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Vol 8. No. 6 June 2025 National Poultry Newspaper PO Box 162 Wynnum 4178 Phone 0450 672 553 Email ben@collins.media

# EFA welcomes return of Collins as ag minister

EGG Farmers of Australia has warmly welcomed the return of Julie Collins as the Federal Minister for Agriculture.

EFA chief executive officer Melinda Hashimoto said Ms Collins brings a wealth of experience and a strong commitment to supporting Australia's agricultural industries, including the vital role of egg production in Australia.

"Minister Collins has demonstrated an understanding of the challenges and opportunities facing Australian egg farmers, particularly in relation to avian including the proposed influenza," Ms Hashimoto said.

Food Standards Australia New Zealand egg

"We look forward to continuing our collaborative work with the minister to strengthen the resilience, sustainability and growth of the egg industry."t

The egg industry plays a critical role in providing affordable, high-quality protein to Australian households, and ongoing federal policy support is essential to meet biosecurity, food safety, animal welfare and regulatory challenges.

"With significant reforms on the horizon. rocluding the proposed Food Standards Australia New Zealand egg standard and the ongoing focus on managing biosecurity risks such as H5 avian influenza, it is more important than ever to have experienced leadership at the federal level," Ms Hashimoto said.

Adding that EFA stands ready to engage with Minister Collins and the Department of Agriculture, Fisheries and Forestry to ensure the commercial egg industry remains strong, competitive and sustainable well into the future.



Federal Minister for Agriculture Julie Collins.



The Agri-Food Seminar held at the French Embassy.

# From collaboration to strategy

THE past month has been filled with opportunities to connect, reflect and contribute to the broader conversations shaping the future of Australia's agrifood sector and animal welfare land-scape.

Across several significant events, it has become increasingly clear that research, innovation and collaboration are not only desirable, they are essential to the long-term resilience, sustainability and social licence of our industries.

I recently attended an Agri-Food seminar hosted at the Embassy of France Ambassador's residence in Canberra, which marked the launch of AFRAN's new Agricultural and Food Sciences Community. This event brought together Australian



by TAMSYN CROWLEY

and French researchers, policy leaders and stakeholders to explore the shared scientific and societal challenges within agrifood systems.

Speakers from CSIRO, INRAe, the University of Sydney and other leading institutions presented thought-provoking perspectives on sus-

tainable agriculture, innovation beyond the farm gate and the role of integrated systems thinking in solving global food challenges.

What stood out most was the sense of urgency and opportunity around investing in research and development to drive realworld change.

This isn't only philosophical.

Previous research from the Australian continued P2



The Animal Welfare Strategy Roundtable held in Canberra.



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#### **Poultry Industry Calendar of Events**

#### 2025

JUN 11-13 - Agritec Africa, Nairobi, Kenya. www.agritecafrica.com

JUN 11-13 - Livestock Taiwan Expo & Forum, Tainan City, Taiwan. www. livestocktaiwan.com

JUN 14 - Hamburgh Club of NSW annual show, Mudgee Showground NSW, hamburghclubnsw@gmail.com or 0408 616 805

JUN 23-26 – 24th European Symposium on Poultry Nutrition, Maastricht, Netherlands. www.espn2025.eu

JUN 24-26 – 11th International Symposium on Avian Influenza, Newfoundland. Canada. harlowagency.swoogo.com/ isai2025/6355095

JUL 2-4 - Avicola & Porcinos, Buenos Aires, Argentina. www.avicola.com.ar

AUG 18-22 - 15th International Seminar on Poultry Pathology and Production, Georgia USA.

SEP 14-17 - 20th European Symposium on the Quality of Eggs and Egg Products and the 26th European Symposium on the Quality of Poultry Meat, Zadar, Croatia. eggmeat2025.com

OCT 6-10 – 23rd WVPA Congress Kuching, Malaysia. www.wvpac2025.com

How to supply event details: Send all details to National Poultry Newspaper, PO Box 162, Wynnum Qld 4178, call 0450 672 553 or email design@collins.media

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# From collaboration to strategy

from P1

Bureau of Agricultural and Resource Economics and Sciences has shown that for every \$1 spent on agricultural research and development, the return to farmers was nearly \$8 over a 10-year pe-

That kind of return speaks volumes.

It highlights the value of partnerships, backing science and ensuring that research is not only well-funded but also well-communicated and translated into practical solutions.

The seminar also reinforced the power of international collaboration.

Australia's unique biodiverclimate, sity and production systems benefit immensely from shared knowledge and global perspectives.

Strengthening these connections with counterparts in France and beyond is key to navigating climate challenges, improving food security and ensuring that animal welfare standards keep pace with evolving expectations.

I recently attended the Animal Welfare Strategy Roundtable too, which also took place in Canberra.

The roundtable provided a forum for discussions specifically focused on aquatic animals, livestock and production systems and formed part of the consultation process for the renewal of the Australian Animal Welfare Strategy.

The session invited participants from industry, research, government and advocacy sectors to review previous system-level actions and help determine their relevance under the renewed strategy.

It was a rare and valuable opportunity to have open honest conversations about how far we've come, where the gaps are and how to collectively move forward.

What emerged was a shared recognition of the importance of coordinated leadership, national consistency and the inclusion of diverse perspectives, including First Nations knowledge systems, scientific expertise and community values.

was the acknowledgment that strong welfare outcomes were built not only on standards and compliance but also on education, communication and positive extension activities.

The role of research and development again took centre stage.

The renewed strategy aims to establish a coordinated approach to animal welfare research and development, one that identifies national priorities, attracts investment and ensures findings are translated into updated practices and policies.

These efforts align closely with the broader direction of Australia's agriculture sector and reinforce the need to embed welfare within innovation and

sustainability agendas.

Another key takeaway was the need to more actively promote the good work already being done by producers and industry groups across Australia.

Celebrating success stories - whether in poultry, aquaculture or other sectors - helps build public trust and showcases how animal welfare and production efficiency go hand in hand.

Amid these national conversations, it was also refreshing to participate in the University of New England's open day.

This event provided the perfect opportunity to speak directly with the next generation of agricultural professionals and community members interested in food production and animal care.

There is something incredibly energising about engaging with young people who are curious about the role of science in agriculture - asking thoughtful questions and exploring the many career opportunities that exist in this space.

Events such as this are not only about recruitment, they are about building public awareness and encouraging critical thinking on where food comes from and how animals are cared for.

By helping to foster this connection early, we are supporting workforce development, and we're also contributing to a more informed, engaged and supportive society when it comes to animal production and welfare.



The University of New England's open day.

# What NZ bill could mean for Aussie animal product imports

A PROPOSED bill in New Zealand could significantly impact Australian exports of animal products such as pork, wool and eggs.

Introduced by Green MP Steve Abel, the Animal Products (Closing the Welfare Gap) Amendment Bill seeks to ensure that all animal products sold in New Zealand, including imports, meet the country's domestic animal welfare standards.

#### Potential impact on **Australian exports**

Australia is a major exporter of animal products to New Zea-

In 2022, Australia exported approximately

2807 metric tonnes of pork to New Zealand.

While many Australian pig farmers have voluntarily phased out gestation stalls, their use is not legally prohibited, unlike New Zealand where sow stalls were banned in 2016.

