“You Can’t Manage What You Don’t Measure.”

Article Courtesy of Maximum Ag Technologies

Not having a process and tools in place to measure performance is like an athlete not having a stopwatch to gauge success in their timed event. How can athletes address their weakness and improve if they cannot measure their performance?

Like an athlete, today’s chicken is growing at a logarithmic pace. It is not uncommon to have broilers achieving growth rates of over 5 grams per hour, laying fowl encroaching on an incredible egg a day, and breeder performance improving even with the consequence of success of their progeny. With such improvements, we are left in a world of accountability each and every minute. Accountability means we must write down what we do, do what we write down, and prove it. Record keeping starts with data collection, which in turn stimulates discussion, which will lead to direction and, if need be, discipline!

As mentioned, field performance is at an incredible pace; high expectations have been established in live production and in processing returns. Much can be attributed to genetic potential. Depending on which trait we are considering, genetic traits do have a limit. The factors that have an effect on genetic potential are in the hands of the operation. Consider the importance of nutrition, health, environment, and management. With optimization of these critical components, genetic potential can reach a level of excellence needed for profitability and efficiency to meet today’s standards in sustainability and welfare.

Stop by Booth #C11605 to learn more about the MAXIMUS Solution.

About Scott Gillingham

Certified with the American College of Poultry Veterinarians, Dr. Scott Gillingham has been in the poultry industry for over 30 years. He has a commitment to poultry health and management through preventive medicine, disease control, genetic contribution, education, and service. Author of “Raising Amazing Chicks — The First Seven Days,” Dr. Gillingham created iChicken to bring his vast experience of both commercial and personal farming to backyard farmers everywhere. He focuses on strategies that optimize production parameters and develop programs and concepts towards food safety.