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SOCIODEMOGRAPHIC PROFILE, KNOWLEDGE, AND ATTITUDE OF NATIVE CHICKEN RAISERS IN THE PROVINCE OF BUKIDNON, PHILIPPINES

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Abstract
Native chicken production is a crucial part of smallholder farmers as a source of food and livelihood in the Philippines, particularly among smallholder farmers. This study was conducted to (1) identify the sociodemographic characteristics of raisers, and (2) assess their knowledge and attitudes toward native chicken production. Descriptive research design was used; survey questionnaire, Key informant interviews (KIIs) and Focus Group Discussions (FDGs) were conducted. The 234 participants were selected through random sampling from the various municipalities in Bukidnon. The findings show that the native chicken raisers were middle-aged, married, males with average households, high school graduates, and had low incomes. Farming as their main source of income, and owners of their small farm size, knowledgeable and favorable attitude towards native chicken production.

Keywords: Agricultural Extension, Poultry system, Native chicken

1 Introduction

Native chicken is acknowledged as a healthy food with a distinct flavor and unique meat quality compared to other meats in the market (Liu et al., 2012). Native chicken production is an opportunity for additional income generation for rural people in the Philippines. In Luzon, breeds such as the Darag and Banaba are esteemed for their superior meat quality and adaptability to upland farming conditions. Native chicken production provides a crucial source of meat, eggs, and extra income and even serves as savings or insurance for many rural families. Filipino consumers highly prefer the meat for its distinct taste, leanness, and pigmentation (Dusaran & Pabulayan, 2012). Bukidnon is an agricultural province and people were raising native chicken for food and nutrition. DOST-PCAARRD (2017) stated that most of the rural households in the Philippines were raising native chicken with a total population of 76 million head or 46% of the total chicken population in the country. Native chicken provides a demand in the local market, health benefits, and a source of local genetic resources, which serves as vital in maintaining genetic diversity (Smith, 2020). Native chicken was valued for its adaptability and low maintenance, as their meat yield (Darapas et al., 2018). Due to the consumers' changes in the preferences of customers for healthier sources of protein, native chicken contains lower fat, lower cholesterol, no antibiotics, and is raised naturally (Valdez et al., 2025). Demand for natural, organically produced chicken created a niche market that increases the price of the native chicken that is advantageous to the farmers (Gomez, 2024). Demand for the native chicken in the institutional sector restaurants and specialty food outlets increases to 500kg to 2 tons per month (DOST-PCAARRD,2016).

The production of native chicken provides additional income to 6 million Filipinos (Valdez et al., 2025). According to Davis (2021) native chicken production is still low due to the following challenges limited knowledge of the farmers on proper management practices of native chicken, poor access to veterinary services and the use of traditional methods (Davis, 2021). Understanding the background, knowledge, and attitudes of raisers is essential to designing effective interventions. These factors

directly influence the decision of the raisers to adopt new technology, intervention for farm sustainability. The sociodemographic profile affects the responsiveness of the raisers to a technology and in the management of the native chicken (Enario et al., 2025). Profiling of the native chicken raisers would provide insights into the capacity of the native chicken raisers to adopt new improved practices and their willingness to innovate(Piñol, 2020). There is limited data focusing on the characteristics of native chicken raisers in Bukidnon. This study was conducted to assess the sociodemographic profile of the native chicken raisers in Bukidnon, determine the knowledge and attitude of the native chicken raisers in Bukidnon. This research would help the policy-making body, the government and private institutions in crafting policies that would help the rural people raise native chickens in order to enhance the native chicken production in the province.

2 Literature

Native chicken production provides a crucial source of meat, eggs, and extra income and even serves as savings or insurance for many rural families. Filipino consumers highly prefer the meat for its distinct taste, leanness, and pigmentation. The production remains a cornerstone of rural livelihoods with high demand that are significant potential for growth. The role of native chicken farmers contributed to the biodiversity and sustainable land use in the increasing of the agroecological system (Pereira & Silva, 2020; Dusaran & Pabulayan, 2012).

The country's native chicken production is often characterized by low productivity despite its benefits. This is mainly because of poor access to veterinary services, persistence with traditional methods, and limited knowledge of proper husbandry practices. Understanding raisers' backgrounds, knowledge, and attitudes is essential to designing effective interventions. However, limited data is focusing on the characteristics of native chicken raisers in Bukidnon.

