50TH ANNIVERSARY

NEW ZEALAND POULTRY INDUSTRY CONFERENCE

12-13 OCTOBER 2010, PALMERSTON NORTH

MOVING THE BRANCH FORWARD: REDRESSING THE BALANCE OF SCIENCE WITH HUSBANDRY

KENT DEITEMEYER

THE STATE OF THE NZ BRANCH IN 2010



Mount Cook & Lake Pukaki

- Status, Trends and Activities
  - Dwindling numbers in the industry
  - Ageing membership
  - Financially secure; conservative investment policy
  - Narrowing base of poultry skills and poultry health knowledge
  - The loss of poultry husbandry/science departments
  - Poultry extension services are gone
  - Established a successful national poultry training programme with Agriculture ITO
  - WPSA workshops are maintained (but too infrequent)

MOVING FORWARD: RE-INVESTING IN OUR HUSBANDRY SKILLS



Doubtful Sound, Fiordland

- The Ancient Contract – We treat our animals well and, in return, they treat us well.
- The "Get Big or Get Out quandary – valuing economic performance rather than husbandry skills and practical knowledge;
- The Red Queen Effect – the technology treadmill.
- Society is our judge – it is not all about science – but is also about our humanity and our stewardship.

CRITICAL INDUSTRY CHALLENGES WHERE THE WPSA SHOULD BE HELPING INDUSTRY



The Remarkables, Queenstown

- Food Safety, Quality & the Consumer
- Poultry Health
- Poultry Welfare

FOOD SAFETY, QUALITY & THE CONSUMER

- Consumers are our customers and must come first.
- Food safety and quality is about looking after the customer first.
- Our branch needs to be more engaged with the industry in getting our food safety and quality messages out to the consumer.

POULTRY HEALTH

- Implications of animal health company mergers: what does it mean for our industry?
- Our market is modest and not always attractive to overseas companies
- Regulation is excessive and costly for the potential market
- Biotechnology is replacing replacing conventional products (eg vaccines) but NZ has become too difficult with the GMO issue.
- Poultry health research is limited in New Zealand and not sufficiently supported in our veterinary curriculum.
- We need to maintain a sustainable poultry health skill base and look at scholarships / poultry veterinary internships to secure future needs.

POULTRY WELFARE

- Welfare is not just science and codes, it is also about ethics and what society expects of us.
- We need to change the way we think and work with society in holding to an ethical ideal
- Our approach needs to involve the entire food distribution chain
- Better welfare is NOT compatible with supermarket loss-leader marketing strategies.
- How can the branch me more involved?

MOVING FORWARD



SS Earnslaw & Walter Peak, Queenstown

- Implement long-term action plan to create a critical mass of local resources for the industry.
- Partner with industry to apply for Sustainable Farming funding to assess needs for re-establishing a robust poultry extension service and workshop programme.
- Create scholarship incentives and a bonding scheme to ensure poultry husbandry and veterinary needs can be met for the long-term.

Thank You!



Mount Potts Station, Canterbury