Additionally, practices such as castration without pain relief are still permitted in Australia for piglets under three weeks old, which would be illegal in New Zealand.

Regarding egg production, 86 percent of liquid egg imports to New Zealand in 2022 came from countries including Australia, where egg-laying hens can be kept in battery cages - a practice banned in New Zealand as of 2023.

In the wool industry, all wool imported into New Zealand in 2022 originated from Australia, where mulesing a practice involving the removal of strips of wool-bearing skin from around the breech of a sheep to prevent flystrike – is still practiced.

This procedure is illegal in New Zealand and can result in criminal conviction.

#### Legislative details and timeline

The bill empowers the minister to enact regulations to close the welfare gap on any

imported animal product.

Specifically, it mandates that regulations regarding pigs and egglaying hens be established within two years of the bill's enactment. Public support and

industry implications aligning import standards with domestic animal welfare laws is

strong.

A Horizon Research poll from June 2023 found that 83 percent of New Zealanders agreed that imported products should adhere to the same animal welfare standards as those applied domestically.

If the bill passes,

Australian exporters may need to adjust their farming practices to comply with New Zealand's stricter animal welfare standards.

This could involve phasing out practices such as mulesing and the use of battery cag-Public support for es, as well as ensuring pain relief for procedures such as piglet castration.

Failure to comply could result in reduced access to the New Zealand market for these products.

The bill is currently in the early stages of the legislative process and its progress will be closely watched by stakeholders in both countries.

NEWSPAPER

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# **EXCITEMENT IS** HATCHING AT SBA



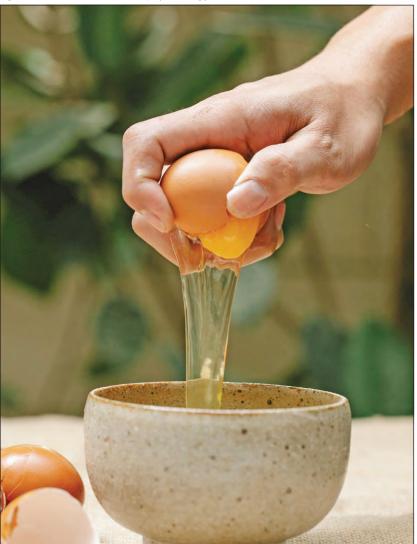






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Egg yolk colour is a fascinating window into the intersection of science, agriculture and consumer psychology.



The pigments present in the feed play a critical role. Photo: Klaus Nielsen

# Science behind egg yolk colour

#### ■ Feed, pigmentation and consumer perception insights

EGG Farmers of Australia frequently receives phone calls from people with queries about the colour of eggs.

Egg yolks come in a spectrum of shades - from pale yellow to deep orange - and their colour often sparks curiosity, even concern, among consumers.

While many people assume darker yolks indicate higher quality or nutritional value, the truth lies in a fascinating blend of biology, diet and perception.

Understanding what determines yolk colour can help demystify this everyday food staple.

#### Yolk colour and chicken feed

The most significant factor influencing yolk colour is the hen's diet. Specifically, the pigments present in the feed play a critical

These pigments known as carotenoids - are naturally occurring compounds found in various plants.

The most common carotenoids in poultry feed include lutein and zeaxanthin from leafy greens and corn, and beta-carotene from carrots and marigold petals.

Many farms use a yolk fan, a tool whereby farmers can compare the colour of the yolk of their eggs and modify feed to the colour they desire.

Hens that consume feed rich in these pig-



ments lay eggs with more vibrant orange yolks.

Conversely, a diet low in carotenoids results in paler yolks.

It is important to note that this variation doesn't necessarily impact the egg's nutritional value or safety primarily it alters appearance.

#### Natural versus artificial pigmentation

In commercial egg production, farmers have a choice to add natural or synthetic pigments to poultry feed to standardise yolk colour.

In some markets, consumers prefer a specific shade.

For example, deep orange yolks are highly prized in parts of Europe and Asia, prompting producers to supplement feed with marigold extract or paprika.

While this might raise eyebrows, these natural additives are safe and are regulated to ensure they don't affect the egg's edibil-

However, the use of synthetic colouring agents is often avoided in favour of natural sources, aligning with consumer trends toward 'clean label' food products.

In Australia, farmers use a blend of both natural (yellow) and synthetic (red) pigments in commercial diets.

Natural pigments are very expensive and are 'derived' from marigold and paprika extracts.

Sometimes people visualise farmers putting flowers or peppers straight into the feed, but this is not the

#### Does yolk colour reflect nutritional value?

There is a common belief that darker yolks are more nutritious.

While it's true that yolks rich in carotenoids contain higher levels of these antioxidants - which support eye health and immune function - the difference is usually marginal.

Other nutritional aspects such as protein content, fat, vitamins and minerals remain relatively consistent regardless of yolk shade.

Yolk colour is not a reliable indicator of an egg's omega-3 content, freshness or whether the hen was pastureraised.

Those qualities are more directly tied to specific feed formulations and farming practices than pigmentation alone.

#### The power of consumer perception

Colour influences perception.

In blind taste tests, participants often associate richly coloured yolks with better flavour, creamier texture and higher quality even when the eggs are otherwise identical.

This psychological bias has led marketers to emphasise yolk colour in branding and packaging.

In some cases, boutique egg producers will highlight their chickens' natural diets - such as access to pasture or organic grains - to justify darker yolks and premium pricing, appealing to consumers who equate colour with artisanal quality.

Egg yolk colour is a fascinating window into the intersection of science, agriculture and consumer psychol-

While the hue can reveal details about a hen's diet, it doesn't necessarily reflect nutrition or taste.

So, the next time you crack open an egg, remember... it's what's behind the colour that really counts.

Thanks to Tina Grech for her advice in writing this article.





APSS 2025 was a resounding success.

# First announcement for Australian Poultry Science Symposium 2026

try Science Symposium is the premier sion of the conference. avian science conference in Australia, attracting delegates from across the country and around the world.

Running from February 9 to 11, the 2026 conference will focus on an overarching theme of 'poultry production through a futuristic lens'.

The APSS Organising Committee is pleased to confirm that this symposium will once again be delivered as an exclusively face-toface event, with a recorded virtual option

THE Australian Poul- to be made available art venue features a following the conclu-

> This post-event rethose unable to attend in person to access the presentations and discussions at their convenience.

The return to the University of Sydney campus for the most recent APSS proved to be a significant success, highlighted by a record number of attendees and paper submissions.

Building on this momentum, APSS 2026 will again take place at the University of Sydney Business School.

This state-of-thespacious tiered lecdesigned to facilitate informal networking and social interaction.

The official scientific program will again commence from midday on Monday, with delegate check-in opening from 9am.

This schedule has been designed to accommodate those traveling to Sydney on the day, while still allowing time for networking and preparation ahead of the symposium's opening.

As in previous years, APSS 2026 will pre-

sent an exceptional program of invited ture theatre, breakout speakers addressing a spaces for side meet- diverse array of highcording will allow ings and ample areas priority topics under a unifying theme.

The symposium will also continue to offer an engaging social program, ensuring attendees have numerous opportunities to connect, collaborate and exchange ideas throughout the threeday event.