Initiatives such as the Isla de Guimaras Native Chicken Production and Marketing Enterprise have demonstrated how organized production, and marketing can boost local economies and employment. Demand for native chicken remains strong, supported by a growing niche market. PSA (2021) reported a 3.1% annual increase in native chicken inventory from 2020 to 2021. Native chicken sector faces challenges on low productivity, high mortality with limited technical knowledge among farmers. There is also increasing competition from hybrid and commercial chicken breeds (Chang, 2007).

DOST-PCAARRD has launched strategic plans to improve productivity, reduce mortality, and conserve native chicken breeds. Notable achievements include raising average egg production to 120 eggs per hen per year and establishing conservation farms (Gomez, 2024).

3 Research Methodology

The study was conducted in Bukidnon. Bukidnon has 20 Municipalities and 2 cities. Bukidnon is generally an agricultural province and most of the rural households were raising native chickens as a source of food and income. The study used a descriptive-correlational research design and developed a structured survey questionnaire for data gathering. Key informant interviews (KIIS) and Focus Group Discussions (FGD) (Devendra et al., 2022) were also conducted among the 234 native chicken raisers within the municipalities of Bukidnon, Philippines. Participants was selected trhough a random sampling technique. Structured survey questionnaire as the primary data collection tool, which was developed based on literature and expert validation to ensure its relevance

and reliability. The questionnaire covered key areas, including the native chicken raisers' sociodemographic profile, knowledge, and attitude towards native chicken production. The main variables were categorized into three parts: first, independent variables such as age, sex, marital status, educational attainment, etc., secondly, the dependent variables, which are the level of knowledge and attitude of the native chicken raisers towards native chicken production. Data collection was conducted through face-to-face interviews and focus group discussions with 234 native chicken raisers in the various municipalities of Bukidnon. Figure 1 presents the map of Bukidnon.

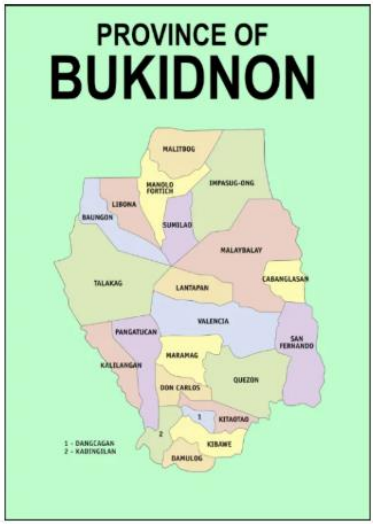

Figure 1. Locale of the study

The data were grouped, organized, and analyzed in accordance with the study's objectives. Descriptive statistics, including means, frequency counts, and percentages, were used to analyze the independent and dependent variables**.**

Knowledge of native chicken raisers was measured using the Likert scale as shown in Table 1.

Table 1. Level of knowledge of native chicken raisers

Rating	Description	Scale
4.51-5.00	Highly Knowledgeable	81-100%
3.51-4.50	Knowledgeable	61-80%
2.51-3.00	Moderately Knowledgeable	41-60%
1.51-2.50	Less Knowledgeable	21-40%
1.00-1.50	Not Knowledgeable	1-20%

Attitude of native chicken raisers towards native chicken production was measured using the following scale:

Table 2. Level of attitude of native chicken raisers

Rating	Description	Scale
4.51-5.00	Very Favorable	81-100%
3.51-4.50	Favorable	61-80%
2.51-3.00	Moderately Favorable	41-60%
1.51-2.50	Less Favorable	21-40%
1.00-1.50	Not Favorable	1-20%

4 Discussion

Sociodemographic Profile

Age Table 3 shows the distribution according to the socio-demographic characteristics of the 234 native chicken raisers in Bukidnon. More than one-third (35%) aged between 51-60 years old. This implies that the native chicken raisers were middle aged with higher potential of adapting agricultural technology (Johnson et al., 2020). Native chicken raisers tend to have the experience and know-how to manage their farms

effectively (Manaba et al., 2024). Middle-aged growers underscore their perseverance and dedication in promoting the traditional poultry farming system and in preserving the local genetic resources of the native chickens (Sarazawa & Sanidad, 2020).

