

Increasing poultry biosecurity with practical on-farm examples and interactive poultry biosecurity seminars



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Poultry Industry Council
Research & Education

UNIVERSITY
of GUELPH

CHANGING LIVES
IMPROVING LIFE



Background

- Enhancing biosecurity on poultry farms has been an industry and government priority over the past few years
- Procedures, guidelines and regulations exist
 - Canadian Food Inspection Agency's National Avian On-Farm Biosecurity Standard
<http://www.inspection.gc.ca/english/anima/biosec/aviafrme.shtml>



Background

- Major factor limiting their adoption...
 - Lack of appropriate communication, awareness, and understanding
 - It is tough to make implementing biosecurity practices interesting!
- Farmers **learn by seeing practical examples**
 - Other countries and other livestock sectors use social learning initiatives to enhance uptake of programs
 - However... risks associated with having multiple visitors to a poultry farm leads to lack of opportunity



Background

- **The Challenge:** Enable poultry producers and the poultry industry to discuss on-farm biosecurity and to see what works and what doesn't WITHOUT INADVERTENTLY creating biosecurity concerns (going from farm to farm to see different examples)
- **The Solution:** Use technology to disperse producer and industry biosecurity suggestions and video footage of biosecurity in action. Also able to utilize the Research Station to show biosecurity improvements



Project Development

- Student Learning Opportunity
 - Industry approached the faculty advisors of the OVC (Guerin) and OAC (Bedecarrats) **Poultry Clubs** to determine if the clubs were interested in participating in the development of a Biosecurity video

Project Development



- Funding Opportunity
 - This project fit very well with the KTT funding program and industry wanted to partner with a faculty member to apply for funding
- Producer Opportunity
 - Industry leaders were deemed necessary to:
 - provide constructive criticism on the script and video
 - volunteer their farm for video footage collection

Approach



- Students participated because of personal interest, club activity, or AGR*3010/4010 Special Studies Course
- Brainstorming by OVC and OAC **Poultry Clubs** on main biosecurity issues and disease threats
- Weekly meetings, formation of focus area groups
- Prepare script and interview questions / plan filming



Approach / Tools

- Develop educational DVD
 - Arkell Research Station – neutral, all commodity types
 - Commercial farms – real facilities and producers
- Hire a videographer
- Film farm visits and interviews during the summer
 - Project collaborators, including OMAFRA poultry specialist
 - Students (when available)
 - OMAFRA summer student

Approach / Tools



- **Industry buy-in** - invite producers to participate
 - Promote and educate about strategies used on their own farm
 - **Train-the-trainer** - opinion leaders then serve as ambassadors to their peers

Summer of Videography





The Final Product

- The video (*Practical Biosecurity: from farmers for farmers*) is featured on YouTube
- Accessible to the public through the Poultry Industry Council website
<http://www.poultryindustrycouncil.ca/>
- What is biosecurity?
- Cleaning and disinfecting (C & D)
- Access Control
- Day to day operations
- Compost and manure
- The future



Additional Products

- Translation of the video into French
- Also accessible through the PIC website:
 - “Biosecurity Video of the Month” (25 in total)
 - Factsheets (5)
- Publication planned for *The Journal of Agricultural Education and Extension*
 - Written by a student (in progress)
 - Outlining the process, benefits, challenges, etc.

Benefits of collaboration: Students



- More beneficial than traditional university course experience
 - Allowed exploration into diseases of poultry and their associated outcomes
 - Gained practical biosecurity knowledge
- Provided a way to interact and develop relationships with producers and industry professionals
 - Gained experience working with industry groups → unique networking opportunity
- Involved in creation of widely circulated and relevant industry product → unique experience
- Vet students: “involvement was a way to keep in touch with the industry as well as collaborate with the non-vet side of things”

Benefits of collaboration: Faculty



- To students:
 - Apply their knowledge to real life problem (make sense of their education)
 - Develop leadership and accountability (work with a real client)
 - Develop communication skills

Benefits of collaboration:

Faculty



- Opportunity to involve students beyond the classroom
- **Identify excellent students** with an interest in the poultry industry for summer research positions
- Opportunity for **new and interesting challenges** that we might not get to do in our everyday work (produce a DVD)
- Opportunity for **extension** - *applied work* on important industry issues
- Enhance ties with industry partners
- **Recognition** by producers and key industry people – these networks inevitably lead to more and varied collaborations

Benefits of collaboration: Industry



- “Every poultry producer in Canada and most of the service industry has received a copy of a very interesting and informative Biosecurity DVD that features their colleagues opinions, which is much more valuable than an instructional video”
- Promote the poultry industry to students
- Teach students about real issues in the poultry industry
- Provide networking opportunities that will help students find careers in their industry



Major Industry Events

- Video was launched at the Poultry Innovations Conference in Nov 2011
 - Attended by 267 producers, service industry personnel, and poultry researchers
- Video screening at the U of G in Jan 2012 in collaboration with OMAFRA
 - Promote the concept of the video
 - Highlight a successful collaboration between industry and academia
 - Showcase the involvement of student clubs in industry initiatives
 - ~40 attendees (faculty, OVC Dean, students, OMAFRA staff)

Impact



- Over 5,000 copies of the DVD have been dispersed
 - *Canadian Poultry* magazine's Nov 2011 issue
 - OMAFRA's Producer Updates
- OMAFRA biosecurity sessions and KTT events
- London Poultry Show in April 2012 (attended by 4,054 people from the poultry industry)
- Requests:
 - BC Egg Board - linked the video on their website
 - Former Chief Veterinary Officer for Ontario - highlighting interest by the veterinary community
 - Vétoquinol - pharmaceutical company specializing in animal health, including sanitation products

Acknowledgements

- Students!
- Participating producers
- Interviewees
- Arkell Research Station
- *Canadian Poultry* magazine
- OMAFRA

