

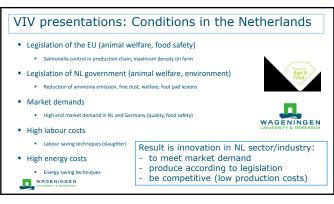
Objective of the SMP

- 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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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

GEORGIA

- 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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