Sex. Most of the native chicken raisers were male (54%).It can be gleaned from the table that the farmers were male. This result is supported by the study of Lopez et al. (2015), who mentioned that native chicken raisers were male and responsible for overseeing the farm operation.

Marital Status. Native chicken raisers in Bukidnon were married (76%) . This result is supported by the report of Enario et al. (2025); Manaba, Baran, & Bombeo, (2024); PCAARRD (2017) who mentioned that native chicken raisers in Bukidnon were generally married. This implies that raising of native chocken is integrated in their households. Sarazawa & Sanidad (2022), married has family to support and mindful to ensure thw well being of the family.

Educational Attainment. Table 1 presents that more than one fourth (29%) of the native chicken raisers finished high school education. This implies that the raisers were literate with moderate level of education. This result coincide with the previous studies of Enario et al. (2025); Manaba, Baran, & Bombeo (2024); Sawadan & Tabuyo (2024). Ngongolo et al. (2020), mentioned that education helps in adopting new methods, improving poultry management and agricultural practices to improve skills in poultry management (Pradera, 2025).

Household size, Tenurial status and Income. Data also revealed that most families raising native chickens have about 3 to 4 household members, and farm owners usually earn 70,000 pesos or below from farming as the main source of income. This result indicates that the native chicken growers have an average family size typical of households involved in native chicken farming. The way these families work together shows how farming native chickens is often a family effort in rural areas (Desta & Wakeyo, 2024). Also, Muchadeyi et al. (2005) highlights the importance of having an average to larger household size as they tend to provide more labor and resources for management in poultry farming, such as in native chicken practices. Thus, this will impact their ability to perform or rear, and utilize to enhance the efficiency and productivity of chicken farming (Kathiravan & Chitrambigai, 2024).

According to a study by Naldo et al. (2021), the farmers in Anguyon, Negross Occidental, who raise native chickens earn around 123,420 annually. Moreover, the findings of Dusaran & Pabulayan (2019) revealed that the native chicken raisers in Western Visayas earn an average of 1,002.50 pesos per month, and Guimaras has the highest earnings of 2,000 pesos per month from their native chicken production. Although not their main livelihood, income from native chickens' accounts for roughly one-fourth of their total income, highlighting its importance in supporting household finances and enhancing economic stability.

Table 3. Sociodemographic profile of native chicken raisers

Profile	Frequency	Percentage
Age		
51-60	82	35
41-50	70	30
61-75	47	20
30-40	35	15
Sex		
Male	125	54
Female	109	46

Marital Status		
Married	178	76
Single	37	15
Widow	14	6
Separated	5	3
Educational Attainment		
High School Graduate	67	29
High School Level	47	20
College Level	40	17
Elementary Graduate	30	14
College Graduate	20	9
Elementary Level	15	6
Vocational Course	10	4
Non-formal Education	5	2
Household Size		
3 to 4 members	94	40
5 to 6 members	77	33
1 to 2 members	27	12
7 to 8 members	24	10
9 to 10 members	10	4
11 to 20 members	2	1
Farm Size		
Small (1 ha - below)	99	42
Average (2.1-3 ha)	63	27
Medium (1.1-2 ha)	29	12
Large (3.1 ha – above)	22	9
None	21	9
Tenurial Status		
Owner	133	57
Tenant	34	15
Part owner	30	13
Lessees	25	10
None	12	5
Source of Income		
Farming		74
Other (self-employed & freelancers)		10
Employment		9
Labor		7
Total	**234**	**100**

Knowledge of native chicken raisers towards Native Chicken Production

Table 4 presents the Knowledge of the Native chicken raisirs on Native Chicken Production. It can be gleaned from the table that the Native chickenraisers were knowledgeable with an overall mean of 3. 98. This implies that native chicken raisers were knowledgeable interms of poultry farming.This result is supported by the previous

studies of (Dusaran & Pabulayan, 2015; Lambio, Bondoc, & Grecia, 1996; Cabarles, 2005) who mentiond that famers were knowledgeable int he production of chocken in terms of breeding, feeding, and disease management. The native chicken growers rated the following statementa as knowledgeable: they were knowledgeable about the nutritional requirements and feeding strategies for different stages of native chicken growth (4.24), they were knowledgeable about the common diseases and health issues that affect native chickens (4.09), and they were knowledgeable about the various native chicken breeds traditionally raised in the Philippine (4.09). Knowleageable raisiers adopt technologies easily despited limited resources (Dusaran & Cabarles, 2005; Philippine Native Chicken eLearning, 2020).

