

# Poultry Update



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## **Zoetis Launches Industrywide Digital Resource Center for Poultry Vaccine Administration Best Practices**

*Proper vaccine handling and application help protect vaccine investment and bird health*

PARSIPPANY, N.J., January 20, 2026 — Zoetis is pleased to offer a new, comprehensive digital resource library designed to help poultry producers protect their vaccine investment through consistent, effective vaccine handling and administration. Built to support commercial broiler, layer and turkey operations, the digital hub provides best practices to advise proper application of vaccines so flocks get the intended protection, and help operations realize the full value from their vaccination programs.

“It’s so important for vaccines to be handled and applied properly so they are able to help protect bird health,” said Brian Jordan, head of Technical and Diagnostic Services at Zoetis. “When vaccine application varies, the return on that vaccine investment can vary, too.

IPPE visitors can learn more about this new resource by visiting the Zoetis booth B19019. Team members will be available to discuss the recommendations and share insights on optimal vaccination practices.

“Many poultry operations face labor turnover and language barriers, so we created this resource as an always-available way to reinforce training, protect consistency, and help customers get more out of every dose,” Jordan said. Many of the resources are available in Spanish as well as English.

### **A practical companion to hands-on support**

The new digital site is available at [zoetisus.com/PoultryVaccination](https://zoetisus.com/PoultryVaccination) and offers best practice guidance for hatchery — *in ovo* and spray cabinet — field spray, drinking water, wing web, intramuscular or subcutaneous, and intraocular vaccinations. Tools include videos, downloadable illustrated how-to guidelines and posters, and useful articles from [PoultryHealthToday.com](https://PoultryHealthToday.com). Additional resources, including more how-to videos, are being developed and will be added to the website when complete.

“Investment in vaccines and disease prevention has grown over the years as the poultry industry faces new and re-emergent threats, and novel state-of-the-art vaccine technologies have become available,” Jordan said. For example, according to a presentation by Mike Donohue from AgriStats, on average, total spend on vaccines was less than 0.5 cent per broiler

chick in 1992. By 2024, that value had increased to more than 2 cents per chick – an increase of 300% in a little more than 30 years.\*

“At Zoetis, we want to help the poultry industry protect that investment and get more out of their vaccination programs,” Jordan said. “Our team is often in the field providing hands-on training for proper vaccine handling and application. This new digital resource extends that support, giving customers a reliable place to revisit best practices, onboard new team members and reinforce the small steps that help vaccines perform as intended, protecting bird health and supporting a safe, healthy source of protein.”

### **About Zoetis**

As the world’s leading animal health company, Zoetis is driven by a singular purpose: to nurture our world and humankind by advancing care for animals. After innovating ways to predict, prevent, detect, and treat animal illness for more than 70 years, Zoetis continues to stand by those raising and caring for animals worldwide – from veterinarians and pet owners to livestock producers. The company’s leading portfolio and pipeline of medicines, vaccines, diagnostics and technologies make a difference in over 100 countries. A Fortune 500 company, Zoetis generated revenue of \$9.3 billion in 2024 with approximately 13,800 employees. For more information, visit [www.zoetis.com](http://www.zoetis.com).

*\*Data sourced from AgriStats, 1992 to 2024.*

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### **For more information, contact:**

Julianna Langemeier  
Zoetis  
605-860-8841  
[julianna.langemeier@zoetis.com](mailto:julianna.langemeier@zoetis.com)

Shannon Hayes  
Bader Rutter  
608-712-2912  
[shayes@bader-rutter.com](mailto:shayes@bader-rutter.com)

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