Save the dates and start writing up your papers – apss2026. com.au

We look forward to seeing everyone again in February 2026. 🦫 PRF and WPSA

Australia www.poultrynews.com.au

# ACMF engages agricultural educators across Australia at PIEFA Conference

EDUCATING future generations about the agribusiness supply chain is crucial for attracting new talent to the poultry sector.

At the recent Primary Industries Education Foundation Australia Conference, delegates explored ag education programming and participated in engaging workshops discussing initiatives developed by the industry to support food and fibre education.

The conference united educators, industry professionals and policymakers to discuss and enhance the future of food and fibre education in Australia.

Australian Chicken Meat Federation policy officer Amy Roberts led a workshop on the new Stage 6 Farm Case Study on Australian chicken meat production

Her session helped educators understand the size and value of the poultry sector and the importance of the chicken meat industry.

The workshop introduced students to various aspects of the supply chain and agribusiness, including work health and safety,

sustainability and marketing.

Attendees collaborated on a reflective activity, creating their own chicken meat company logo and slogan, highlighting how marketing techniques could communicate strong messages about production system values to consumers.

The PIEFA Conference 2025 centred on the collective mission to enhance food and fibre education across Australia.

Various organisations showcased their work, contributing to the goal of improving educational outcomes in this vital sector.

A key takeaway for the chicken meat sector was the importance of developing nontechnical skills among new entrants and prospective talent to support a healthy capable workforce with strong communication skills.

The Shift Solutions Group project, developed for the cotton industry and led by Central Queensland University for the Cotton Research and Development Corporation, provided valuable insights for other industries aiming to support school-based trainees and their established workforce in building resilience and positive attitudes to foster a positive workplace culture.

The conference emphasised the diverse career opportunities within the sector, demonstrating that working in agribusiness involves more than farming – it includes numerous highly technical roles and pathways to exciting innovations across Australia.

The face of farming is evolving as producers integrate innovative technologies to address challenges such as sustainability, biosecurity and food security.

Networking and collaboration were central to the conference, allowing educators to connect with industry experts, share best practices and explore new ideas for integrating food and fibre education into their curricula.

Educators showed great interest in tools to support their delivery of chicken meat education, sharing inspiring insights and stories about engaging students in topics such as broiler rearing,

poultry nutrition and agribusiness.

The conference stalls enabled ACMF to build strong relationships with educators, listen to extraordinary case studies of students entering the industry and understand the eagerness of students to participate in the chicken meat workforce.

The gala dinner provided a fun opportunity to reflect on the conference's takeaways and meet diverse food and fibre education champions from across Australia.

ACMF will continue to advance the outcomes and priorities of the chicken meat industry workforce strategy and its internal workforce development plan by engaging with teachers and educators on the incredible roles available in the industry and opportunities to deliver chicken meat content in the classroom as well as traineeships.

Looking ahead, AC-MF is excited to participate in Discover Ag in June to continue this important work supporting Australia's future workforce and skill needs.

ACMF





Participants displayed their logo designs for the marketing activity created during the workshop.



Amy Roberts showcased the Stage 6 farm case study to agriculture





Classic combo, bacon and eggs. These ones boiled. Of course, fried, poached and scrambled also hit the spot.



Don't waste egg shells after peeling. Plenty of uses.



Boiled eggs match mustard too, well in my breakfast kitchen at least.

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Boiled eggs on toast for breakfast, with a smidgen of Promite.

### Fresh not best when peeling boiled eggs

HOW best to boil eggs and indeed how best to peel them has been a common household debate and conversation starter around the table for longer than I care to remember.

Consequently, I was keen to digest a recent piece in The Conversation headlined 'Is there a best way to peel a boiled egg? A food scientist explains'.

The author Paulomi (Polly) Burey, professor in food science at University of Southern Queensland, built her case point by point, shelling out some solid science at the same time.

Before I share Polly's points, let me reveal that I've always found the most efficient way to peel a hard-boiled egg is to run it under cold water immediately after removing it from the boiling water.

Testing my age-old practice and putting my point to good friend and veteran egg producer Ian Wilson of Fremantle Egg Company, his emailed reply was, "The secret to peeling a boiled egg is not to use a fresh

"A couple of weeks in the fridge and peels perfect.

Effectively, the scientist and the farmer spoke the same language, as you'll learn below.

Good to hear I must say, and not always the case.

So, here's Polly's take on the often-vexed egg boiling issue...

We've all been there trying to peel a boiled egg but mangling it beyond all recognition as the hard shell stubbornly sticks to the egg white.

Worse, the egg ends

by **BRENDON CANT** 

Cant

Comment

up covered in chewy bits of adhesive membrane in the end. The internet is littered with various

hacks that claim to prevent this problem. But there are several

reasons why eggs can be hard to peel.

Luckily, that means there are also sciencebased strategies we can use to avoid the problem.

#### Egg 'peelability' factors

Eggs consist of a hard porous shell, an inner and outer membrane, the egg white (albumen) and a membrane-encased yolk at the centre.

There is also an air cell between the inner and outer membrane next to the shell.

A lot of research was done in the late 1960s and 1970s on factors that affect the peelability of eggs after they've been boiled.

One of these factors is the pH of the egg white.

An early study from the 1960s indicated that the pH of the egg white needs to be in the range of 8.7-8.9 – quite alkaline - in order for the egg to be easier to peel.

Storage temperature has a role to play too.

A 1963 study showed that storing eggs at about 22C (or 72F) gives a better peelability result than storage at lower temperatures of 13C, or even fridge temperatures at 3-5C.



Of course, there is a

ambient temperatures. In the studies, an increase in storage time before boiling – using less fresh eggs – also increased the ease of peelability.

risk of spoilage if eggs

are stored at higher

#### Step one – avoid fresh eggs

The fact that fresh eggs are harder to peel is relatively well known.

Based on the factors above, there are a couple of reasons for this.

For one, in a fresh egg the air cell is still quite small.

As the egg ages, it very slowly loses moisture through the porous shell, increasing the size of the air cell while the rest of the egg contents shrink.

A bigger air cell

makes it easier to start the peeling action.

Additionally, egg whites - though they already start out relatively alkaline - increase in pH as the eggs age, also making them easier to peel.

#### Step two - water temperature

Some keen egg-boiling pundits believe that starting with boiling water and lowering it to a simmer before gently placing the eggs into it provides a better result.

However, you want to do this with roomtemperature eggs to avoid them cracking due to a sudden temperature change.

The reasoning behind this approach is that exposure to higher temperatures from the start of cooking also makes it easier for the membrane to come away from the shell and egg white.

Furthermore, the quick hot start makes it easier for the egg white proteins to denature (change structure as they cook) and bond to each other rather than to the membrane.

continued P7



Boiled eggs are just the best, usually served with a little salt and pepper.

### **Pump as good as Arnold Schwarzenegger**

THE Herd Group is an Australian-owned company processing highquality lamb, mutton, veal and beef for both the domestic and export markets.

With the local consumer market at its doorstep, easy access to Melbourne ports and prime livestock grazing country at its hinterland, MC Herd's location in Geelong has been ideal.

Founded in 1951, the company employs over 380 staff and is continually striving to excel in all it does, and is committed to quality at every stage of its processing.

As such, it uses only the best equipment to ensure the best performance in all stages of the process.

