

V(A). Planned Program (Summary)

Program # 16

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 | 35% | 0% | | |
| 311 | Animal Diseases | 15% | 0% | | |
| 403 | Waste Disposal, Recycling, and Reuse | 25% | 0% | | |
| 601 | Economics of Agricultural Production and Farm Management | 25% | 0% | | |
| | Total | 100% | 0% | | |

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

| Year: 2011 | Extension | | Research | |
|--------------------------|-----------|------|----------|------|
| | 1862 | 1890 | 1862 | 1890 |
| Plan | 5.0 | 0.0 | 0.0 | 0.0 |
| Actual Paid Professional | 5.6 | 0.0 | 0.0 | 0.0 |
| Actual Volunteer | 0.0 | 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 |
| 81499 | 0 | 0 | 0 |
| 1862 Matching | 1890 Matching | 1862 Matching | 1890 Matching |
| 193944 | 0 | 0 | 0 |
| 1862 All Other | 1890 All Other | 1862 All Other | 1890 All Other |
| 551540 | 0 | 0 | 0 |

V(D). Planned Program (Activity)

1. Brief description of the Activity

Our activities include state and regional training seminars organized by 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. Seminars and consultations with small flock producers have increased in recent years as more consumer interest has emerged in this area.

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

3. How was eXtension used?

eXtension has recently increased in use as Jacquie Jacobs at the University of Kentucky has started a small flock and organic site. Auburn is helping with this effort.

V(E). Planned Program (Outputs)

1. Standard output measures

| 2011 | Direct Contacts Adults | Indirect Contacts Adults | Direct Contacts Youth | Indirect Contacts Youth |
|---------------|------------------------|--------------------------|-----------------------|-------------------------|
| Actual | 10000 | 25000 | 500 | 0 |

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

Patent Applications Submitted

Year: 2011

Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

| 2011 | Extension | Research | Total |
|---------------|-----------|----------|-------|
| Actual | 0 | 5 | 0 |

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Train poultry industry personnel through workshops

| Year | Actual |
|-------------|---------------|
| 2011 | 6 |

Output #2

Output Measure

- Produce popular press publications

| Year | Actual |
|-------------|---------------|
| 2011 | 15 |

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 | Actual |
|-------------|---------------|
| 2011 | 4 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Waste Management is an important societal issue in poultry peoduction areas.

What has been done

Producer training on manure management

Results

Continued trainig of producers on litter sales and/or application to crop lands.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|--------------------------------------|
| 307 | Animal Management Systems |
| 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 Knowledge Outcome Measure

3b. Quantitative Outcome

| Year | Actual |
|------|--------|
| 2011 | 1 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Litter management is an ongoing issue of importance to poultry growers and poultry industry personnel.

What has been done

Continued grower training on the use of windrow composting to reduce in-house disease through regional grower seminars.

Results

Windrow composting continues to increase as a method to manage disease with reused litter.

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 |

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

| Year | Actual |
|-------------|---------------|
| 2011 | 4 |

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Technology of poultry production changes rapidly and is an important part of today's profitability for poultry producers.

What has been done

National Poultry Technology Center seminars, newsletters and website are widely used regionally and nationally.

Results

National Poultry Technology Center seminars, newsletters and website are widely used regionally and nationally.

4. Associated Knowledge Areas

| KA Code | Knowledge Area |
|----------------|--|
| 307 | Animal Management Systems |
| 601 | Economics of Agricultural Production and Farm Management |

Outcome #4

1. Outcome Measures

initiate Master Poultryman Program for broiler growers

Not Reporting on this Outcome Measure

V(H). Planned Program (External Factors)

External factors which affected outcomes

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

Brief Explanation

Recent interest in eating local has drastically increased the proportion of time some portions of our group have spent with small flock owners. Individual consultations,

seminars and extension publications have all increased in this area.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Evaluations of backyard flock seminars have been favorable. Exit surveys indicated that flock owners were pleased to leave the seminar with enhanced information on poultry husbandry, so increased knowledge was a primary benefit mentioned.

The Alabama Poultry and Egg Association evaluates all joint seminars in which we are stakeholders. Evaluations have been consistently high through those evaluations as to the usefulness of seminar materials. Exit surveys have shown that poultry company personnel have gained knowledge through the seminars, and were pleased with the seminar content.

Seminars involving lighting sources through the National Poultry Technology Center have helped to facilitate a National move from incandescent lighting to cold cathode lighting in broiler houses.

Extension poultry efforts to train the industry in the use of windrow composting have led to limited adoption of this technique. The Alabama Poultry Disease Consortium does suggest the use of this technique to kill organisms in the litter during poultry disease outbreaks.

Key Items of Evaluation

Seminars involving lighting sources through the National Poultry Technology Center have helped facilitate a National move from incandescent lighting to cold cathode lighting in broiler houses.

Extension poultry efforts to train the industry in the use of windrow composting have led to limited adoption of this technique. The Alabama Poultry Disease Consortium does suggest the use of this technique to kill disease organisms in the litter during poultry disease outbreaks.