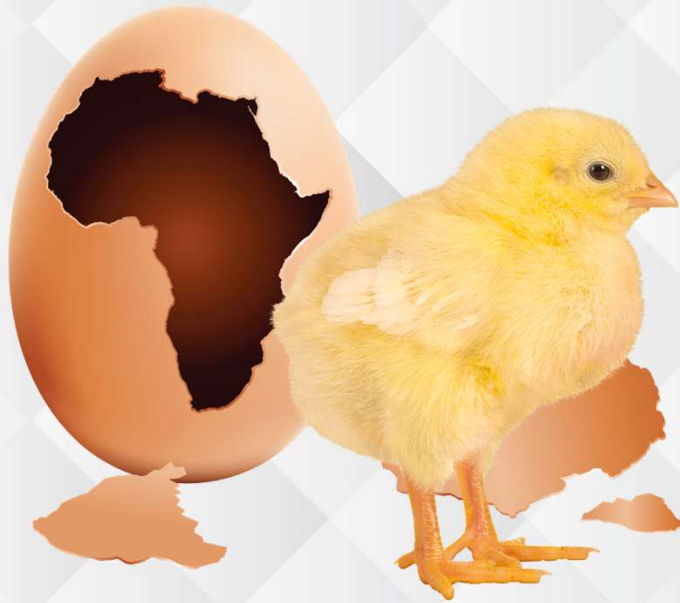


 Prevent event

Pragmatic Customer Approach to Poultry Health Services

Enhancing Poultry Health through Customer-Centric Strategies

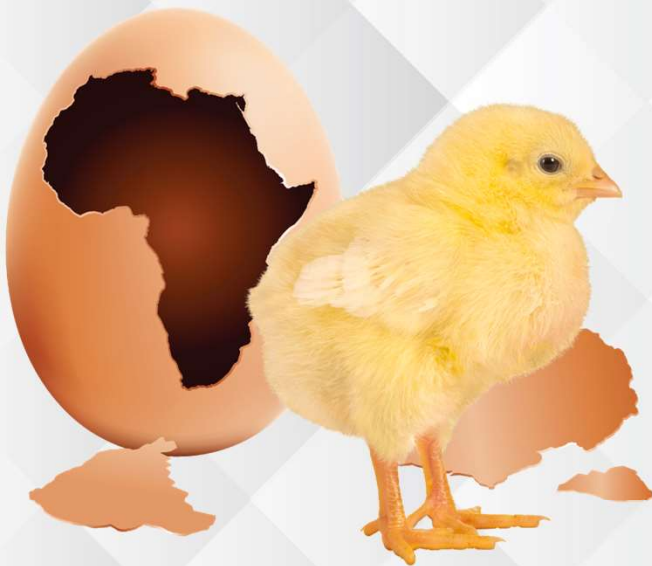


Introduction

Overview: The poultry industry is no different than other sectors of animal agriculture.

- ✓ New expectations from customers and consumers.
- ✓ New rules and standards, both from within and outside industry
- ✓ Continually to improve transparency and sustainability in line with the new marketplace expectations.

Objective: To take up the range of opportunities to address antimicrobial stewardship, animal care and sustainability excellence, along with profitability, while meeting the increasing specific expectations of customers and consumers



