



# Alberta Poultry Industry

Research and Development  
Strategic Planning Session  
May 26 & 27, 2004  
Workshop Summary

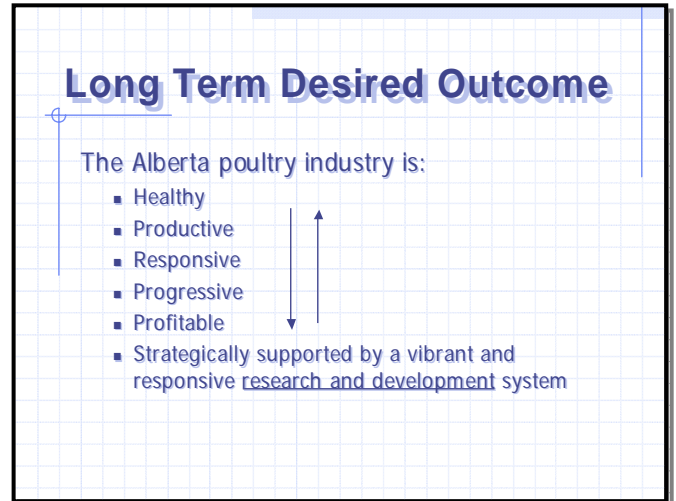


## ***Introduction***

The Alberta Poultry Industry Research and Development Strategic Planning Session was convened on May 26 & 27, 2004 by the Alberta Agriculture Funding Consortium and the four poultry commodity groups: Alberta Chicken Producers, Alberta Hatching Egg Producers, Alberta Egg Producers and Alberta Turkey Producers. Workshop participants included representatives of the commodity groups, the research community, poultry processors and various support organizations.

This session was the initial attempt at bringing together stakeholders in a specific sector of the Alberta Agricultural Industry with a goal to strengthen the leadership role in the sector and create a stronger research and development system by developing:

- A strategic plan with clearly identified, industry-driven R&D priorities
- Principles for developing and implementing the strategic plan which are understood and agreed to by all
- Clearly defined and collaboratively managed processes for developing and implementing the strategic plan.



## ***The Driving Question***

What are the research and development priorities in each of the commodity groups (ACP, AEP, AHEP, ATP) and overarching the industry that will support the industry now and in the future?

## ***The Workshop Process***

### **1. Research Priorities**

Priorities for each of the commodity groups and the overarching industry were developed by exploring the range factors which affect the poultry industry, and the research and development processes and referencing the current commodity group priorities. The raw data of the reflection questions is appended to this summary.

## 2. Research and Development Principles

Principles are the beliefs that reflect the purpose and guide the actions and decisions of an organization. When an organization adopts guiding principles, they are used as a sieve for all decisions, and decisions are assessed as to how well they *genuinely* reflect all or some of the principles.

The participants worked together to develop guiding principles by responding to the following question:

“To ensure the industry has/is building capacity to meet current and emerging needs; R&D for the poultry industry should focus on, address, align with, demonstrate that, or lead to,,,”

## 3. Process for Developing and Implementing a Research and Development Strategic Plan

The Agriculture Funding Consortium presented the concept and process that has been used in Alberta for the last three years to provide a one-window approach to funding agricultural research and development.

Workshop participants were asked to consider the Funding Consortium model as a mechanism for aligning funding for the identified R&D priorities, and for building stronger partnerships.

## *Workshop Results*

### 1. Principles of Practice that Guide the Poultry R&D System

The following principles were identified by participants as key considerations for guiding decision-making in research and development in the Alberta Poultry Industry.

**Advancing the Industry:** Research and Development strategies, programs and projects are directly relevant to and lead to improvement in the Alberta Poultry Industry. R&D must build on existing information and does not duplicate previous work.

**Sustainability:** Poultry research and development strategies, programs and projects will focus on a sustainable industry that is environmentally friendly, economically viable and socially acceptable.

**Excellence in Practice:** Poultry research and development in Alberta aspires to be the best by using quality science that is results oriented and utilizes highly skilled, credible research teams.

