

RESEARCH AND KNOWLEDGE PRIORITIES 2016-2017

1. Animal Health and Welfare
 - Chick Quality (from egg handling and incubation, to farm management)
 - Understanding links between chick quality, health, and welfare
 - Methods to increase % of high quality chicks
 - Managing poor quality chicks
 - Management without antibiotics (challenges with weight uniformity, disease outbreaks, and feed ingredients)
 - Nutritional and management means of promoting bird health
 - Addressing leg and footpad health through nutrition and management strategies
 - Farm to processing welfare (barn preparation, culling strategies, handling during bird catching and transfer to processing, cold/hot weather transport)
 - Strategies to reduce cellulitis

2. Food Safety
 - Salmonella and Campylobacter control
 - Pathogen control and reduction strategies (i.e. nutrition, biosecurity, feed preparation, cultivating healthy barn bacteria, disease surveillance)
 - Links between pathogens, chick quality, and improved food safety
 - Improved methods to clean barns and process birds from salmonella-positive flocks (practical, cost-effective focus)

3. Uniformity and quality of live birds and product
 - Increased processed meat quality (i.e. breast muscle defects, cellulitis)
 - Management and nutritional means to improve bird uniformity, carcass composition, and quality
 - Impact of lower-value feed ingredients and feed form on growth and quality

4. Industry sustainability and social commitment
 - Environmentally and socially responsible production and processing
 - Environmental impact of poultry production practices (i.e. water quality, environmental footprint)
 - By-product utilization
 - Maintaining consumer trust (i.e. social licence, worker health and safety)