

Towards a more sustainable broiler sector: opportunities to collaborate between the Netherlands and the US state of Georgia

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Objective of the SMP

- Analyse current state of broiler sector in Georgia, USA
- Sustainability: Status on animal welfare, environment and economics.
- Share innovative, future orientated developments with Georgia broiler sector
- Investigate possibilities of investment opportunities for NL companies
- Capacity building with Research Institutes

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Project partners and team

- Wageningen Economic Research (Peter van Horne)
- Wageningen Livestock Research (Rick van Emous)
- Netherlands Embassy Washington DC (Caroline Feitel)

Involved partners:

- NL: Vencomatic, PEC, Hotraco, Hato
Schipper, VDL-Janssen, Hubbard Breeders
- USA: Georgia: University of Georgia in Athens

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Project activities

- Back ground study: current state of broiler sector in Georgia/USA
- Visit 'decision maker' to VIV (International poultry show, Utrecht)
- Presentation at VIV poultry show on this project
- Study tour to Georgia
 - Visit University of Georgia (cooperation, capacity building)
 - Visit several companies in the broiler sector
- Meeting and discussion with NL companies
- Reporting

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VIV presentations: Conditions in the Netherlands

- Legislation of the EU (animal welfare, food safety)
 - Salmonella control in production chain, maximum density on farm
- Legislation of NL government (animal welfare, environment)
 - Reduction of ammonia emission, fine dust, welfare: foot pad lesions
- Market demands
 - High end market demand in NL and Germany (quality, food safety)
- High labour costs
 - Labour saving techniques (slaughter)
- High energy costs
 - Energy saving techniques

Result is innovation in NL sector/industry:

- to meet market demand
- produce according to legislation
- be competitive (low production costs)

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Study tour Georgia

Peter van Horne / Rick van Emous
Period: 17 – 22 July 2022

- Focus on broiler sector / broiler breeders
- Research and broiler companies
- Not: government, associations
- Sustainability

Mo, UGA / broiler br.
Tu, UGA / broilers
Companies:
Tu, Colombia farms
We, Harrison poultry
Th, Fieldale
Fr, Pilgrim's

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Conclusion study tour

- Focus within cooperation on UGA, collaboration in research projects
- UGA has good relations with broiler companies and direct impact in sector
- Typical USA contract structure limit innovations/investments on broiler farms
- Limited interest on animal welfare (market approach)
- Strong preference for USA equipment
- Strong focus on 'economics of scale' and low production costs
- Innovation will come with:
 - Applied research
 - Demonstration project
 - Calculations on profitability



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Follow up

During project coordination:

Change from private applicant (Vencomatic) towards Agricultural Council.

- Vencomatic has focus on layers in cage free systems in USA

- Activities by Agricultural Counselor in USA to be continued
- USA Poultry expo Atlanta Georgia (January 2023)
- Further cooperation Wageningen UR with Univ. of Georgia
- Combined effort of NL companies on market USA



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Thanks for your attention

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