**Genuine Collaboration:** Poultry research and development strategies, programs and projects support stewardship for resources by working together, sharing information and being accountable. .

**Information Management:** Poultry research and development strategies, programs and projects support technology transfer through creative and effective information management and communication practices.

These principles will benefit the industry if they are used in the decision-making process:

“How well does this strategy, project, program align with some or all of these principles?”

## 2. Research and Development Priorities

The following tables contain the lists of R&D priorities identified for the overall industry and for each of the commodity groups. All participants identified the highest priorities for each of the commodity groups and the overall industry. The top four priorities are highlighted but all recommendations are listed.

### Research and Development Priorities for Overall Industry

1. <b>Antibiotic replacement</b> —stimulation of innate immunity, probiotics, and testing for residue	22
2. <b>Poultry meat scientist</b> /product development researchers	17
3. <b>Education plan for consumers</b> /tech transfer and pre-secondary students <ul style="list-style-type: none"> <li>• Tech Transfer—knowledge—use of global expertise and visiting experts</li> <li>• Hire a tech transfer individual to implement the program to bridge the gap</li> </ul>	12
4. <b>Environmental issues</b> -specifics: manure management, phosphorous, processing, composting, environmental BMPs, development of bio-digester (spent hen, manure, etc), mass disposal through composting	12
5. Disease surveillance system that would drive disease research	10
6. Value of spent/rendered products—further processing, rendering—alternatives for by-products	9
7. Diseases related to human/animal interactions	9
8. Infectious disease control—Avian Influenza, New Castle	7
9. Bio-security research on developing practical programs that really make an impact	7
10. Economics and marketing studies focussed on consumer acceptance, understanding consumer demands, traceability	7

11. Ongoing refinement of feed –marginal determination of feed programs, improve the nutrient quality of product	7
12. Market risk management—Industry needs research to assess the impact of and manage risks: Alternatives to antibiotics, disease, animal welfare, consumer demand and preferences, traceability, development of an overall crisis management/communications plan to deal with zoonotic diseases	7
13. Quality determination of locally grown grains for feeding and rapid test to identify quality	4
14. Humane transportation	4
15. Economic implication of R&D return on investment	2
16. Research to monitor the evolution of marketing systems—Canadian Supply Management (support)	2
17. Metabolic disease control	1
18. Economics and science behind good production practices—on farm food safety	1
19. Water use	0
20. On farm testing for medications (carry over in feed)	0
21. Traceability	0
22. Validation and development of on farm rapid testing for cleaning and disinfection	0

### Research and Development Priorities for the Chicken Industry

<b>1. Antibiotic (Abx) use:</b> <ul style="list-style-type: none"> <li>• testing for residue</li> <li>• immunization via eggs</li> <li>• probiotics</li> <li>• feasibility of continuous production without antibiotics</li> <li>• alternative benefits of organic/inorganic acid</li> </ul>	7
<b>2. Controlling pathogens</b> for food safety	7
<b>3. Disease control:</b> salmonella, cellulitis	6
<b>4. Poultry meat product development research</b> (i.e. value-added products, meat and meat by-products)	4
<b>5. Chick quality and production efficiency</b> (i.e. brooding management /chilling)	3

6. Animal welfare pre and post production practices	3
7. Science basis for: <ul style="list-style-type: none"> <li>• On Farm Food Safety Assurance Program</li> <li>• Environmental Farm Plan Protocols</li> <li>• Biosecurity</li> </ul>	3
8. Chicken meat for nutrition	3
9. On farm food safety regarding production practices	2
10. Optimizing decision making at the supply chain level	1
11. Genetic impact on production	0
12. Processed meat quality (i.e. Scabby thighs)	0

### Research and Development Priorities for the Egg Industry

1. <b>Value added product development</b> – Human nutrition – nutraceuticals	8
2. <b>Housing</b> – welfare considerations (real/perceived)	7
3. <b>Inoculation of birds</b> —development of probiotics	7
4. <b>Spent fowl</b> - product utilization- welfare post production	5
5. <b>Bone strength and shell quality</b>	5
6. Strain specific impact on production	4
7. Research on Salmonella Typhimurium (St DT104)	1
8. Selenium enhanced eggs	1
9. Production practices to maximize On Farm Food Safety	1