When Hydro Innovations' Victorian regional manager Graeme Spence called in to see what was used for wastewater pumps, he met with engineering manager Trevor Egan.

Trevor was kind enough to describe his wastewater system to Graeme and promised to send some photos.

Good to his word, Trevor sent the images to Graeme and pointed out that all the wastewater pumps were Gorman-Rupp brand and some had been in service for about 30 years.

He said, "The pumps operate twenty-four sev-

"They may look like [beep] but pump as good as Arnold Schwarzenegger."

Trevor's pumps were part of Gorman-Rupp's 'Classic T' range of self-priming wastewater pumps, which have since been superseded by Gorman-Rupp's Super T line-up.

Internal clearances can be adjusted in minutes without having to disconnect the pump from piping or without even opening the pump.

This means that pumps

can maintain peak efficiencies for the life of the installation, delivering asset owners with energy savings.

Gorman-Rupp pumps are heavily used in the food processing industry, particularly by those companies that don't compromise on safety and reliability.

Because they are surface mounted, operators can access them easily for monitoring and maintenance, and because they are cast, machined, assembled and tested in the US, reliability, performance and parts support is guaranteed.

For more information about Gorman-Rupp's self-priming pumps or to explore how Hydro Innovations can help with your water and wastewater needs, contact 02 9898 1800 or visit hy droinnovations.com

Hydro Innovations remains dedicated to delivering reliable solutions that help facilities operate smoothly and efficiently for the long term. 🦫



The Gorman-Rupp Classic Ts pump as good as Arnie.



While they don't look the business, the pumps operate twenty-four seven.

# Fresh not best when peeling boiled eggs

from P6

After boiling eggs for the desired amount of time typically 3-5 minutes for runny yolks, 6-7 minutes for jammy yolks and 12-15 minutes for hard boiled – you can quench them in ice water.

This should help the egg white to slightly shrink away from the shell, improving peelability. Step three (optional) – adding things to the water

Some other suggestions to improve peelability include adding salt to the boiling water, but this has mixed results.

approach actually improved peelability, however this effect was lost after eggs had been stored for longer periods.

have also been shown separated the eggto aid eggshell peelability or removal.

The patent that describes this used rather harsh substances, with the goal to dissolve away the shell.

But based on this idea, you could try adding baking soda or vinegar to the wa-

With vinegar, the theory is that it attacks the calcium of the humble boiled carbonate in the eggshell to then aid its removal.

As for baking soda, because it's alkaline picture.

it could help detach the membrane from the shell.

#### **Bonus – alternative** cooking methods

There are other methods for hardcooking eggs, including pressure steaming, air-frying and even microwaving.

In steaming eggs, some proponents theorise that water vapour permeates the eggshell, loosening the membrane from the egg white and thereby making the egg much easier to peel.

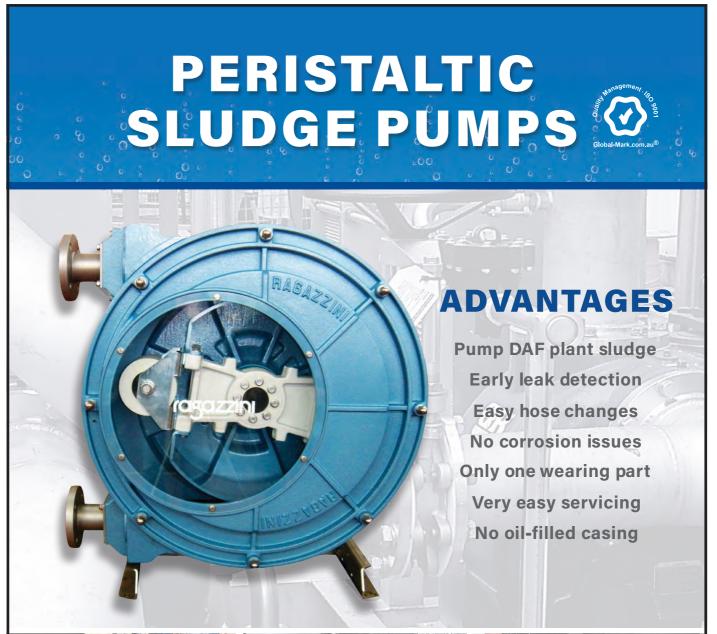
While studies have recently been done on air frying other foods, there is still In one study, this scope to further understand how this style of cooking might affect eggshells and peelabil-

Finally, once you Acids and alkali have successfully shells, don't simply throw them in the

There are lots of different uses for them, including compost, slug and snail deterrent in your garden and using them as little biodegradable pots for seedlings.

So, once again the incredible versatility and innate goodness egg is here for all to see.

Images from my home kitchen paint a











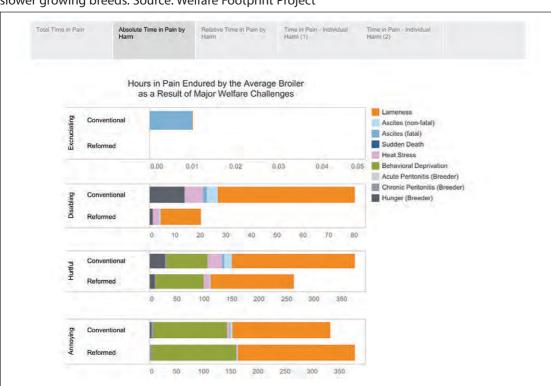


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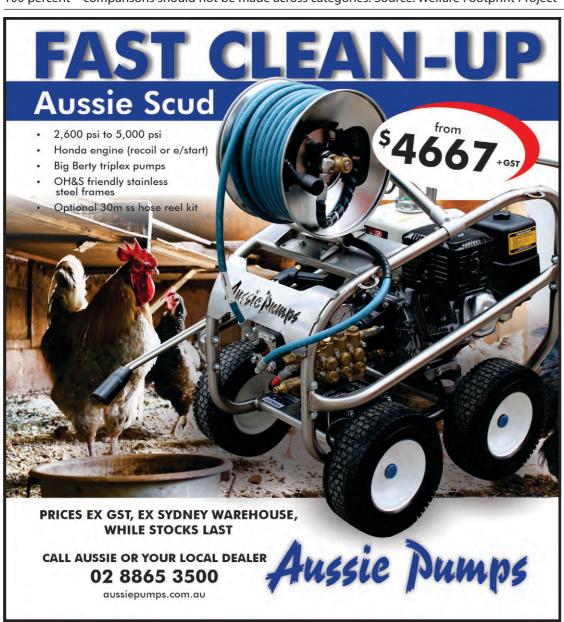
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	Time in Pain endured by the Average Broiler Excruciating (SECONDS)												
	Convention	Conventional						30.20					
	Reform	ned	5.	.58									
		0	5	10	15	20	25	30 3	5 40	45	50		
	Disabling (hours)												
	Convention	nal					-		50.2	27			
Hurt	Reform	ned	_	-	17.26	-							
		0	1	10	20	30		40	50	60		70	
	Hurtful (hours)												
	Convention	Conventional				-			333.60		_	-	
	Reform	ned			-		* 2	255.70		-			
	Annoying	0	50	100	150	200	250	300	350	400	450		
	Convention						34	324.67					
	Reform												
		0	50	100	150	200	250	300	350	400 4	50	500	

Average amount of time a chicken spends in pain in each category of intensity, for fast-growing and slower growing breeds. Source: Welfare Footprint Project



Hours in pain endured by the average broiler as a result of major welfare challenges, organised by pain level and by breed (conventional versus 'reformed', that is BCC-compliant). This was scaled to 100 percent – comparisons should not be made across categories. Source: Welfare Footprint Project





Slower growing broilers at an RSPCA Assured (UK) farm. All RSPCA Assured chicken meat products are compliant with the Better Chicken Commitment. Photo: RSPCA UK

# **WFI** finds slower growing meat chicken breeds mean far less animal suffering

THE Welfare Footprint Institute is an international research organisation dedicated to quantifying animal welfare.

