

## PROMOTING THE SUSTAINABILITY OF KENTUCKY POULTRY INDUSTRY

Poultry meat and eggs are the #1 agricultural commodity in Kentucky and a \$1.79B industry.<sup>1</sup> University of Kentucky Poultry Extension promotes the sustainability of the Kentucky poultry industry through innovation and community outreach.

**Strategic partnership with the Kentucky Poultry Federation (KPF)**, an organization representing all large commercial poultry producers in the state. UK Extension provides technical assistance to support KPF implementation of the National Poultry Improvement Plan and Cooperative Agreement with the United States Department of Agriculture. Collaborative projects with KPF include various youth poultry contests and development of poultry curriculum for Kentucky FFA that have been implemented in several schools across the state.

**Youth programs**, including cooking and nutrition classes, 4-H Chicken and Turkey Barbeque Contests and Egg Cookery Challenge to teach youth about food safety concepts, recipe preparation skills, and food economics. UK poultry experts also host agriculture contests such as the Avian Bowl Contest, Poultry Judging Contest, and Poultry Showmanship Contest, which use poultry to enhance youth leadership and life skills.



**Small and backyard flocks programs** to meet the educational needs of Kentuckians interested in small and backyard poultry production. One example is Ask Extension, in which UK poultry Extension specialists engage with small and backyard poultry farmers via social media to address their questions about poultry husbandry, health, and nutrition. UK poultry experts also provide in-person trainings, web-based resources, periodic webinars (in collaboration with eXtension), and YouTube videos on various topics, including laws and ordinances impacting backyard poultry.



### Technical guidance and consultation activities to producers and state organizations

Producers, County Extension Staff, and support industry personnel require personal contact with individuals that have technical expertise and resources to assist them in the decision-making and problem-solving process. Personal consultations are used to address all areas of poultry management and sustainability. Outreach efforts help the poultry industry and poultry producers to address federal, state, and local legislative and regulatory requirements (e.g., regulations on land application of poultry manure, siting poultry houses, regulations on small processing of poultry and eggs, health regulations and bird movement, etc.). UK personnel also serve on the Kentucky Poultry Health Advisory Committee, Kentucky Farm Bureau Poultry Commodity Committee, and the Kentucky Water Quality Technical Committee, where they provide expertise to promote industry best practices.

**Poultry medicine course for practicing veterinarians**, an online learning module hosted on eXtension and developed in partnership with avian pathologists at Utah State University and Michigan State University and the American Association of Avian Pathologists to address the critical need for veterinarians willing to treat birds from small flock owners. The training targets practicing veterinarians with limited poultry experience who are interested in including poultry in their practice. Participants who meet continuing education credit requirements receive eight credits from the American Association of Avian Pathologists.

**International poultry program** in collaboration with Farmer-to-Farmer, a USAID program. UK poultry experts develop and deliver educational programming to improve the livelihood of limited-resource backyard poultry farmers in developing countries, including Bangladesh, Guatemala, Haiti, Jamaica, Mozambique, and Zimbabwe.

<sup>1</sup> Kentucky Poultry Federation



# PROGRAM IMPACT AND OUTCOMES

## Poultry Medicine for Practicing Veterinarians

**145** veterinaries have registered as of September 2024.

**45%** increase in participants' understanding of the veterinary needs of small and home poultry clientele.

**62** people already completed the self-paced course.

**61%** increase in participants' confidence in their ability to provide veterinary care to poultry.

**19%** increase in participants' interest in providing veterinary care to poultry.

## Backyard Poultry/Small Flocks

**996** producers increased their knowledge on poultry health and nutrition.

**191** potential or beginning producers gained awareness about the National Poultry Improvement program (NPIP).

**599** people increased their knowledge of pastured poultry for small and limited-resource farmers.

**218** beginning farmers implemented pastured poultry fencing and mobile housing.

## Educational Videos

**102+** Small and Backyard Poultry recorded webinars in partnership with eXtension viewed 357,207 times as of August 26, 2024.

**76,080** accumulated views on YouTube education videos.

## Poultry Extension Website in Collaboration with eXtension

**77,324** average views per month.

**GLOBAL** attraction in Kentucky, across the United States, Africa, Europe, Canada, and the Middle East.

**3,436,740** total views between 2021 and 2024.



eXtension Poultry Website



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