### Research and Development Priorities for the Hatching Egg Industry

1. <b>Strain specific management</b> to optimize quality saleable chicks <ul style="list-style-type: none"> <li>• Incubation environment</li> <li>• Barn environment</li> <li>• Nutritional requirement</li> <li>• Male management</li> <li>• Embryo and breeder metabolism</li> <li>• Balancing broiler growth rate with breeder reproduction</li> </ul>	7
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2. <b>Education/communication plan</b> to enhance tech transfer	5
3. <b>Spent hen: uses</b> , value-added(poultry meat sciences), disposal—rendering, composting	4
4. <b>Nutrition management practices</b> that reduce the need for antibiotics	4
5. Validation of On Farm Food Production Food Safety Practices	3
6. Another poultry veterinarian	1
7. Delivery method of bacterial vaccines, reduce the cost of vaccine delivery (i.e. through reducing injection method)	1
8. Enhancing passive immunity in chicks	0

### Research and Development Priorities for the Turkey Industry

1. New product development: <b>Comprehensive economic study</b> to monitor consumer demands	4
2. Bird health: <b>Control/Prevention/Detection of disease</b>	4
3. Bird Health: <b>Antibiotic use and residue</b> , improved methods of detection,	4
4. Food Safety and Quality <b>On Farm food safety practices</b>	4
5. Product efficiency: <b>Improvement of feed conversions</b> , growth rates, breeders	4
6. Bird health: Means of reducing/eliminating need for antibiotics	3
7. Product efficiency: Transportation	2
8. New product development: Value added development/ meat scientist	1
9. Bird health: Immunization via eggs and probiotics	1
10. Food safety and quality: Factors affecting muscle composition	1
11. Food safety and quality: In-plant losses due to quality of bird	1
12. Product efficiency: Strain specific management	1
13. Bird health: Nutritional requirements, <ul style="list-style-type: none"> <li>• feed ingredients, nutrient evaluation</li> <li>• by-products &amp;enzymes to improve nutrient utilization</li> <li>• reduction in poult mortality</li> </ul>	0
14. Bird health: Increasing resistance of bacteria and viruses to antibiotics	0
15. Bird health: New regulations/laws governing use of antibiotics	0

16. Food safety and quality: Meat quality	0
17. Environmental concerns: <ul style="list-style-type: none"> <li>• reduce phosphorous/nitrogen in manure</li> <li>• reduce amount of manure</li> <li>• alternate uses for manure</li> </ul>	0
18. Product efficiency: Poult quality	0
19. Product efficiency: Early breeding practices	0
20. Food safety and quality: Scientific justification of critical control points	
21. Food safety and quality: Factors affecting egg shell quality and strength	

### 3. The Funding Process

The fundamental components of the research and development funding process used by the Alberta Agriculture Funding Consortium are:

#### Key Results

- Increased investment in agricultural R&D
- Improved coordination of agricultural R&D
- Improved due diligence processes to select high quality, industry relevant initiatives
- Focused research initiatives in priority areas aligned with industry goals
- A model for collaboration and integration

Seven Federal and Provincial funding organizations cooperate in an annual R&D funding process by committing to the specific operational practices:

- Autonomous organizations with independent decision-making abilities
- Rotation of responsibilities
- Shared operational expenses
- Coordinated activities and processes
- Shared accountability

Using shared processes:

- Joint Call for Proposals
- Shared List of Priorities for Funding
- One-Window Application Process
- Shared Due Diligence and Review Process
- Joint Funding
- Coordinated contracting and reporting

Participants were asked if they could see the Poultry Industry participating in a one window approach to identify and implement research and development strategies, programs and projects.

*Comment:* The R&D community strongly supported this approach but stressed they would not like to lose touch with the commodity organizations.

