



Poultry Production and Health

2007-2008 FACT SHEET

Program Description

Minnesota has significant poultry industries: production of turkeys and eggs ranked first and tenth in the nation. Minnesota is home to the largest turkey processor in the nation – Jennie O Turkey Store. The poultry industry in 1996 was estimated to generate over \$800 M in earned income for poultry producers and processors; corn and soybean growers; and, spin-off industries (Morse, 2002). Producers and processors are seeking greater profit margins through improved management, development of value added products, and niche markets. The poultry production and health extension program develops educational materials and programs for the commercial poultry industry, niche producers, extension educators, youth and consumers. The program is quite broad due to the variety of audiences and number of industries.

Audience

- Commercial Poultry Industry
- Niche Producers
- Youth and Consumers

Specific Goals

- Improve knowledge of poultry audiences to advance poultry production and processing in Minnesota
- Reduce economic loss related to poultry disease, environmental factors, and stress
- Improve the nutritional value and safety of poultry and egg products
- Education of consumers and youth regarding poultry production and products
- Develop feeding strategies considering nutrient utilization and alternative ingredients

Team Members

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Partners

- Minnesota Turkey Growers Association
- Broilers and Egg Association of Minnesota
- Midwest Poultry Federation
- Midwest Association of Avian Veterinarians
- Minnesota Board of Animal Health
- UM Center for Animal Health and Food Safety
- USDA
- Minnesota Department of Agriculture
- Poultry Science Association
- Midwest Poultry Consortium
- Southwest Poultry Cooperative
- Buckwheat Growers Association
- MISA
- Sustainable Farmers Association
- Midwest Organic and Sustainable Education Service

What we do...

- Poultry U website: www.ansci.umn.edu/poultry
- Chicken Layer School I – Health of Chickens
- Chicken Layer School II – Management of Laying Hens
- Poultry Ventilation School
- Turkey School I – Health of Turkeys
- Avian Pneumovirus Center Website
- Avian Influenza Website
- Turkey Production Demonstration – Media Day
- UM Turkey Research Review Meeting
- Research-based Publications and Articles
- Youth Programs for FFA and 4-H
- Presentations by Request