# Sustainable Poultry Breeding & Production Webinar

March 18, 2015

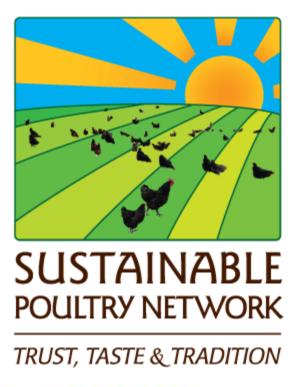


Presented by Jim Adkins of the Sustainable Poultry Network

Hosted by Food Animal Concerns Trust (FACT)

#### Introductions







### What makes poultry sustainable?

- Standard bred ... birds that were developed for a specific purpose in a specific region
- Able to naturally reproduce
- Able to live outdoors



Browder's Birds Pastured Poultry Farm



Cricket Creek Farm

# Commercial/industrialized poultry are not genetically sustainable!

- Terminal birds
- Genetics are controlled
- Best results come in confinement/struggle to live outside

### The crisis we face!

- Decline in production birds are no longer preforming to their original purpose.
- No longer are the breeds being selectively bred.
- The best food (including chicken) takes time.
  We want quick results & quick gratification

# Where do we go from here? (with breeding)

Begin with the best genetics possible!

### Avoid hatchery birds because:

- 1. Quantity verses quality
- 2. No selective breeding.
- 3. No selection of Undesirable traits.
- 4. Welfare issues killing males by the thousands!

## Select progeny for breeding:

- 1. Vigor & Vitality
- 2. Standard qualities
- 3. Production qualities



Photo taken at Fifth Crow Farm



Deck Family Farm

# **Key:** Patiently wait for improvement.

One generation at a time!



## **Conclusions & Questions**



Photo taken at Midnight Sun Farm

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