*Response:* There would be no reason to lose touch with the commodity organizations as it is still important to maintain a strong working relationship with them. Being part of the Funding Consortium does not change access to any of the funding bodies.

*Comment:* The producers expressed interest and support for the concept but felt that they would need to learn more about the opportunities and liabilities of the process before they made a commitment.

*Response:* There was support given to take time to explore this opportunity further before making a decision

*Comment:* The industry representatives voiced a concern about small funders getting lost in the process when much larger stakeholders were at the table.

*Response:* The amount of funds that each funder has is not important. The Consortium is made up of big and small funders. Since each group is autonomous and makes their own funding decisions, the amount of money that a group has does not change your stake at the table. Everyone is equal and is treated equally.

*Comment:* The group felt that the table should be expanded to include Federal funding bodies.

*Response:* Agreed. There are two Federal bodies at the table and we have had discussions with other Federal groups that are interested in participating in the process.

*Comment:* National representatives stated that this process was intriguing and held significant merit for broader application.

*Comment:* It was agreed that this was a good first step in learning about and understanding the process and continued discussion and education was required by the larger group of industry stakeholders.

## ***Next Steps***

It was agreed by the participants that this process was an excellent first step in building a relationship based on trust and transparency and a shared purpose.

The report will be circulated to participants for their use and for sharing with other stakeholders.

The Funding Consortium will use the priorities in establishing and communicating the research and development priorities in the next R&D proposal call. They will also continue to work with the commodity groups to increase the understanding of the process, with an ultimate goal of strengthening the partnership.

It was stressed that this was the first step. The commodity groups will reconvene to reassess and refine the funding priorities on an ongoing basis with a goal of ensuring that the right science in the right area is supporting the advancement of the Alberta poultry industry.

## **Appendix I: Scanning and Reflection Questions to Identify Poultry R&D Priorities**

*In each of the following areas, what (specifically) is required to strengthen Alberta Poultry R&D? Why?*

<p><b>Human Resources (people)</b></p> <ul style="list-style-type: none"> <li>• Extension- tech transfer to the farm because we have applied research and we need to complete the circle</li> <li>• Person to access and relate current knowledge in areas that we don't have expertise</li> <li>• Recruitment of technical support staff—long term</li> <li>• People are probably available—we need better communication and information sharing to coordinate problem solving</li> <li>• Develop a research environment—funding, space, opportunity—to attract and keep world class researchers</li> <li>• Work by collaboration in the international community</li> <li>• Integrate applied (vets) and basic researchers allows for identification of issues and rapid implementation of directed research to solve challenges seen in industry</li> <li>• Poultry meat scientist would support development of value added products</li> <li>• Expanded diagnostic services which are currently inadequate</li> </ul>
<p><b>Infrastructure</b></p> <ul style="list-style-type: none"> <li>• Communications between R&amp;D and research to profile R&amp;D to the industry for feedback and support</li> <li>• Improve diagnostic capability—labs and integration into research community to improve disease detection, control, building vet support network</li> <li>• Broad based interaction between industry groups</li> <li>• Build poultry into existing infrastructure (Lacombe, Leduc, ACPPTC) to make better use of existing infrastructure</li> <li>• Commercial scale applied poultry research facilities to bridge the gap between research and implementation that target AB needs and conditions</li> <li>• Poultry grow facilities at U of A because the new development plan requires relocation</li> <li>• Additional biodigesters for manure technology, public acceptance of the industry</li> <li>• Tech transfer/learning centre to educate general public and pre-secondary students</li> </ul>
<p><b>Financial capacity</b></p> <ul style="list-style-type: none"> <li>• Capital financing for value-added start up companies because there is lots of competition for available funds</li> <li>• Need to find ways to ensure that producers also have ROI, if there is any, because it would address specific AB or Canadian problems</li> <li>• Improved tax incentives in AB for R&amp;D/ commercialization</li> <li>• Core funding for base programs at established institutes would provide rapid ability to work</li> <li>• Money to build capacity (infrastructure, HR) and improve existing</li> <li>• One form, one application, one process for research proposals</li> </ul>

