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

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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
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/](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