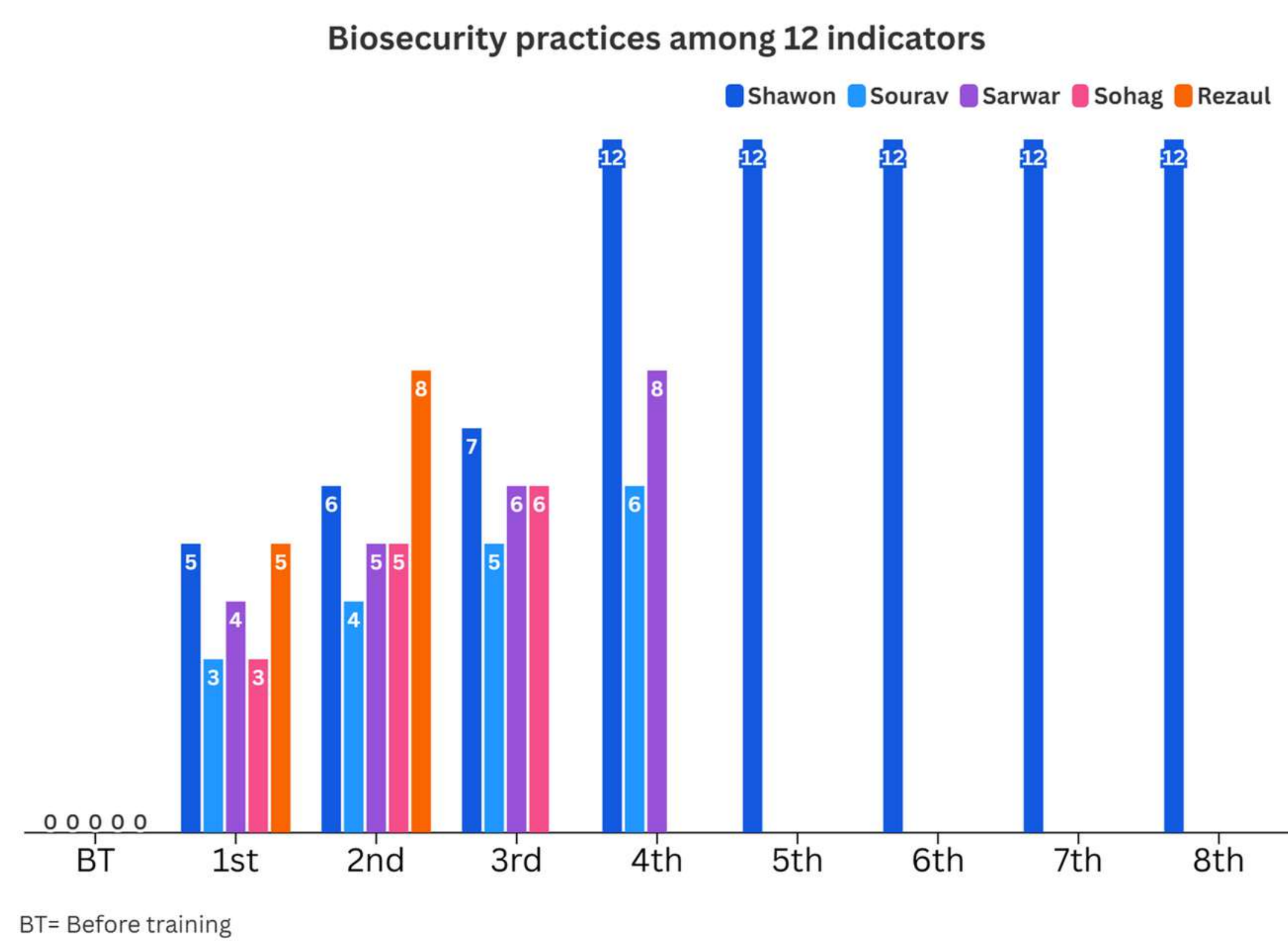


Fig 4. Among the 5 farmers adopting biosecurity practices, only one (Shawon) implemented all 12 biosecurity indicators, while the others initiated antibiotic-free farming and completed varying numbers of batches.