*Can you identify key areas in which R&D has **inadequate capacity** to serve the industry? Why is it critical to the industry?*

- Occupational health and safety of workers because of avian disease and insurance
- Manure management because of environmental sustainability
- Egg component R&D for product development and diversity not covered in the meat science position
- Environmental research e.g. no odour, water, manure add relevance to current BMP and impact
- EAP focused on growing value-added. Not sure we have the people/skills/companies to develop new non-food products
- Bio-products e.g. rendering industry, value because of better value, reduced cost and increased competitiveness
- R&D gap identification
- Bio-security- what works, what does not
- Support of undergraduate research because these students are our future
- Genomics for health and disease resistance
- Field research trials because of direct application in barn “real world”
- Poultry meat scientist supports the \$20/\$10 by 2010 goal
- Policy analysis

*The Present Needs: What **current challenges** face the industry? How specifically can R&D help address the challenge?*

- Competition in global market (trade). Research to make AB producers competitive and have high quality products
- Avian Influenza (emerging disease) Vaccines? ID research expertise
- Producer feasibility to get adequate income—research on improving economic indicators and production efficiency
- Chick quality--quality, consistency and decreased variability
- Increased condemnations at processing—cellulites-- Field studies
- Antimicrobial resistance--modelling of disease spread
- Pressures of “change” due to environmental concerns, animal welfare, food safety, bio-security issues. Who pays?
- Cost competitiveness as a food choice relative to other meat/protein sources
- WTO
- National programs versus provincial, bilingual translation costs
- Maintaining or preserving genetic material
- Changing genetics and impact on production management
- Emerging diseases—what will be next—ILT Necastle
- Change in animal welfare requirements
- Loss of feed additives
- Provincial regulations

*Future: What is **coming up the road** that you think will be an issue? Why?*

- Animal welfare because of the European experience
- Environmental management because of the cost to agriculture
- Supply management because of WTO/trade issues—we don't have a differentiated, unique product/disease status
- Consumer confidence
- Zoonotic diseases
- Food safety
- Need to increase knowledge transfer and commercialization of R&D
- Antibiotic resistance/use/ABF production
- Antibiotic residues
- Attracting and retaining High Quality People to reduce turnover and increase competitiveness
- Occupational health and safety
- Consumer perceptions
- Nutritional benefits of poultry
- Moral consumption of animals

*Readiness: What do we need in R&D **to be able** to meet **surprise challenges**?*

- Communication/education plan
- Identify farm locations and processor locations
- Health policy for food producers, need human nutrition research
- Surveillance—disease—diagnostics
- Networked internationally with R&D community—collaboration and not recreating expertise but making use of existing elsewhere when appropriate
- Flexibility on part of funders to review small projects, continued projects for additional funding or projects of immediate concern throughout the year
- Clear policy on compensation for depopulating flocks
- Crisis dedicated funds and plans
- Focus on environmental issues
- R&D broad group of expertise, well coordinated infrastructure for rapid response to arising challenges (AI, BSE) and identify groups that can be responders

*What specific R&D do we need to be doing to be **successful and sustainable**?  
(Specific research not general categories)*

- Bacteria based vaccines
- Improved neutraceutical benefits
- Food safety research including on farm practices
- Continued improvement in manure handling technology
- Improved management techniques for new strains of boilers (hi yield)
- Technologies for water use and conservation
- Natural defence systems (immune etc)

- Projecting impact of genetic changes on production and management—decreased mortalities and metabolic diseases
- Animal inputs nutrition i.e. phosphorous
- More inter provincial collaboration
- Further develop egg components and integrate with management systems
- Uses for spent hens and/or spent hen disposal
- Air quality (ammonia, dust, etc)
- Humane transportation of birds
- Animal housing conditions
- Consumer buying trends and needs
- Alternative uses for spent hens/manure/bioproducts

*What are some **lessons that you have learned** from others that have impacted how you do your work, or changed your thinking?*

