

**V(A). Planned Program (Summary)**

**Program # 14**

**1. Name of the Planned Program**

Poultry Production and Processing

**V(B). Program Knowledge Area(s)**

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
307	Animal Management Systems	40%	0%		
311	Animal Diseases	10%	0%		
403	Waste Disposal, Recycling, and Reuse	30%	0%		
601	Economics of Agricultural Production and Farm Management	20%	0%		
	<b>Total</b>	100%	0%		

**V(C). Planned Program (Inputs)**

1. Actual amount of professional FTE/SYs expended this Program

Year: 2010	Extension		Research	
	1862	1890	1862	1890
Plan	4.2	0.0	0.0	0.0
Actual	4.9	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
82252	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
127149	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
505123	0	0	0

**V(D). Planned Program (Activity)**

1. Brief description of the Activity

Our activities include state and regional training seminars organized by both our extension group, the Alabama Poultry and Egg Association and the U.S. Poultry and Egg Association. In addition, we produce popular press materials in the form of Extension publications, Timely Information Sheets and articles in trade journals to disseminate materials to producers. We also provide direct service to poultry companies when asked to do so. This takes the form of site visits and phone consultations. We also participate in result demonstrations to test field techniques of interest to poultry producers. Advising backyard flock owners and gamebird producers through seminars and publications also occupies a portion of our time.

**2. Brief description of the target audience**

Target audiences include;  
 Poultry growers (farmers)  
 Poultry industry technical personnel  
 Allied industry support personnel  
 backyard poultry flock owners  
 Gamebird (quail, pheasant, chukor) producers

**V(E). Planned Program (Outputs)**

**1. Standard output measures**

2010	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
<b>Plan</b>	5000	75000	250	0
<b>Actual</b>	3961	9022	569	0

**2. Number of Patent Applications Submitted (Standard Research Output)**

**Patent Applications Submitted**

Year: 2010  
 Plan: 0  
 Actual: 0

**Patents listed**

**3. Publications (Standard General Output Measure)**

**Number of Peer Reviewed Publications**

2010	Extension	Research	Total
<b>Plan</b>	0	5	
<b>Actual</b>	0	5	0

**V(F). State Defined Outputs**

**Output Target**

**Output #1**

**Output Measure**

- Train poultry industry personnel through workshops

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	800	700

**Output #2**

**Output Measure**

- Produce popular press publications

<b>Year</b>	<b>Target</b>	<b>Actual</b>
2010	100	70

**V(G). State Defined Outcomes**

**V. State Defined Outcomes Table of Content**

O. No.	OUTCOME NAME
1	Increase producer awareness of methods to reduce waste management issues on farm
2	Increase producer confidence in litter management techniques
3	Train poultry industry personnel in poultry house technology and management
4	initiate Master Poultryman Program for broiler growers

**Outcome #1**

**1. Outcome Measures**

Increase producer awareness of methods to reduce waste management issues on farm

**2. Associated Institution Types**

- 1862 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	20	350

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

Many growers are adopting windrow composting for disease control.

**What has been done**

We have been training growers on the use of windrow composting as a management tool for years.

**Results**

Windrow composting is becoming widely used locally and nationally.

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
307	Animal Management Systems
311	Animal Diseases
403	Waste Disposal, Recycling, and Reuse

## **Outcome #2**

### **1. Outcome Measures**

Increase producer confidence in litter management techniques

### **2. Associated Institution Types**

- 1862 Extension

### **3a. Outcome Type:**

Change in Action Outcome Measure

### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	5	200

### **3c. Qualitative Outcome or Impact Statement**

#### **Issue (Who cares and Why)**

Litter management is important to poultry health and to environmental concerns nationally.

#### **What has been done**

We have spoken to grower groups regarding litter management and have written popular press articles on the subject.

#### **Results**

Poultry growers have been reminded why litter management is important and how to improve their litter management.

### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
307	Animal Management Systems
403	Waste Disposal, Recycling, and Reuse
601	Economics of Agricultural Production and Farm Management

### **Outcome #3**

#### **1. Outcome Measures**

Train poultry industry personnel in poultry house technology and management

#### **2. Associated Institution Types**

- 1862 Extension

#### **3a. Outcome Type:**

Change in Knowledge Outcome Measure

#### **3b. Quantitative Outcome**

<b>Year</b>	<b>Quantitative Target</b>	<b>Actual</b>
2010	50	150

#### **3c. Qualitative Outcome or Impact Statement**

##### **Issue (Who cares and Why)**

Broiler house maintenance and management are important to the profitability of the poultry growers and companies in Alabama

##### **What has been done**

Yearly housing schools and information posted to the National Poultry House Technology website.

##### **Results**

Training seminars have been well received and are an annual training event. The NPTC website is visited often for housing information.

#### **4. Associated Knowledge Areas**

<b>KA Code</b>	<b>Knowledge Area</b>
601	Economics of Agricultural Production and Farm Management

### **Outcome #4**

#### **1. Outcome Measures**

initiate Master Poultryman Program for broiler growers

#### **2. Associated Institution Types**

- 1890 Extension

**3a. Outcome Type:**

Change in Knowledge Outcome Measure

**3b. Quantitative Outcome**

Year	Quantitative Target	Actual
2010	2	0

**3c. Qualitative Outcome or Impact Statement**

**Issue (Who cares and Why)**

{No Data Entered}

**What has been done**

{No Data Entered}

**Results**

{No Data Entered}

**4. Associated Knowledge Areas**

KA Code	Knowledge Area
307	Animal Management Systems
311	Animal Diseases
403	Waste Disposal, Recycling, and Reuse
601	Economics of Agricultural Production and Farm Management

**V(H). Planned Program (External Factors)**

**External factors which affected outcomes**

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Government Regulations

**Brief Explanation**

Poor profitability of poultry operations over the last year (due to high grain prices) have made poultry companies reluctant to pay for training for their technical staff.

**V(I). Planned Program (Evaluation Studies and Data Collection)**

## **1. Evaluation Studies Planned**

- After Only (post program)

## **Evaluation Results**

Seminar reviews are completed by all willing participants in Alabama Poultry and Egg Association Seminars, of which we are cosponsors. During the last year, participants rated our programs highly, with above average ratings for all the venues and good support for the programs as well.

## **Key Items of Evaluation**