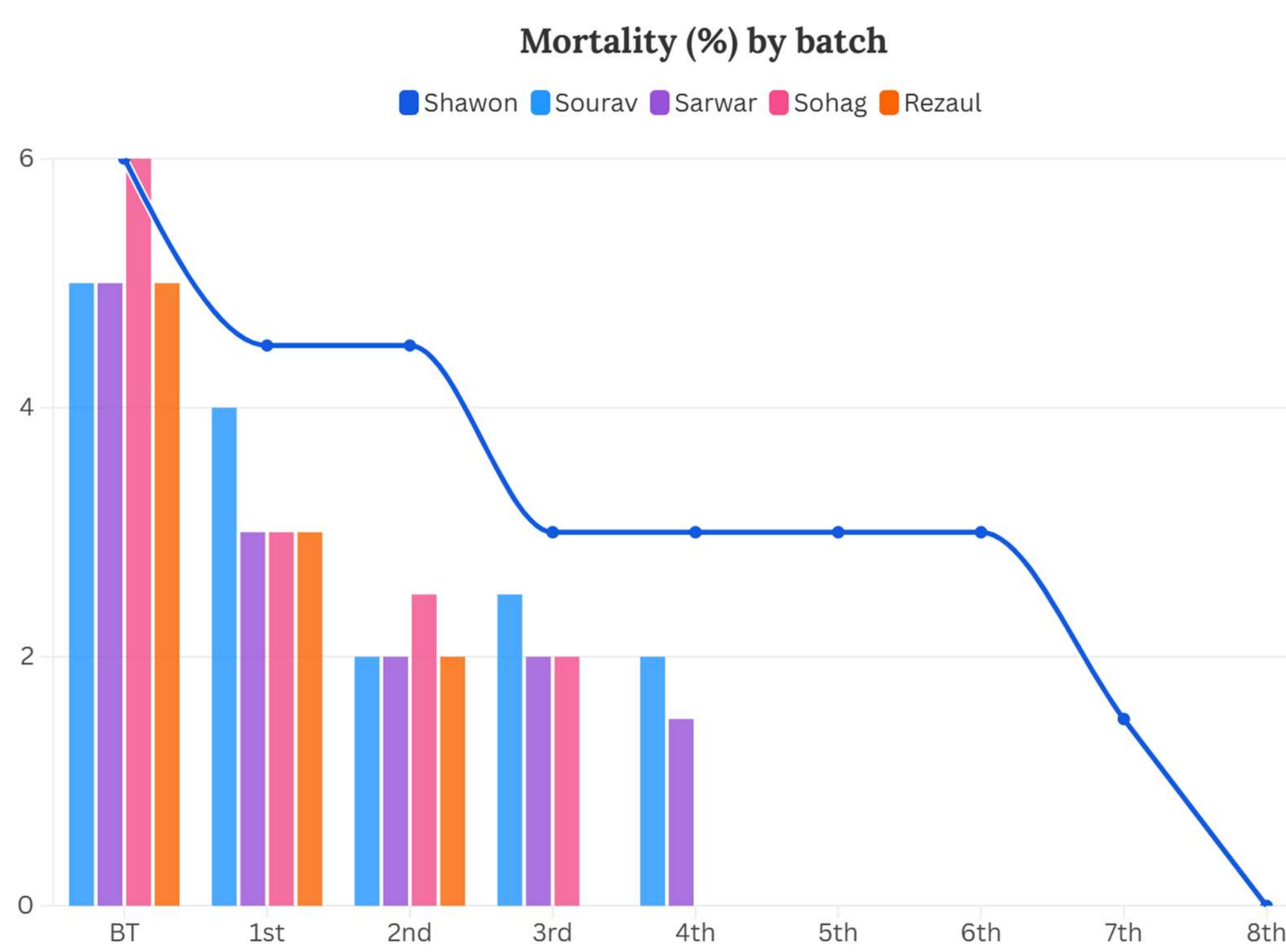


Fig 5. Due to improved biosecurity measures, each farm has gradually achieved a reduction in mortality rates with every successive batch. The fundamental principle behind this progress is the strict prevention of pathogen entry into the poultry houses.

