



NEWS RELEASE

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International Poultry Welfare Alliance Introduces Cutting-Edge Educational Training Modules in Partnership with The Center for the Optimization of Poultry

IPWA partners with industry leaders and researchers to create accessible educational content designed to improve global poultry welfare

Georgia (January 25, 2024) —

The International Poultry Welfare Alliance (IPWA) is pleased to announce the launch of a comprehensive set of educational training modules designed to complement its [Key Welfare Indicator \(KWI\) Guides](#). Developed in collaboration with Fresno State's Center for the Optimization of Poultry (COOP), these training modules aim to enhance industry knowledge and promote best practices in poultry welfare.

The collaboration between IPWA and COOP signifies a commitment to advancing poultry welfare through accessible and engaging educational content. The training modules cover each section of the IPWA's Key Welfare Indicator Guides, ensuring a thorough exploration of critical topics related to poultry welfare.

"We are thrilled to unveil these educational training modules as part of our ongoing efforts to promote the highest standards of poultry welfare globally," says Nick Wolfenden from Cargill, co-chair of the Education and Training committee at IPWA, "Seeing the IPWA membership of industry and academics come together to identify the gap, collaborate, and implement such an impactful solution has been very fulfilling."

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The courses are hosted through COOP using premier course development software and engaging visuals, ensuring a user-friendly experience for learners. Access to the modules will be available through the Fresno State website and the IPWA website. Four broiler-focused modules are live now, with plans for turkey and laying hen training modules to be added in 2024 and translations into other languages scheduled for 2025.

"We are excited to contribute to the advancement of poultry welfare education by providing a platform for these training modules," said Dr. Katy Tarrant at COOP. "Our collaboration with IPWA reflects our shared commitment to delivering high-quality, accessible educational content."

To view the complementary introduction training course, [click here](#) or use this link:

<https://fresno-state.reach360.com/learn/course/db683a02-676d-4cba-abe3-0816317470b7>

For more information about the educational training modules and how to access them, please visit the COOP Academy at <https://jcast.fresnostate.edu/ifa/coop/training.html>

About COOP: COOP was created in 2023 as a response to the increased need of aligning high impact educational and research efforts with practical approaches and application in an ever-improving industry. Under the direction of Dr. Katy Tarrant, COOP efforts are directed by an advisory committee, expert staff, key stakeholders, and the values we hold: sustainable bird-first innovation.

To learn more, visit PoultryWelfare.org or contact Elena Myhre at emyhre@poultryegg.org

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About International Poultry Welfare Alliance (IPWA) PoultryWelfare.org:

The International Poultry Welfare Alliance is a global organization dedicated to promoting and advancing the welfare of poultry through research, education, and collaboration. IPWA works with industry stakeholders, researchers, and educators to develop guidelines and resources that support the humane treatment of poultry.

