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“Breeding Sustainability” -- Cornerstone of Aviagen’s Breeding Program – Spotlighted at IPPE

Jan. 21, 2020 – HUNTSVILLE, Ala. – At the first International Production and Processing Expo (IPPE) of the new decade, Aviagen® looks forward to welcoming customers and visitors to booth C10629, where the company will feature “Breeding Sustainability,” the foundation of its breeding program and the Aviagen IPPE show theme going forward. Aviagen experts will also echo this theme at various events throughout the show. And, the company’s global team of customer support and breeding specialists will be on hand to talk about its benefits to producers, the environment and people in communities throughout the world.

Feeding the future, breeding sustainability

The global population is expected to increase 45% by 2050. Along with this growth will come an upswing in global wealth and a doubling of demand for meat within the next decade. To fulfil this growing demand, global production will need to expand, while issues of sustainability, food safety and animal welfare are taken into account.

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The theme of “Breeding Sustainability” captures Aviagen’s mission to strengthen all three pillars of sustainability: social, economic and environmental.

As an international poultry breeder, Aviagen provides breeding stock to enable its customers to feed the world with a nutritious and sustainable source of protein. Through a balanced breeding approach, the company develops genetic traits that simultaneously boost bird health, welfare, performance and sustainability. Read more about genetic advancements that have improved the biological efficiency of poultry and, in turn, made poultry production gentler on the environment and an economically viable business for growers:

Sustainable broiler production: building a greener future
Decades of balanced breeding promote poultry health, welfare and performance
5 sustainable development goals for poultry producers

Sharing knowledge on hot topics

At the show on Jan. 29, from 9:35 to 10:05 am in room A402/403 of the Georgia World Congress Center (GWCC), Bill Stanley, Aviagen’s Director of Global Health Monitoring, will speak at an educational event sponsored by the American Feed Industry Association (AFIA). Stanley will explore with the group the topic of biosecurity, which fortifies the social pillar of sustainability by increasing food safety and ensuring a secure supply of poultry for people across the globe.

Additionally, Anne-Marie Neeteson, Aviagen’s Global Vice President of Welfare and Compliance, will participate on a panel discussion sponsored by Watt Global Media on Thursday, Jan. 30, from 7:30 to 9 am, in room A-412 of the GWCC. Neeteson will address current welfare concerns and how to objectively measure broiler welfare, as well as production practices that yield improvements in this area. For 10 effective practices to manage bird welfare, see this descriptive welfare poster.

“2020 marks our 67th year to exhibit at IPPE, and the team and I are excited to connect again with our customers and industry colleagues,” remarked Aviagen CEO Jan Henriksen. “As our theme of Breeding Sustainability implies, investments in the breeding program are directly linked to sustainability and productivity, as well as poultry health and welfare. We look forward to discussing the important measures we’re taking to promote the sustainability of our industry in the interest of people around the world and of generations to come.”

About Aviagen

Aviagen® is a global poultry breeding company that develops pedigree lines for the production of commercial broiler chickens under the Arbor Acres®, Indian River®, and Ross® brand names. The Rowan Range® and Specialty Males® are specialty breeding stock from Aviagen that offer greater flexibility for customers to meet specific or niche market requirements. The company is based in Huntsville, Alabama, USA with a number of wholly-owned operations across the United Kingdom, Europe, Turkey, Latin America, India, Australia, New Zealand, and the U.S.A., and joint ventures in Asia. Aviagen employs more than 4,600 people and has a distribution network serving customers in more than 100 countries.

For further information, please visit www.aviagen.com.

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