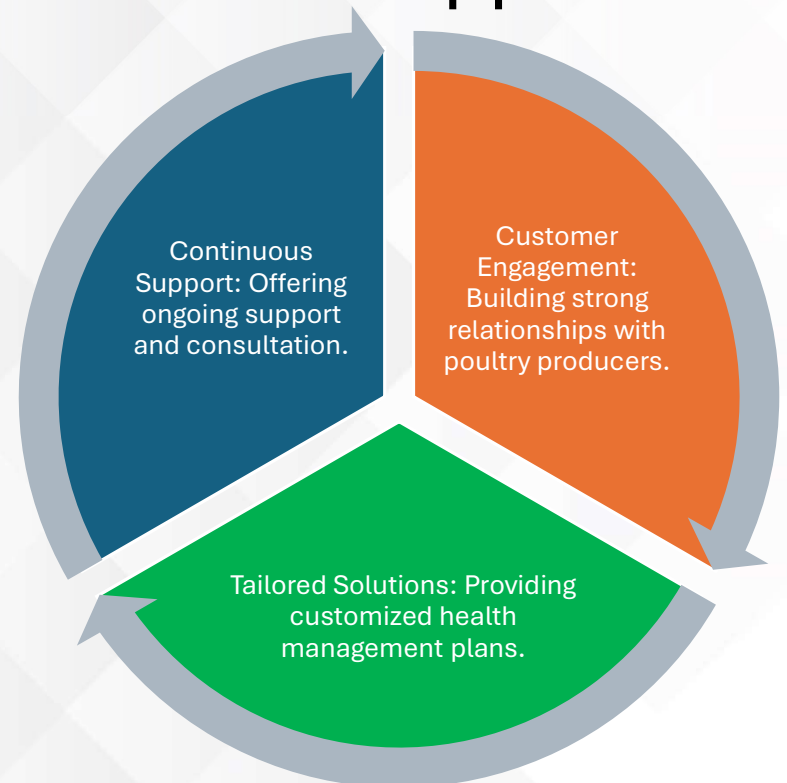
Understanding the Pragmatic Customer Approach



Definition:

A practical, customer-first strategy that prioritizes the needs and expectations of poultry producers.

Key Elements



Benefits of a Pragmatic Customer Approach



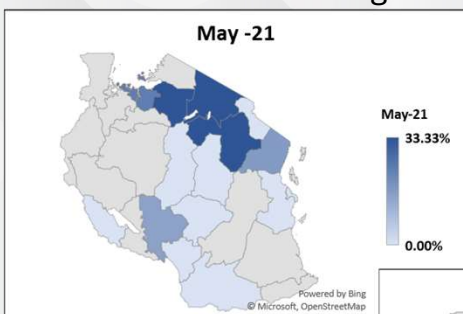
Improved Health Outcomes: Better disease prevention and management.



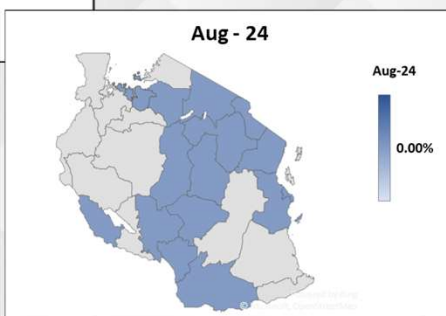
Increased Customer Satisfaction: Meeting the specific needs of each producer.



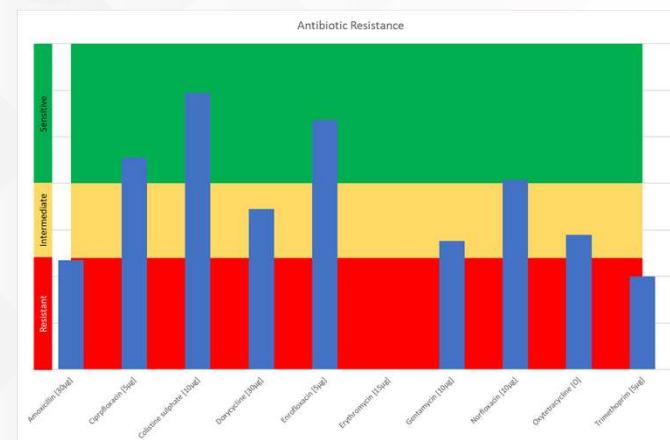
Enhanced Business Performance: Higher productivity and profitability.