- To be prepared for the future Good communication is important To recruit young people
- Need a well-structured emergency plan People respond well to constructive challenges Collaboration leads to success Industry must lead on animal welfare matters
- Learn from emerging disease New management practices Surround yourself with good people Embrace change and learn from it We don't have to do it all in AB, we need to harvest the best information from around the world and put it to work Invest in your people/your industry

*Overarching Priorities: What are the **R&D needs/opportunities** that apply to the whole poultry industry?*

- Environmental issues:
  - Animal disposal
  - Manure
  - H2O quality
  - Air quality / smell
  - agriculture in close
  - confines to urban development
- Animal welfare –density, cages, monoculture, growth rate, transportation, disposal, destruction
- Lost of antibiotics in production
- Diseases—vaccination, alternatives to anti biotic treatment , human/animal interface, Zoonotic issues, AI/BSE
- Bio-security
- Product development:
  - value added opportunities
  - Functional foods
  - Further processing-dark meat, spent fowl, breeders
- Need to be consumer focussed
- Food safety
- Uniformity & product quality

- Basic Scientific Research
- Determine if in fact antibiotic use is a real threat or not
- Marketing issues
- Processor viability
- Improve nutrient value of products-feed formulation—vitamins etc
- Retention and recruitment of quality people to poultry industry.

<i>What issues affect the <b>whole agricultural industry</b>?</i>	<i>Who do you need to be working with?</i>
<ul style="list-style-type: none"> <li>• Disease</li> <li>• Animal welfare</li> <li>• Environment</li> <li>• Consumer awareness/perception and education</li> <li>• On Farm Food Safety</li> <li>• Profitability</li> <li>• Foreign government trade policy</li> <li>• Move to more value added products</li> <li>• Feed quality and availability</li> <li>• Regulations</li> <li>• Water use</li> <li>• Land use</li> <li>• Global competitiveness</li> <li>• Inter-commodity issues also fad diets</li> <li>• Need for agricultural community to work together.</li> <li>• Medication usage</li> <li>• Rendering—better by-product utilization</li> </ul>	<ul style="list-style-type: none"> <li>• All industry groups</li> <li>• Researchers from other commodity groups—national and international</li> <li>• Governments—Municipalities/Province</li> <li>• Consumers (K – aged)</li> <li>• Geneticists</li> <li>• Processors</li> <li>• Funding agencies</li> <li>• Nutritionists/dieticians</li> <li>• Regulatory bodies</li> <li>• Producer groups</li> <li>• Public</li> </ul>

<i>What do we know about <b>emerging consumer needs</b> or trends that could affect our R&amp;D priorities?</i>
<ul style="list-style-type: none"> <li>• Farm is really disconnected from consumer</li> <li>• Consumers are fickle-how do we get a handle on this</li> <li>• More meal ready products</li> <li>• Low carbohydrate diets</li> <li>• Lack of tolerance and understanding of antibiotic use/residues</li> <li>• Consumer demographics- older, more money, more health conscious</li> <li>• A select demographic group will pay for what they want</li> <li>• Greater interest in product history (traceability)</li> <li>• Convenience</li> <li>• Food safety increasing in importance</li> <li>• Diversity of products</li> <li>• Vegetarianism/Veganism</li> </ul>

- Organic
- Further processing –deep-fried or not
- Product ingredient knowledge
- Animal welfare concerns

***To ensure the industry has/is building capacity to meet current and emerging needs; R&D for the poultry industry should focus on, address, align with, demonstrate that, or lead to:***

- Consumer trends/needs (re-focus) e.g. might be food safety etc.
- Functional and flexible structure to fund research in a rapid and efficient manner to respond to new needs
- Increase diagnostic capacity
- Focus on competitiveness- efficient and market relevant/focused collaborative not complete funding
- Targeting priorities (R&D)
- Focus on the long term
- Focus on domestic international policies that affect the industry (phyto-sanitary barriers)
- Well trained people—good quality scientists/support staff
- Access to capital
- Communication and respect through entire industry