Its researchers use a robust structured approach to evaluating existing scientific data to make conservative estimates of the intensity and duration of animal suffering.

The WFI has applied its groundbreaking approach to a range of farmed animals, including meat chickens.

In its broiler chicken project, WFI compared the pain experienced by conventional fast-growing breeds to the slower growing breeds, advocated for by the Better Chicken Commitment, over the course of an average chicken's life.

The project's key finding was that adopting the Better Chicken Commitment prevented a huge amount of suf-

Crucially, the top two most severe categories of pain were cut by 80 percent and 65 percent respectively when the breed of chicken was switched to a slower growing bird.

Just improving living conditions without any breed change had little impact on suffering.

What causes of pain were measured?

The assessment included measures of pain caused by:

- Lameness
- Cardiovascular problems (such as heart attacks and ascites)
- Thermal stress (typi-

cally overheating)

• Frustration (from

- sensory and behavioural deprivation) • Chronic hunger Welfare

harms during stunning and slaughter.

The assessment didn't cover all the potential welfare harms impacting chickens - as examples, the impact of infectious diseases, inflammatory conditions, contact dermatitis or muscle abnormalities weren't included - so the results likely underestimate the actual total time in pain experienced by commercially farmed chickens.

Of course, measuring time spent experiencing pain alone was not enough to tell the whole story.

Pain ranges in severity, so the researchers categorised pain into four types, from least to most severe

#### Annoying pain

Pain that is clearly felt as aversive but doesn't disrupt normal behaviours and causes only mild mental disruption.

It can be ignored most of the time.

Chickens experiencing this kind of pain don't show physical signs of pain or vocalise that pain.

#### Hurtful pain

Disruptive pain which can only be ignored for brief periods of time.

Chickens experiencing hurtful pain can still behave normally but may struggle to do so and may do so less frequently or for shorter durations.

While experiencing

hurtful pain, chickens don't do things that aren't immediately rewarding, such as dustbathing.

#### **Disabling pain**

Continuously distressing pain that makes it impossible to behave normally and is so bad that milder pain or even positive experiences aren't noticed.

Chickens experiencing disabling pain are motivated to move less to try to reduce this pain.

#### **Excruciating pain**

Pain that is not normally tolerated for even a few seconds.

Examples of causes of excruciating pain are severe burns or scald-

Individuals experiencing this kind of pain can't hide it and may have extremely abnormal physical reactions, such as involuntary shaking or loud vocalising.

The study also measured the likelihood that an average chicken would experience each kind of pain from each

To give a measure of the population-level pain experience, the duration of the pain type caused was multiplied by its prevalence.

So, a condition that caused 10 hours of disabling pain and affected 70 percent of the population was said to cause seven hours of disabling pain from this condition in the average chicken.

This allowed for a more comprehensive comparison.

continued P9

# WFI finds slower growing meat chicken breeds mean far less animal suffering

From P8
What were the most common causes of pain for chickens raised for meat?

The biggest cause of pain in chickens raised for meat was lameness, followed by heat stress.

Lameness caused three and a half times more disabling pain for fast-growing chickens than for slower growing chickens, and one and a half times more hurtful pain.

Time spent in annoying pain caused by lameness was about the same across breeds — this told us that while slower growing breeds were not immune from lameness, they certainly experience far less pain overall and suffer less.

Fatal cases of ascites were comparatively rarer but were the biggest cause of excruciating pain in fast-growing chickens.

Affected birds experienced a horrific 40 minutes of excruciating pain on average.

However, this excruciating pain functionally disappeared for

slower growing chicken breeds, who were far less likely to experience ascites, fatal or non-fatal

#### How much pain does the Better Chicken Commitment prevent?

The Welfare Footprint study found that adopting the Better Chicken Commitment in full prevents at least 79 hours of hurtful pain, 33 hours of disabling pain and 25 seconds of excruciating pain for every single chicken raised under the higher welfare standard.

In fact, slower growing chickens were found to experience over 80 percent less excruciating pain than fast-growing chickens – just a few seconds in their lives.

They experienced only a quarter of the amount of disabling pain experienced by fast-growing chickens. Clearly a huge reduction in suffering.

The slower the growth rate, the shorter the cumulative time in pain experienced over a chicken's lifetime, regardless of actual lifespan.

In other words, a chicken who lives longer and takes more time to reach the same weight as a faster-growing bird will have a lower total amount of time spent in pain.

Importantly, this study found that changing the way chickens were raised, such as giving them more space or enrichment, had little impact on pain alone.

These changes had the best welfare impact when combined with a switch to slower growing breeds.

#### The study was conservative – meaning the difference could be bigger

The findings of this study could be considered as conservative estimates, "representing the minimum time in pain expected to be averted with implementation of the BCC and similar standards," according to the WPI.

In other words, this study established the absolute minimum reduction of suffering produced by adopting the Better Chicken Commitment.

You can read the

study in full on the Welfare Footprint Institute website, including interactive charts which show more detail

Also of interest may be the article, 'Are slow-growing broiler chickens actually better for animal welfare? Shining light on a poultry welfare concern using a farm-scale economic model' published in *British Poultry Science*.

April Broadbent Better Chicken Australia



Scan for the Welfare Footprint broiler project.



Scan for British Poultry
Science article.

# Recent appointment of poultry production and nutrition lecturer

DOCTOR Mehdi Toghyani was recently appointed as a lecturer in poultry production and nutrition at the University of Sydney.

This appointment reflects Dr Toghyani's continued commitment to advancing poultry science through both research and education.

In this new role, Dr Toghyani will contribute significantly to undergraduate and postgraduate teaching, including unit coordination and curriculum development in key areas such as poultry production, animal nutrition and sustainable farming systems.

His expertise will not only support student learning but also strengthen the university's educational offerings in animal science and agribusiness.

With a robust background in applied poultry research and close ties to the industry, Dr Toghyani brings a uniquely integrated perspective to his academic work.

Having worked extensively with major poultry producers across Australia and through his continued research contributions via the Poultry Research Foundation, he is well-positioned to bridge the gap between research innovation and

commercial practice.

His teaching approach is firmly grounded in real-world experience, enabling students to connect theoretical knowledge with industry-relevant application.

A passionate advocate for student development, Dr Toghyani is committed to mentoring the next generation of animal and poultry scientists.

He aims to inspire students by incorporating contemporary challenges and advancements into his teaching, fostering critical thinking and encouraging innovative problem solving.

Dr Toghyani also looks forward to continuing his collaborative research with academic colleagues, government bodies and commercial partners.