Table 4. *Level of knowledge of native chicken raisers*

INDICATORS	WEIGHTED MEAN	DESCRIPTIVE RATING
I know the nutritional requirements and feeding strategies for different stages of native chicken growth.	4.24	Highly Knowledgeable
I know the common diseases and health issues affecting native chickens.	4.09	Knowledgeable
I know the various native chicken breeds traditionally raised in the Philippines.	4.04	Knowledgeable
I am knowledgeable about the nutritional requirements of native chickens for optimal growth and health.	4.04	Knowledgeable
I am knowledgeable about the breeding and reproductive management of native chickens.	3.97	Knowledgeable
I know the appropriate biosecurity measures to prevent diseases in native chicken flocks.	3.97	Knowledgeable
I am knowledgeable about native chicken management in the Philippines.	3.94	Knowledgeable
I know native chicken production has considerable potential in providing an alternative income.	3.93	Knowledgeable
I know the best practices for housing and environmental management for native chickens.	3.82	Knowledgeable
I know the strategies and practices used for disease prevention and control in native chicken farms in the Philippines.	3.76	Knowledgeable
OVERALL MEAN	**3.98**	**Knowledgeable**

Attitude of native chicken raisers towards Native Chicken Production

Table 5 illustrates the attitudes of native chicken growers toward native chicken production, revealing an overall favorable disposition with a mean of 4.23. The native chicken growers were favorable on the following statement: they believed native chickens could utilize naturally occurring feeds (4.51), they believed that managing native chickens is easier and less labor-intensive than managing commercial breeds (4.42), and they prefer native chickens over commercial breeds for their resilience and adaptability (4.32).

Several studies corroborate these findings. For instance, a study in Iloilo's top native chicken-producing municipalities found that birds weighing 500 to 1,000 grams were most in demand in the local market, especially from September to December, indicating strong demand for native chickens (Dusaran & Cabarles, 2019).

Table 6. *The level of attitude of native chicken growers*

INDICATORS	WEIGHTED MEAN	DESCRIPTIVE RATING
Native chickens require minimal care, technology, and financial inputs	4.51	Highly Favorable
Managing native chickens is easier and less labor-intensive than managing commercial breeds.	4.42	Favorable
I prefer native chickens over commercial breeds for their resilience and adaptability.	4.32	Favorable
Raising native chickens is important for preserving local culture and traditions.	4.31	Favorable
Native chickens can utilize naturally occurring feeds.	4.26	Favorable
Native chicken raising can be more sustainable as they typically require fewer external inputs, such as specialized feed and medication.	4.26	Favorable
Native chickens have a high tolerance to diseases.	4.15	Favorable
There is a high market demand for native chicken products in my area.	4.08	Favorable
Native chicken farming is economically viable and profitable.	4.02	Favorable
Native chicken's meat and eggs are healthier and require fewer antibiotics than a commercial breed.	3.99	Favorable
OVERALL MEAN	**4.23**	**Favorable**

5 Conclusions

In light of the above findings, the following conclusions are drawn:

The study aimed to determine the sociodemographic profile, knowledge, and attitudes of the native chicken raisers in the province of Bukidnon. Native chicken raisers were male, middde aged, married, high school graduate, low annual income, farm owners, smallhodler farmer, with an average household size. This characteristics can influence in the decision making of the farmers to adopt new technology and to improved practices for sutsainable native chioken production.

Native chicken raisers were knowledgeable (3.98) with positive attidue towards native chicken production.

Recognizing importance of native chicken production as one of the agricultural sectors in Bukidnon, Philippines, the local government unit may strengthen the extension services and capability-building programs focused on improved nutrition, disease control, and sustainable management practices among the native chicken raisers. It may also encourage to support for community-based breeding initiatives, facilitate access to financial and material resources, and help establish stronger market linkages for native chicken products.

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