

Raising Poultry for Profit: Small Scale Production

Purpose (Learning Objective): This presentation is meant to explore a rapidly growing trend in agriculture—small-scale poultry. “Small” encompasses a wide variety of definitions, farms, products, and production systems, but all must pay attention to profitability. It is also important to remember that just because a farm is “small” does not mean it can ignore the potential environmental impact of its birds.

Why Is This Important?

The rapid growth in small and backyard poultry flocks also brings with it a need for information on the environmental considerations that come with raising birds. Proper use of the manure is the first issue that usually comes to mind. It is also important to plan for disposal of dead birds and to consider the nuisances that may be experienced by neighbors.

Amongst these, the grower should not lose sight of profitability. Bird health and nutrition along with marketing and sales are all important decisions that factor into your management decisions. This module discusses the selection of birds, marketing (including certification programs), health, housing, marketing and stewardship.

Prior to this activity/program:

High school/Jr. College Teachers: Students should be given the fact sheet to read ahead of time.

Extension Faculty/Staff: Participants in the program should have an interest in starting or improving a small-scale poultry operation. They can be given the fact sheet or directed to the full video to read/watch ahead of time.

Suggested Presentation Outline: (1-2 class periods; 50-100 minutes)

1. Introduction (slides 1-3; page 1 of fact sheet) (Optional: play full video at this spot)
2. Marketing (slides 4-11; pages 1-4 of fact sheet; video part 1)
3. Stewardship (slides 12-16; pages 6-7 of fact sheet; video part 2)
4. Production (slides 17-21; pages 4-6 of fact sheet; video part 3 and part 4)
5. Safe Handling (slides 22-26; pages 7-9 of fact sheet; video part 1)
6. Business Licensing (slides 27-35; pages 9-10 of fact sheet)
7. Zoning Restrictions (slides 36-39)
8. Conclusion (slides 40-43)
9. Homework questions (to take home and return at the next class period)

Instructional Materials:

Fact Sheet (required reading): 10 pages; RTF format <http://go.unl.edu/sy0>

Presentation Slides: 43 slides; annotated; .ppt format) “Raising Poultry for Profit”

-Preview online <http://www.slideshare.net/LPELC/small-scale-poultry>

-Download <http://www.extension.org/sites/default/files/Small%20Scale%20Poultry%20Final.pptx>

"Raising Poultry for Profit" Video Series Full Version: <http://www.youtube.com/watch?v=lgBsZuSNM-U> 17:59 minutes

You can play this full video at once, or use the video as divided into parts (below) at various times during the lecture.

Part 1: <http://www.youtube.com/watch?v=QSTUrnoqZPo> (3:51 minutes; Marketing; Safe Handling)

Part 2: <http://www.youtube.com/watch?v=xv1RtFhYf20> (4:38 minutes; Environmental Stewardship)

Part 3: <http://www.youtube.com/watch?v=9asvqC7EVto> (9:11 minutes; Production & Management)

Part 4: <http://www.youtube.com/watch?v=meiMXz5rAww> (3:20 minutes; Caring for Animals)

Homework Questions: (RTF format; 4 pages) <http://go.unl.edu/4re> *Note: some of the questions apply to the related module on sheep and goat production at: <http://www.extension.org/67784>*

Glossary of livestock terms (RTF format; 10 pages) <http://go.unl.edu/tzz>

Certification Programs: (fact sheet) <http://go.unl.edu/xd0>

Evaluation/Assessment

- Sample quiz or review questions (answers included) <http://go.unl.edu/h4c>

Enrichment Activity/Independent Practice (Optional):

- Invite a small-scale local poultry producer to visit the classroom and talk about their operation (tours are even better, but there are biosecurity concerns, especially if your students have livestock or poultry of their own)
- Ask students to work individually or in small groups and select several of the certification programs mentioned (feel free to identify additional programs). Have them set up a table that compares different aspects of each program. Compile the comparisons of each small group into a large class project and have each student vote on the program they would be mostly likely to pursue. Have each student explain their reasoning either in oral or written form for a grade or extra credit.

Alignment with AFNR, SAE Projects, and FFA Contests

Connections to SAE Projects

Entrepreneurship/Production

- Students interested in a poultry project or business should be encouraged to build a business plan addressing each of the areas covered in this module.
- Students with an existing poultry project should be encouraged to review the suggestions in the module and identify some areas or goals for making positive changes in their business.