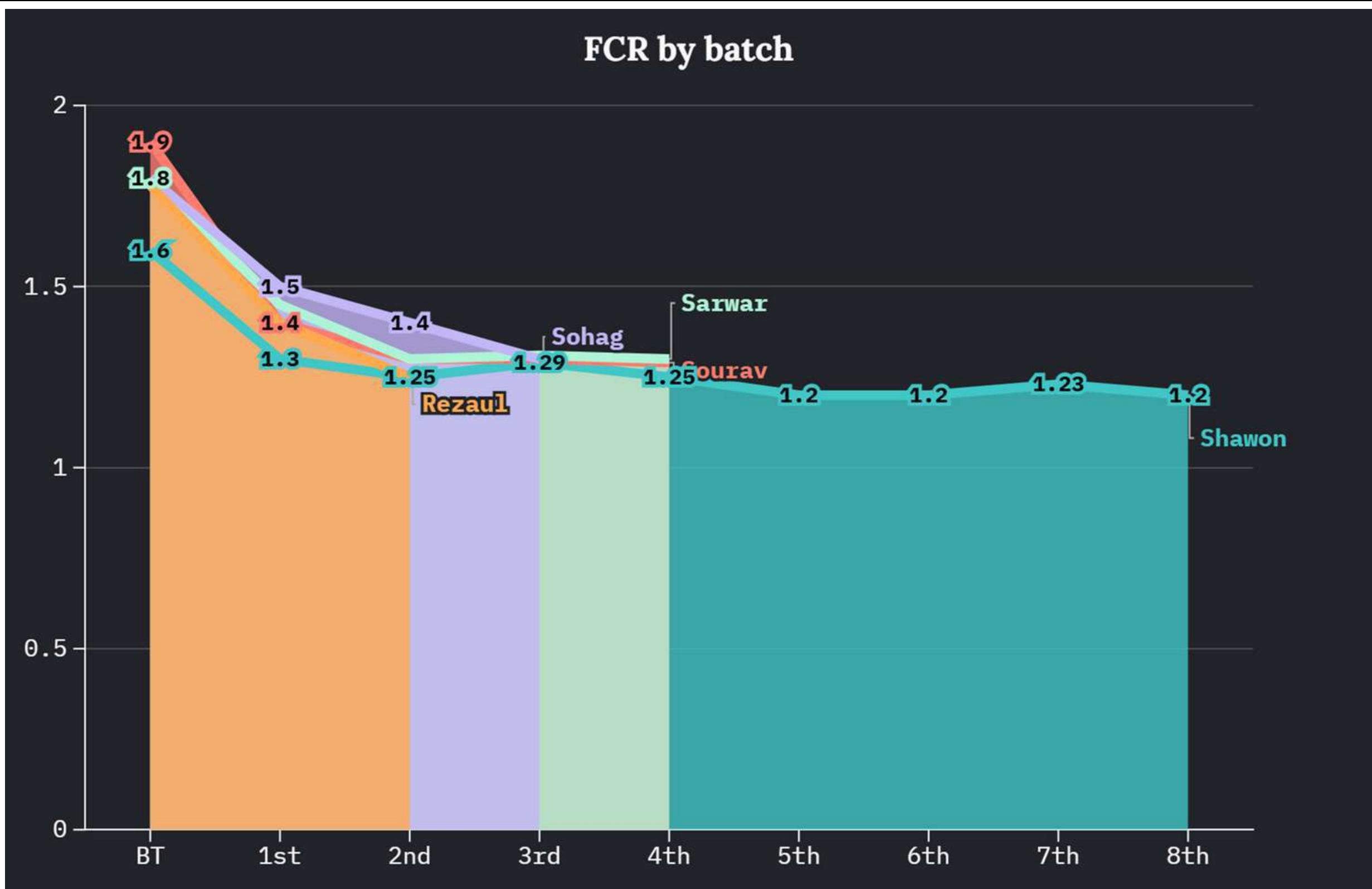


Fig 6. To prevent pathogen entry and maintain antibiotic-free conditions, the chickens remained healthy and stress-free. Healthy chickens lead to better production. The graph shows a gradual decrease in Feed Conversion Ratio (FCR) with each batch.