His focus remains on developing practical science-based solutions to improve efficiency, sustainability and animal welfare outcomes in poultry production systems

As a valuable member of the PRF team, we congratulate Dr Toghyani on being appointed to this pivotal academic role and we are confident that his contribution will enhance both the university's research impact and its reputation for excellence in animal and veterinary sciences.

**Benjamin Geist** University of Sydney



Dr Mehdi Toghyani is the new lecturer in poultry production and nutrition at the University of Sydney.



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Research into foundational resource underpins optimal welfare, production and environmental outcomes.



The litter management manual outlined many effective practices but there was a need for more information.



Litterpedia is a webpage covering litter management and reuse, including practices such as tilling.

# Litter project findings bed down pivotal industry investments

A MAJOR body of research investigating various aspects of sourcing, management, reuse and disposal is underpinning the successful utilisation of one of the Australian chicken meat industry's largest operational investments litter.

Litter is the material used on the floor in meat chicken houses and is one of growers' largest operational investments.

The chicken meat industry requires a reliable ongoing supply of safe and effective litter materials.

At the start of a growout, litter can either be fresh bedding materials such as wood shavings, straw or rice hulls, or reused from the previous grow-out.

Litter is a crucial resource for chicken meat growers and its selection and management can have a significant impact on performance and bird welfare.

Best-practice litter management optimises bird performance, reduces risks to meat chicken and human health, complies with biosecurity requirements and third-party accreditation schemes and reduces the potential for environmental impacts.

Spent litter becomes a byproduct that can ideally provide a modest revenue stream for chicken meat growers but is also easily disposed of.

By and large, Australian chicken meat growers remove spent litter after each batch of chickens and introduce fresh litter.

In some cases, litter is re-used for the subsequent batch of chickens in this case, amendments can be added to reduce ammonia production and the presence of bacteria.

Litter amendments also can increase the nutrient value of spent litter.

Most spent litter is sold as a fertiliser to broadacre farmers, horticulture producers, dairy farmers or composters.

AgriFutures The Chicken Meat Program has invested in a range of projects that have delivered bestpractice litter management guidelines, explored fresh litter supply and management, investigated spent litter utilisation, assessed the risk of alternative litter types and evaluated the suitability of litter amendments for the Australian chicken meat industry.

Findings of key litter investments are outlined below.

Full final reports and project snapshots are available on the Agri-Futures Australia website and provide greater detail on individual projects.

#### **Providing guidance** for Australian meat chicken farms

As part of the project 'Best practice manual for managing litter', agricultural and environmental engineer Eugene McGahan from Integrity Ag consulted with a range of industry stakeholders to provide meat chicken growers with options for bedding type, in-shed litter management, reusing litter in sheds and disposing of spent litter.

The manual represents an important guide to industry-leading practices that meet community expectations and enable growers to implement circular economy principles. Reviewing supply and

disposal options The project 'Review of fresh litter supply,

management and spent litter utilisation' identified and reviewed a review and industry range of issues central to effective litter management by industry.

The final report contains a review of the literature on alternative bedding materials and provides a ranked list of alternative bedding materials and management practices.

#### **Ensuring the safety of** alternative options

The diminishing supply and higher cost of traditional litter materials has stimulated interest in alternative litter sources.

However, these materials can contain hazardous pathogens and chemical contaminants.

The project 'Risk assessment of alternative litter types' developed a method to assess contaminants potentially present in litter materials that can cause disease in chickens or be transferred to edible chicken products.

Scientific literature was reviewed to provide threshold contaminant levels in poultry litter.

These values were then used to develop a tool that provides a screening and risk assessment process for a variety of alternative litter materials.

This tool also includes management and mitigation strategies to ensure litter is safe and effective to use.

#### Analysing amendments to enable effective reuse

Litter amendments are products that change the chemical, physical or biological properties of poultry litter.

Reuse of litter in Australia is not common because growers prefer to use fresh bedding, such as wood shavings or straw.

Growers also have numerous concerns about ammonia, disease and pathogen carryover and odour in reused litter, as well as the additional labour required and inadequate time for litter treatment processes to be completed because of quick turn-around times between flocks.

These concerns currently outweigh the potential benefits, such as cost effectiveness and warmer, drier and better-insulated litter.

However, the supply of fresh bedding material for meat chickens is constrained, meaning the issue of reuse remains ever relevant for industry.

The project 'Suitability of litter amendments for the Australian chicken meat industry' involved a literature consultation on the use of litter amendments to understand views on litter reuse and the potential role of litter amendments.

While litter reuse is not commonly practised, the project found there was general agreement it likely needs to become standard practice in Australia.

#### **Supporting growth** through sustainable practices

The recently completed project 'Litter and environment – BMPs and data to support production and industry growth' has combined findings from existing research with industry feedback and previously reported information to produce Litterpedia, a webpage covering litter management and reuse, including practices such as tilling.

Until recently, the chicken meat industry has had few resources that outline best management practices for litter and litter re-use.

The litter management manual developed by Integrity Ag outlined many effective practices but there was a need for more information about the practical industry-proven options to keep litter drier, improve friability, reduce water spilled from drinkers and generally reduce risks associated with wet litter.

With such a complex and dynamic production environment and with timing of the essence, growers need practices that suit their specific situation rather than a limited number of prescriptive BMPs.

This project aimed to provide complementary research to practices growers have developed and refined over years, to improve understanding of the physical and chemical processes associated with litter management.

Data and information collected from this project could form the basis of a future training tool or platform to improve knowledge and understanding of internal and external shed interactions.

AgriFutures Chicken Meat Program research manager Sarika Pandya said litter management would remain an ongoing investment focus, particularly given increased community expectations relating to circular economic practices and sustainable industry practices.

"We know the influence litter selection and management can have on production and welfare outcomes," Ms Pandya said.

"Because of this, we want to support industry as best we can by investing in research that contributes to industry best practices in this area.

"The projects already completed have produced valuable information and resources, and we encourage meat chicken producers to consider what's been produced when developing litter management strategies for their farms." 🦫



### Rare Poultry Breeders' Association Annual Show 2025

THE Rare Poultry Breeders' Association annual show was held at Maitland Showground on Saturday May 17, 2025.

This year, the show attracted 514 entries from as far away as Queensland, ACT and southern NSW.

One keen fancier even flew in from Western Australia to view the birds on display.

The feature breed for 2025 was the Dutch Bantam, a breed that first made its appearance in Australia in 2014 when AvGen Poultry successfully imported hatching eggs from the United Kingdom through the Spotwood Quarantine facility in Victoria.

Two colour varieties, the Golden Partridge and the Yellow Partridge, were imported and both were represented in the display.

Among the more unusual looking birds exhibited were Polish, Houdans, Cochins and Transylvanian Naked Necks.

The Polish is recognised for the large crest of feathers it has on its head and is largely an ornamental breed,

The Houdan has a well-developed beard and muffling as well as a crest and was originally bred in France as a table bird.

The Cochin was developed in the nineteenth century and is characterised by a massive body and heavily feathered legs and feet.

While the Transylvanian Naked Neck is recognised by a total lack of feathers on its neck, which is adorned

by bright red skin.

This breed also carries a gene responsible for reduced body feather density, a trait that has been incorporated into some broiler strains in Europe to make them more tolerant of heat.