Placement

- Students can develop a list of questions for their employer and interview them on whether different changes the student suggests are feasible for the operation.
- Students can make a short video or slide show highlighting some of the stewardship, safe handling, animal health or welfare, or other practices at their place of employment and post to the farm website or blog.

Connections to FFA Awards/Contests

This module may be helpful for students preparing for Career Development Events such as prepared public speaking, extemporaneous speaking, agricultural issues forum, ag sales, environmental and natural resources, farm business management, food science, marketing plan, poultry evaluation, and veterinary science. Any of the suggested enrichment activities or suggested activities for their SAE project can enhance an award application—especially in poultry production, agricultural sales, or environmental science and natural resources management.

National Agriculture, Food, and Natural Resources (AFNR) Career Cluster Content Standards

Life Knowledge and Cluster Skills (CS)

- **CS.06.** Performance Element: Examine the importance of health, safety and environmental management systems in organizations and their importance to performance and regulatory compliance
- **CS.07.** Performance Element: Safety, Health, and Environmental: Demonstrate appropriate health and safety procedures for AFNR occupations

Agribusiness Systems (ABS)

- **ABS.02.** Performance Element: Utilize appropriate management planning principles in AFNR business enterprises
- **ABS.03.** Performance Element: Utilize record keeping to accomplish AFNR business objectives while complying with laws and regulations
- **ABS.06.** Performance Element: Use industry-accepted marketing principles to accomplish AFNR business objectives

Animal Science (AS)

- **AS.08.** Performance Element: Analyze environmental factors associated with animal production

Environmental Service Systems (ESS)

- **ESS.01.** Performance Element: Use analytical procedures to plan and evaluate environmental service systems
- **ESS.02.** Performance Element: Assess the impact of policies and regulations on environmental service systems
- **ESS.03.** Performance Element: Apply scientific principles to environmental service systems
- **ESS.04.** Performance Element: Operate environmental service systems to manage a facility environment. Especially ESS.04.01: Performance indicator: Use pollution control measures to maintain a safe facility environment
- **ESS.06.** Performance Element: Use tools, equipment, machinery and technology to accomplish tasks in environmental service systems.

Food Products and Processing Systems (FPP)

- **FPP.01.02.** Performance indicator: Work effectively with industry organizations, groups and regulatory agencies affecting the food products and processing industry.
- **FPP.02.03.** Performance indicator: Apply safety and sanitation procedures in the handling, processing and storing of food products.
- **FPP.03.01.** Performance indicator: Apply principles of science to food processing to provide a safe, wholesome and nutritious food supply.
- **FPP.04.03.** Performance indicator: Process, preserve, package and present food and food products for sale and distribution.

To find other modules in this series and view their alignment with the AFNR standards, download the BELAA_AFNR alignment matrix at: <http://www.extension.org/32944>

For More Information

Recommended Internet search terms: small-scale poultry, small-scale poultry production, small poultry flocks, small farm stewardship (as a general rule, you will come up with more university or .edu resources if you use poultry instead of chicken in your searches).

The fact sheet in this module “Raising Poultry for Profit” <http://go.unl.edu/sy0> links to many excellent resources.

National eXtension (e-extension) Initiative:

-Small and Backyard flocks <http://www.extension.org/poultry>

-Small Farm Stewardship <http://www.extension.org/15500>

More Resources:

-Oregon State Small Farms program poultry information <http://smallfarms.oregonstate.edu/poultry>

- Penn State publication “Small-Scale Poultry Production” <http://pubs.cas.psu.edu/freepubs/pdfs/um193.pdf>
- Virginia Tech “Small-Scale Agriculture Alternative: Poultry” http://pubs.ext.vt.edu/2902/2902-1099/2902-1099_pdf.pdf
- United Nations Food and Agriculture Organization (FAO) Small-scale poultry production manual <http://www.fao.org/docrep/008/y5169e/y5169e00.htm>

Connect and Interact

This and other modules in this series will be posted on the NAAE Communities of Practice wiki (<http://www.naae.org/communities>) Search for BELAA.

Twitter: <http://twitter.com/lpelc>

Facebook: http://facebook.com/lpelc_cop

National Young Farmers Educational Association <http://nyfea.org>

Livestock and Poultry Environmental Learning Center http://www.extension.org/animal_manure_management

Teaching Notes:

What would you keep the same, change, add, or remove the next time you teach this lesson?

Acknowledgements

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