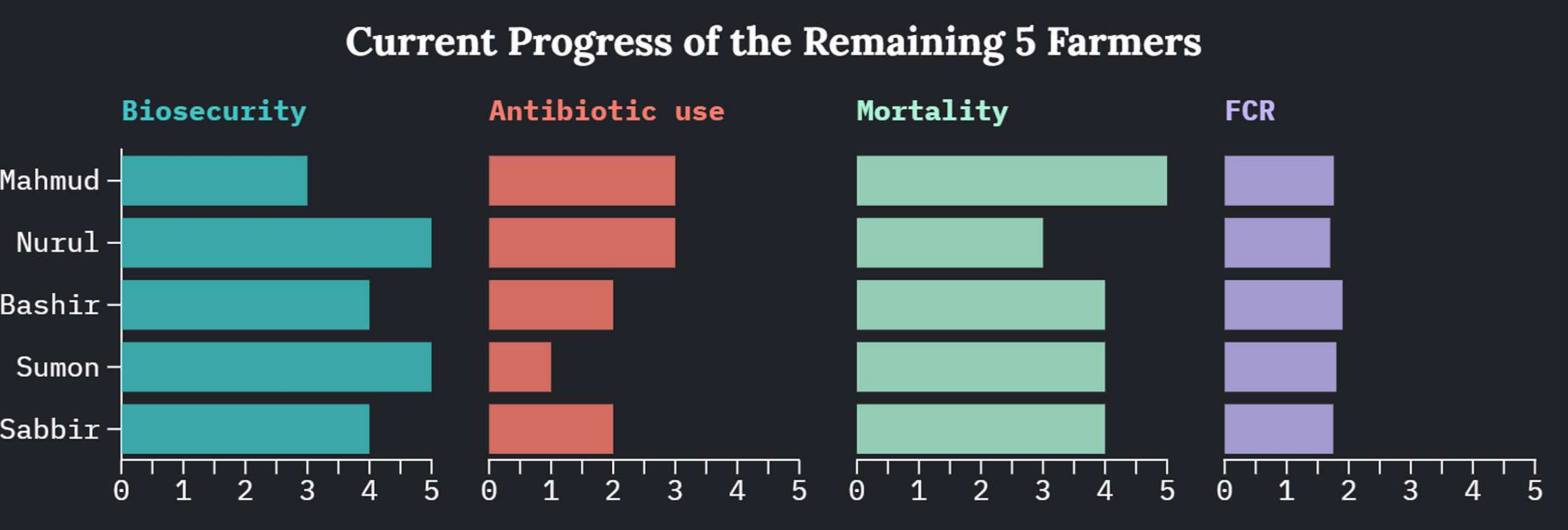


Fig 7. The other five farmers are gradually adopting biosecurity measures and working to reduce antibiotic use.



Fig 8. Good news: Farmers of the Model Poultry Village have launched a direct-to-consumer brand, "MPV Meat." They plan to expand this concept across Bangladesh and similar settings, organizing training programs to support other farmers.

Strength:

1. Strong community leadership supports sustainability.
2. The village's shift toward reduced antibiotic use may inspire other farmers.

Conclusions

Implementing the 12 key biosecurity indicators enables the safe and effective rearing of antibiotic-free poultry. Adopting this model can facilitate the expansion of these practices to other villages and regions throughout Bangladesh, fostering healthier and more sustainable poultry farming across the country.



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