A striking White Crested Black Polish bantam cockerel won the award for champion rare breed in show, while a large White Crested Black Polish cockerel took out the award for champion rare breed large.

In the rare varieties section of the show, a Buff Columbian Wyandotte bantam pullet won the award for champion rare variety, while a large Blue Australorp pullet won champion rare variety large.

The Buff Columbian

Wyandotte pullet went on to win champion bird in show.

In addition to the fowls and bantams, there was a strong line up of waterfowl, with the champion award in this section going to a Brown Chinese gander, while reserve went to a Saxony drake.

An attractive Bourbon Red gobbler won the turkey section.

The junior exhibitors' section of the show

saw a large line up of entries, with champion junior exhibit going to an Australian Game bantam and reserve being awarded to a Minorca bantam pullet.

The Rare Poultry Breeders' Association annual show is a great opportunity to showcase the genetic diversity that exists among the various breeds and varieties of domestic poultry, and will be held again on May 16, 2026.



The Cochin is characterised by a massive body and heavily feathered legs and feet.



An attractive Bourbon Red gobbler won the turkey section. Photos: Amanda Winney



The Buff Columbian Wyandotte pullet went on to win champion bird in show.



A striking White Crested Black Polish bantam cockerel won the award for champion rare breed in show.



A Brown Chinese gander took the champion award in the waterfowl sec-



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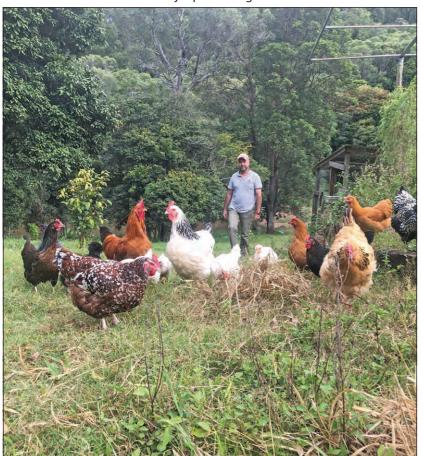
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Dr Mila Meijer presenting her work.



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Oregano essential oil has been found to improve the immunity of broiler chickens before they hatch.

# **Egg injection leads to healthier chicks**

AN essential oil shows promise for improving the immunity of broiler chickens before they hatch, according to University of Queensland research.

Queensland Alliance for Agriculture and Food Innovation's Dr Mila Meijer injected oregano essential oil compounds into fertile eggs to test its impact and found that it had a positive influence on the developing chick's immune system.

"Carvacrol is the main compound found in oregano and is the gold standard essential oil to improve health," Dr Meijer said.

"It's known to reduce inflammation when fed to mature chickens, so we wanted to see if it also worked in newly hatched chicks.

"To do that, we injected the compound into the amniotic fluid in the egg a few days before hatching.

"Most of the carvacrol migrates to the embryo's yolk sac, which is connected to the developing gut.

"As the chick absorbs the yolk in the final days before hatching, carvacrol may be delivered directly into the intestine.

"We found the carvacrol activated the nmune system in chick, which could be very useful when a bird is in a health-challenging situation.

"Hatching healthier reduces the chance of chicks becoming sick within their first few weeks when the risk is higher."

Dr Meijer said the technique could be implemented on farm for those who already use a similar system to vaccinate the chicks.

"Potentially we could combine this process of injecting essential oils with vaccination so that we don't add an extra step for farmers," Dr Meijer said.

The research is one of a series of projects aimed at improving the nutrition of chicks and hens.

Principal Research Fellow Professor Eugeni Roura said the process was part of the 'intergenerational biology' studies of his

"We're trying to influence or improve the performance and the robustness of the young by improving the nutrition of the mother,"

Professor Roura said.

"When we feed the broiler breeder hen, we are thinking not only of the hen but the embryo and the chicken, which is a gap that we've identified over recent years.

"The reduction on the use of essential antimicrobials that maintain the health and welfare of chicks will come with a more robust chicken, and that's one of the key aspects.

"It's a simple concept and we're still gathering additional results as part of the AgriFutures Chicken Nutrition, Gut

Health and Environment consortium."

The research was published across a paper in the Journal of Animal Science and Biotechnology and other papers in Poultry Science.

The project was funded by the AgriFutures Australia Chicken Meat Program.

The Queensland Alliance for Agriculture and Food Innovation is a research institute at the University of Queensland, established with and supported by the Department of Primary Industries. 🦫



Dr Mila Meijer



# Brazil confirms HPAI outbreak in commercial poultry farm

BRAZIL'S Ministry of Agriculture has confirmed the presence of highly pathogenic avian influenza on breeder farm in the south of the country.

The H5N1 strain of the virus was detected in the municipality of Montenegro in the state of Rio Grande do Sul, one of the country's most important poultry meat exporting states and its largest egg exporter.

MAPA confirmed the presence of the disease on May 15 and at the same time notified that the containment and eradication measures set out in its contingency plan had already been put in place.

It continued that this would not only allow the disease to be controlled but would allow production to continue.

The Brazilian Association of Animal Protein has stressed that MAPA and state

authorities have been little over 11.5 pertotally transparent regarding identification, communication and containment of the outbreak, and that the association is offering all necessary support.

It added that all necessary measures were quickly adopted to contain the outbreak which was under control.

#### Importance of Rio Grande do Sul

Rio Grande do Sul slaughtered approximately 629 million broilers last year, a

cent of all broilers slaughtered in Brazil.

By volume, it is the country's thirdlargest exporter of broiler meat.

Where turkey meat is concerned, the state accounts for over 35 percent of exports, making it the second largest exporter.

The state is Brazil's largest egg exporter, exporting 6500 metric tons last year or almost 35.3 percent of all Brazil's egg exports. 🦫



Highly pathogenic avian influenza H5N1 has been detected in Montenegro Brazil. Photo:

### **Aussie Pumps bacteria prevention solution**

WITH winter coming and the demand for both chicken meat and eggs increasing, the danger of diseases such as bird flu pose a growing threat.

Fighting bacteria by sanitising on a regular basis is becoming the new normal.

One Australian company that recognises the need for fast and efficient protection from the spread of germs is Aussie Pumps.

The company has been working with growers for a number of years and is a specialist in the manufacturer of highpressure water blasters and steam cleaners for the poultry industry.

Aussie's chief engineer John Hales said, "We learned a lot during the COVID pandemic and were pleased to be able to provide economically priced 'hot wash' machines that could run off 240V power, and be easily handled in sheds for carrying out easy and fast sanitation."

"Our understanding from the health department back in those days was that steaming or hot wash at anything

above a 60C would kill germs and help reduce the danger of disease or infection.

"Though we specialise in hot water, many growers still use cold water high-pressure cleaning for shed washdown.

"In these dangerous times, the idea of using steam or a hot wash machine is very attractive to complement the cold wash machines.

"Many of the poultry operations we've worked with use the 4000PSI Aussie Scud pressure cleaners fitted up with hose reels, with 30m of high-pressure hose.

"The hose reels are stainless steel, the frames are stainless and the machines are designed to perform to have the highest possible ability to operate in what is the fight against an infection.'

The 4000PSI Aussie Heatwave machines are driven by a Honda petrol recoil or electricstart engine.

