Niche Poultry Markets Assessment

Matching: Match the term with its definition/description.

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. Drake 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 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

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. _____The prime market for Upland Game Bird Growers is hunt clubs.
7. _____Brown Leghorns were the first brown chicken raised for meat in the U.S. in the early 1980's.
8. _____It is illegal to process live birds in the home.
9. _____Live Bird processing typically leaves the carcass whole with head and feet attached.
10. _____When processed at a USDA plant, no labels are required on the packaging.
11. If a market offers both live and processed products, the store must be divided in two by a panel to separate the live from the processed cold storage.

12. While a male duck is called a drake, a female duck is called a duckling.

13. The three major breeds of ducks for consumption are the Aylesbury, the Muscovy, and the Mallard.

14. The Pekin duck can reach market weight in half the time of a Muscovy.

15. The majority of duck producers are located in Indiana.

16. Male and female lines of ducks are chosen based upon the ability to lay an optimal amount of eggs.

17. Ducklings have very similar heat and housing requirements to commercial poultry.

18. Pigeon pairs mate for life.

19. Pigeons are tattooed on their legs for identification.