

***SWOT Analysis to Assess the Efficiency of Vaccination Programs
Targeting Family Poultry in Western Province, Sri Lanka***

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The poultry industry in Sri Lanka comprises commercial-level poultry farms and small-scale farms, also known as family poultry. Both are vital for the country's economy, providing employment opportunities, income generation, and food security. However, the industry faces challenges, especially in terms of diseases including Newcastle disease, infectious bronchitis (IB), infectious bursal disease (IBD), Marek's disease, fowl pox and salmonellosis. While vaccination programs are implemented, they do not always deliver the expected outcome in relation to disease control. This study was conducted to identify the major factors influencing effective vaccination programs implemented in the family poultry sub-sector. A strength, weakness, opportunity, and threat (SWOT) analysis was conducted with the participation of three key participant categories: 11 veterinarians (7 males, 4 females), 9 livestock development inspectors (LDIs) (7 males, 2 females), and 9 family poultry farmers (8 males, 1 female) representing all the veterinary ranges of the Western Province. According to the results, all 3 parties agreed that the free availability of some vaccines and the presence of an established system are strengths while they saw, willingness to train as an opportunity. There were several concerns among the participants. Veterinarians noted the unavailability of vaccines tailored to specific locally circulating strains of poultry viruses, as well as the lack of data on antibody titres for common poultry diseases prevalent in local flocks. The LDIs reported that delivering vaccines from the local veterinary offices to the farmers is a challenge. Among the issues raised by the farmers, the major problems were the lack of awareness about the importance of vaccination and associated financial constraints. Nevertheless, all parties identified free availability of some of the vaccines, as beneficial. Addressing the limitations and challenges faced by the family poultry sector in Sri Lanka is crucial in controlling disease outbreaks and ensuring overall sustainability and growth of the sector.

Keywords: Family Poultry, Vaccination, SWOT analysis, Veterinarians, Farmers, Livestock Development Inspectors.