

Sustainable Poultry Breeding & Production Webinar

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Presented by Jim Adkins of
the Sustainable Poultry
Network

Hosted by Food Animal
Concerns Trust (FACT)

Introductions



**SUSTAINABLE
POULTRY NETWORK**

TRUST, TASTE & TRADITION



FACT

Food Animal Concerns Trust

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 performing 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!



Photo taken at Misty Brook Farm

Conclusions & Questions



Photo taken at Midnight Sun Farm

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