The registered Aussie Scud design, built in stainless steel with four steel wheels and flatfree tyres, is elegant in design and suitable

for both big and small cleaning jobs.

"We often hear from farmers who have a Scud 400 4000PSI 15-litre machine," Mr Hales said.

"Some hook it up to a stainless-steel reel, with 50m meters of highpressure hose mounted on the machine.

"Those 50m give the operator a range of 100m without having to move the machine." Hot wash helps

Using an Aussie steam cleaner can generate steam up to 130C.

Operating at that temperature is not regarded as being ideal, bearing in mind that germs can be killed just as easily at a lower temperature, without the need to burn more diesel fuel to operate the boiler that creates the high temperature.

The big hot wash machines all have steel chassis and stainlesssteel covers.

Aussie's pumps are always slow-speed 1450RPM and driven by four-pole slowspeed single or threephase electric motors.

"We've even developed a 4000PSI machine that runs steam to 130C," Mr Hales said.

"At first we found it a big seller with the earthmoving industry but now we're seeing it coming into its own in livestock cleaning applications."

The hot wash single phase machine - named the Aussie Sizzler – has a special introductory price for chicken farmers of only \$4560.

That's \$1000 off the regular price offered through retail outlets.

"We understand how tough it is in the industry at the moment," Mr Hales said.

"The least we can do is offer a high-pressure cleaning kit at a great price.

"The Aussie Sizzler is currently sold out, however we are taking orders now for delivery in late June and early July."

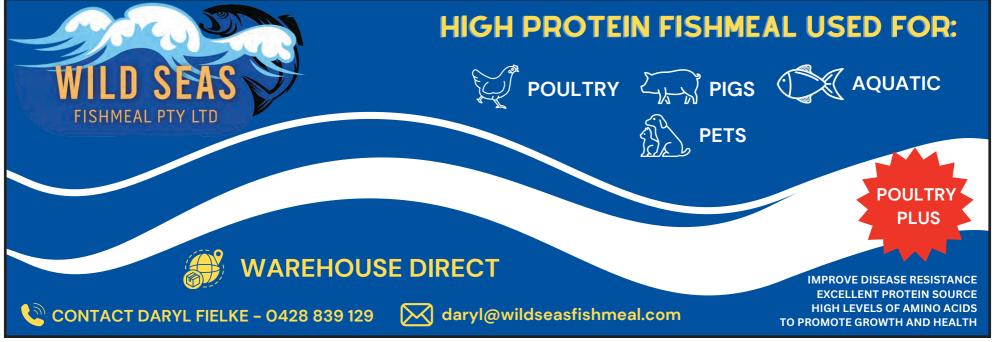
For prices for Aussie's poultry clean up package, contact Aussie's high-pressure pump division.

The team deals with livestock of all types, understanding the need for sanitation, elimination of germs and prevention from infection.

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### Australian chicken meat industry seeks to harness power of behavioural science

Australian chicken meat industry is using behavioural science to more deeply understand its people in a bid to maximise research uptake and improve industry collaboration.

Behavioural science is a multidisciplinary field that seeks to understand the broader 'system' of factors that influences how people act and behave and how to work with communities to bring about positive change.

National behavioural science organisation Evidn is leading innovative work to identify how knowledge can be best delivered to and implemented by those at the heart of the industry.

Evidn senior behavioural scientist Sam Moore has charge of the three-phase project, in conjunction with organisation co-founder Dr John Pickering.

Phase one seeks to understand the system of factors that influence the chicken meat workforce.

It will involve a review of behavioural science literature in the context of research adoption, a desktop review of existing extension and training initiatives and engaging with stakeholders across the industry to understand their perspectives and what is needed to bring about change.

The aim is to discover the key 'driving' and 'restraining' forces for research adoption in the industry and how information can best be disseminated to the workforce.

In phase two, the learnings will be built into a training program for those who work across the industry such as extension officers, veterinarians and farm services staff - to enable and accelerate research uptake and improve industry collaboration.

Phase three seeks to embed the training program within the industry and understand its relevance for other AgriFutures Australia levied industries.

Phase one work is already underway, with the project due to wrap up in mid-2026.

Mr Moore said the project will equip personnel with the communication skills they need to create impact at the farm level.

"We've done a lot of work in adoption programs, and we've done standalone extension training in the past, and one of the things we see a lot is extremely talented and technically gifted folk with knowledge and expertise," he said.

"But one of the things we hear from them, especially the junior extension officers, is 'we have all this great stuff, what we don't get trained in is putting that into practice'.

"That's what we can help with.

"It's one thing having the skills and knowledge, but motivating your peers and having productive conversations... a lot of the time it's not what you get trained in as an extension officer or veterinary officer."

Mr Moore said "deep and meaningful" stakeholder engagement was central to the project.

He encouraged industry participants to share their experiences with the Evidn team.

Adding that the team wanted to understand their perspectives, what's working really well and most importantly what some of the potential challenges or barriers were that something could be done about.

"Prioritising those restraining forces based on their impact and feasibility for behaviour change gives us a lot of precision about how to target the training program to be as relevant and impactful as possible," he said.

The training program will be rolled out later this year.

Its content will then be embedded as a practical resource - such as a toolkit or pocket guide – to guarantee its long-term usefulness.

"We hope this will lead to improved bird performance and improved knowledge, skills and capability of the industry staff involved in this program," Mr Moore said.

"But the main focus is how can we improve the soft skills of industry staff who are working on the ground, and making sure we can get the best support, advice and information out to the people who need

Speaking at an Agri-Futures Chicken Meat Program webinar, Dr Pickering said behavioural science had a crucial role to play in ensuring that research influences industry practices.

With a dedicated workforce the backbone of the industry, the ability to get cut through was vital.

"The extent to which we can understand and potentially work with people to modify various attitudes or behaviours is probably going to be key to how we solve some of the big challenges," he said.

"And there's quite a bit of evidence to suggest that behavioural science provides at least one set of tools or insights that can help us with that here in Australia, and elsewhere."

Evidn was founded in 2016 by Dr Pickering and colleague Jinny Hong.

Its first involvement in agriculture was with Project Cane Changer - a behaviour change initiative of sugarcane industry body Canegrowers - that aimed to improve farming practices in Queensland's Wet Tropics region to protect the Great Barrier Reef.

Almost half (48 percent) of the Wet Tropics region is now accredited under the industry's best management practice program Smartcane BMP, up from 12 percent when Project Cane Changer started.

Evidn has also supported other research and extension groups - including Wine Australia, Meat & Livestock Australia and Sugar Research Australia - to maximise program engagement and uptake.

AgriFutures Chicken Meat Program manager Sarika Pandya said it was important production-focused research resulted in on-farm improvements and tangible benefits for levy payers.

"We have research underway into mitigating production diseases and optimising reduced-protein diets but it's crucial industry can implement the findings," she said.

"We believe behavioural science can help with that.

"It's about working with change agents in the industry so stakeholders receive the information in a way that suits them, and have the skills to take meaningful action."

For more information on the project or to be part of stakeholder consultation, contact Sam Moore at sam@evidn. com or Sarika Pandya at sarika.pandya@agri futures.com.au

Information about training sessions, along with the toolkit/pocket guide, will be available through industry channels in due course.



Important that chicken meat production-focused research resulted in onfarm improvements and tangible benefits for levy payers.

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