

THE NATURE AND IMPACT OF BROILER INDUSTRY CHANGES
ON THE FUTURE CONTROL OF AVIAN INFLUENZA
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Commercial broiler production is a dynamic industry with Growout and processing procedures constantly undergoing significant change.

A. PROCESSING PLANTS. Since Processing facilities constitute the most expensive entity involved, it is unlikely that the industry will build very many new plants in the near term (next ten years), for the following reasons:

1. New inspection procedures will accommodate increased production through increased line speeds.
2. Automation will reduce labor intensity per unit produced to permit area labor supplies to satisfy future needs.
3. Twenty-four hours a day, continuous operation of plants is attainable and would be much more cost effective than building new plants.

Maximum utilization of existing processing plants can accommodate a fifty percent increase in production, if needed. However, any increase in a plant's total productivity will further increase the demand for increased numbers of live broilers produced within the existing supply area.

B. HOUSING. Like processing plants, new broiler growing facilities are expensive. Therefore, there is and will continue to be emphasis on improved utilization of existing houses through a variety of methods. Options for consideration are as follows:

1. Multiple age rearing to maximize space utilization.
2. Specialized brooding units supported by growing units at a separate location.
3. Cage rearing is being vigorously pursued.
4. Production units will become larger to accommodate the increased processing plant needs.

This increased intensity of production will be supported by filtered air ventilation. Management and labor quality will improve.

- C. Live Haul sanitation, including the washing and disinfection of coops, cages, pallets, trucks, fork-lifts, etc. will become a routine procedure.
- D. The use of purified, non-infectious, non-transmissible antigens will be used as they become available.

SUMMARY

The net impact on AI control will be essentially neutral. Production intensities will be offset by technological advances in air filtration, immunizing biologics and higher quality farm managers and labor.