<i>What should <b>Alberta's leadership role</b> be in global poultry related R&amp;D?</i>	<i>What benefits are achieved by the industry and the producer if Alberta is a world leader in R&amp;D?</i>
<ul style="list-style-type: none"> <li>• To build on Alberta's strength in applied production research</li> <li>• Should this be a goal?</li> <li>• Seek innovative ways to be globally competitive</li> <li>• Focus on their strengths</li> <li>• Need to differentiate our product from foreign products (food safety) salmonella free, better quality--R&amp;D should support this</li> <li>• Systems based approach to R&amp;D (AB has this) Supply chain focus, multi-disciplinary, modelling, big picture</li> <li>• Research into local grain base diets</li> <li>• Collaborate globally with research community (symposiums, workshops) AB is known as having cutting edge research in certain areas</li> <li>• Education and communication plan</li> <li>• Lead by example</li> <li>• Surveillance Leadership/Traceability/Diagnostics</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid tech transfer- increased information leads to knowledge availability</li> <li>• Growth, improved revenue, profitability, sustainability</li> <li>• Attract and retain world class researchers to expand the program</li> <li>• Increased funding especially by government</li> <li>• More resources to communicate with local consumers</li> <li>• Credibility and recognition</li> <li>• International networking opportunities</li> <li>• Develop industry support Human Resources</li> <li>• Increase consumer confidence</li> <li>• We become industry experts</li> </ul>

*Is there something that **needs to change in how R&D is done in Alberta?** For what benefit, whom would it benefit?*

- Need more long term funding for R&D that have clearly defined outcomes
- Need to have more collaboration-national/provincial/international to raise the profile of our research so it can attract international funding. Increase funds to benefit industry from other funding sources.
- Need to be willing to do some high risk work—recognize that leading edge research may also be high risk
- Recognize that leading edge research is expensive, long-term and fund it accordingly
- Flexibility to submit proposals year round- more frequent funding cycles
- Increased tech transfer in areas that researchers work on
- Fill in the gaps on the research and development continuum
- Need to coordinate government, industry research and academics
- R&D needs to meet /respond to industry goals—have a broad industry focus so all parties are part of industry sustainability
- Need to fund programs rather than projects
- More early stage basic science research so leading edge technologies are available here
- Enhanced communication to funders-public regarding existing R&D
- Integration of human nutrition and production issues
- More than an annual review of funding programs
- Life long exposure to Agriculture industry (poultry) (K-12 and education for the future)

*Supporting effective R&D in Alberta:*

<i>What do funders need to do to better?</i>	<i>What do producers need to do better?</i>
<ul style="list-style-type: none"> <li>• More rapid decision making</li> <li>• Facilitate the application process better</li> <li>• Let researchers know what they really want</li> <li>• Single desk (application approved) continuity of application process</li> <li>• Clear identification of process</li> <li>• Work with whole industry to identify priorities</li> <li>• Fund based on quality of science/results/skill set</li> <li>• Funding for tech transfer</li> <li>• Funding for policy, marketing research.</li> <li>• Communicate with other funding agencies</li> <li>• Develop common application form/process</li> <li>• Flexibility to review proposals throughout year</li> </ul>	<ul style="list-style-type: none"> <li>• Interpret ways of applying research to their farm</li> <li>• Need to be open minded/innovative/involved in about production beyond the farm gate</li> <li>• More workshops/hands on application of research finding</li> <li>• Proper communication between researcher and producers. Create opportunities to network with researchers</li> <li>• Bio-security</li> <li>• Better ID of R&amp;D priorities identified by producers</li> <li>• Be engaged in new ideas—ask questions</li> <li>• Supply-chain focussed</li> <li>• Be aware of legislation which governs industry(provincial and federal)</li> <li>• Be able to access information more easily</li> <li>• Address health and safety</li> <li>• Be more adaptable to changes in the industry</li> </ul>