- ✓ Importance of Disease map
- ✓ Shows how improved information improved cover
- ✓ Need more sampling to get better information
- ✓ Work with MoLF through DVS



- ✓ Correct Breed to suit conditions
- ✓ Hatchery Vaccination
- ✓ Eliminate Farm Vaccination
- ✓ CHICK Program audit for peace of mind



- ✓ Farm Visits
- ✓ Using the correct Antibiotic
- ✓ Quicker recovery.
- ✓ Performance enhanced

Case Study: Silverlands Diagnostic Laboratory

Background:

Development of a Diagnostic Laboratory to concentrate on Poultry. To be a reference for poultry producers in Tanzania

Strategies Implemented:

- Integrated Health Management: Combining veterinary care, nutrition, and on-farm management.
- HTSi – Comprehensive Health Tracking
- Disease identification
- Disease Mapping - Tanzania

Innovation and Technology: Using advanced tools and techniques for better health outcomes.

- PCR, NIR, ELISA
- New Generation Vaccines & Programs
- Hatchery Vaccination

Results: Improved health and productivity metrics.



Case Study: Silverlands Poultry Training Centre

Background:

Development of a Poultry Training Centre to complement Silverlands strategy of producing high-quality feed and high-quality vaccinated chicks specific for individual customers.

Strategies Implemented:

- Integrated Training: Combining theory (30%) with on farm practical (70%).
- 5-day course, student live at the Centre to see poultry is 24/7
- Offer various courses, Broiler, Mother Unit, Layer and Technical

Innovation and Technology:

- Various poultry housing & equipment
- Innovative poultry training techniques – Musical Transmune™ Chairs
- Emphasizing on Antibiotic reduction and sustainable farming

Results:

- >4,000 rural farmers trained to date.
- Greatly improved performance & profitability



Key Components of the Approach

Veterinary Care:
Regular health checks and disease management.

- ✓ Farm Visits and sampling
- ✓ Visit diseased farms for Map
- ✓ Conduction HTSi
- ✓ Dissemination of Information through the MoLF.
- ✓ Improved vaccination programs.

Nutrition:
Customized feed plans to meet specific health needs.

- ✓ Evaluating feed performance
- ✓ HTSi indicates poultry health & Gut Health
- ✓ Farm Visits and sampling
- ✓ Look at innovative products for Cocci, Salmonella and gut performance

\$ Cost Effective \$

On-Farm Management: Best practices for housing, hygiene, and biosecurity.

- ✓ Seminars to inform Poultry Producers of field risks
- ✓ Training on how to mitigate the risks
 - ✓ Bio-Security
 - ✓ Brooding
 - ✓ Vaccines

Challenges and Solutions

Challenges:

Antimicrobial Stewardship: Reducing antibiotic use while maintaining health.

Sustainability: Balancing health practices with environmental impact.

Solutions:

Partnership: Government, Pharmaceuticals, Multipliers, & Tertiary Institutions.

Education and Training: Empowering producers and Veterinarians with knowledge.

Innovative Practices: Adopting new vaccinations to reduce the burden on the Producer.

Communication: Empowering producers with knowledge through Social Media.



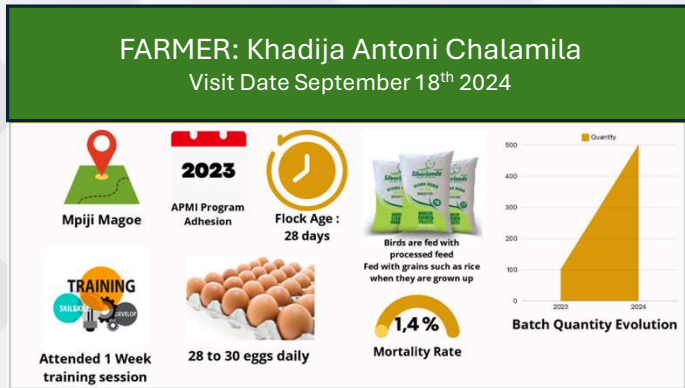
Future Directions

Trends:

Increasing demand for antibiotic-free and sustainable poultry production. Further education into the importance of the above

Opportunities:

Expanding services and integrating more advanced technologies and genetics. Collaboration between all parties is vital



Conclusion

- **Summary:**

Through better diagnostics and vaccination programs the needs of the Farmer is better met and increased productivity with reduction in Antibiotics

- **Call to Action:**

It is imperative that Government, Multipliers and Integrators with Pharmaceutical companies together work to form a new sustainable plan for Poultry production