	<ul style="list-style-type: none"> <li>• Accept that basic research is required</li> </ul>
<i>What do processors need to do better?</i>	<i>What do researchers need to do better?</i>
<ul style="list-style-type: none"> <li>• Help us communicate with the chain retailers and consumers</li> <li>• Seek more efficient methods to reduce costs</li> <li>• Develop products to meet consumer needs (turkey and chicken)</li> <li>• Participate in growing the industry for all</li> <li>• Whole picture cost/benefit analysis (look at production cycle like an integrated company would)</li> <li>• Share information/communicate along the chain</li> <li>• Build trust</li> <li>• Fund early stage research</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that researchers will benefit</li> <li>• Proper mix of research—immediate research vs. ivory tower (applied and basic)</li> <li>• Communicate results—how does it benefit the producer?</li> <li>• Provide consumable information Communicate in layman’s terms using different methods—internet, papers, workshop</li> <li>• Be clear and honest about the relative risk of the project—how long will it take, how likely is it to work?</li> <li>• Produce useable results</li> <li>• Let funders and industry know what their skill sets are</li> <li>• Listen to industry needs</li> <li>• Do what they say they are going to do when they say they are going to do it</li> <li>• Develop trust with funding groups and end users of their research</li> <li>• Leverage industry money with other funding—government/industry, bigger bang for the buck</li> <li>• More collaborative research</li> <li>• Marketing ideas and technologies that have been developed</li> <li>• Communicate with processors and hatcheries</li> <li>• Less duplication of existing research</li> </ul>

## Participants

<u>Wednesday</u>		<u>Thursday</u>	
Aaron Falkenberg	Chicken	Allan Mah	Chicken
Allan Mah	Chicken	Andrew Wipf	Table Egg
Andrew Wipf	Table Egg	Angela Bork	Joint Venture
Andy Potter	VIDO	Ben Waldner	Table Egg
Angela Bork	Joint Venture	Darcy Fitzgerald	ALIDF
Ben Waldner	Table Egg	Dave Knodwell	Poultry Industry Council
Darcy Fitzgerald	ALIDF	David Hyink	Chicken
Dave Knodwell	Poultry Industry Council	Dawn Ius	Turkey
David Hyink	Chicken	Deborah Flaig	ALIDF
Dawn Ius	Turkey	Don Sundgaard	ALIDF
Deborah Flaig	ALIDF	Doris Ludlage	Hatching Egg
Doris Ludlage	Hatching Egg	Doug Korver	U of A
Dr. Atta Atia	AAFRD	Dr. Atta Atia	AAFRD
Dr. Brenda Allan	VIDO	Dr. Brenda Allan	VIDO
Dr. Louis Desautels	VIDO	Dr. Louis Desautels	VIDO
Dr. Tom Inglis	Vet.	Ellen Goddard	U of A
Ellen Goddard	U of A	Frank Robinson	U of A
Frank Maenhout	Maple Leaf	Fred Silverside	AAFC
Frank Robinson	U of A	Freda Molenkamp	AARI
Fred Silverside	AAFC	Gaylene Fasenko	U of A
Freda Molenkamp	AARI	Jerry Stepnisky	CARDF
Gaylene Fasenko	U of A	John Feddes	U of A
Jack Moerman	ALIDF	John Waldner	Egg Producer
Jerry Stepnisky	CARDF	Lloyd Johnston	Chicken
John Waldner	Egg Producer	Lynn McMullen	U of A
Levi Hofer	Turkey Producer	Marilyn Steers	Facilitator
Marilyn Steers	Facilitator	Martin Zuidhof	AAFRD
Martin Zuidhof	AAFRD	Maureen Schwab	NRCB
Maureen Schwab	NRCB	Michelle Follensbee	AAFRD
Michelle Follensbee	AAFRD	Rob Renema	U of A
Peter De Souza	Lilydale	Steve Howe	Table Egg
Steve Howe	Table Egg	Steve Mason	AB Milk
Steve Mason	AB Milk	Susan Gal	Table Egg
Susan Gal	Table Egg	Sylvia Donkersgoed	Chicken
Sylvia Donkersgoed	Chicken	Tina Notenbomer	Hatching Egg
Tina Notenbomer	Hatching Egg		