

Biosecurity for the Poultry Industry:
Protect Your Flock



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Introduce Speakers



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Today's Discussion

1. Building Your Animal Welfare Program
2. Improving Biosecurity at your Poultry Facility
3. Smart Action at Work
4. Resources
5. Q&A

Building Your Animal Welfare Program



Building your Animal Welfare Program

- Develop a robust training program
 - Leverage ALL employees
 - Incorporate job-specific content
 - Ensure verification/Certificate of Understanding
- Designate policies and procedures
 - Gain corporate commitment
 - Make part of company culture
 - Do the right thing, even though it's not always easiest

Tyson's Animal Welfare Program

- Corporate Office of Animal Well-Being
 - Field team of animal welfare professionals
 - Coordination with live operations
- Robust training program
- First, second, and third party auditing and verification
- On-farm and in-plant animal welfare programs
- Animal Welfare Advisory Panel
- Research

Improving Biosecurity at your Poultry Facility



biosecurity

noun | bio·se·cu·ri·ty | \.bī-(.)ō-si-'kyūr-ə-tē\

security from exposure to harmful biological agents; also :measures taken to ensure this security

Bird Welfare

- Your biosecurity program should be:
 - Risk-based
 - Individualized, some commonalities
 - On-going emergency preparation



National Poultry Improvement Plan (NPIP)

- USDA-APHIS Program
 - Auditing



- 14 Points/Guidelines
 - Biosecurity responsibility
 - Training
 - Line of Separation (LOS)
 - Perimeter Buffer Area (PBA)
 - Personnel
 - Wild birds, rodents, and insects
 - Equipment and vehicles
 - Mortality disposal
 - Manure and litter management
 - Replacement poultry
 - Water supplies
 - Feed and replacement litter
 - Reporting of elevated morbidity and mortality
 - Auditing

Preventing Disease Spread – Deeper Dive

- Line of Separation (LOS)
 - Changing area for a location
 - Often the entrance to the bird air space
- Biosecurity gear should be put on here
 - Hair net
 - Disposable body suit
 - Non porous disposable booties
 - Farm ONLY clothes



Preventing Disease Spread – Deeper Dive

- Wise routes
 - Clean to dirty
 - If walking through a processing plant, visit the live animal areas last
- Youngest to oldest
 - Pullets
 - Breeders
 - Hatchery
 - Broilers
 - Plant



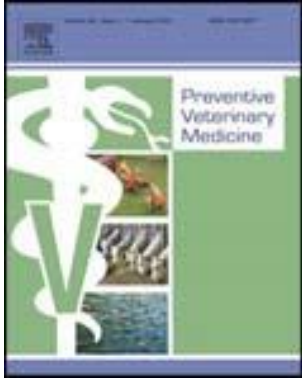
Preventing Disease Spread – Deeper Dive

- No bird contact
 - It is important to follow ‘out times’ when visiting facilities
- No bird contact includes all types of avians
 - Pet stores
 - Zoos
 - Domestic flocks
 - Ponds or pools with excessive bird populations
 - Waterfowl
 - Bird hunting

Smart Action at Work



Recent Biosecurity Research



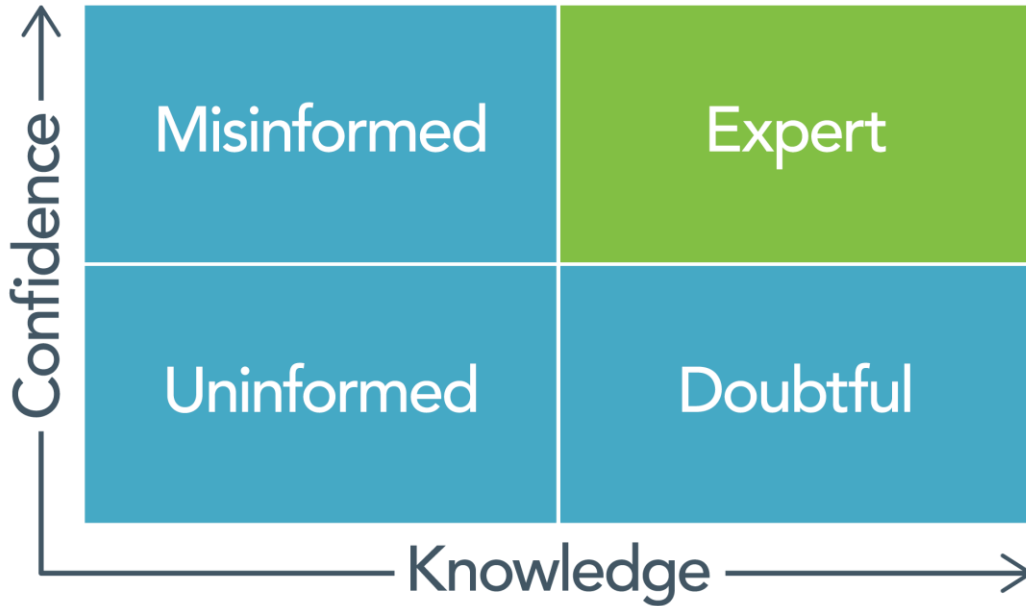
UK study published in *Preventive Veterinary Medicine*
Catch 22: Biosecurity awareness, interpretation and practice amongst poultry catchers

KEY FINDINGS:

- Intervention at start of supply chain
- Impact of training
- “Failure to comply with recognized procedures and protocols was usually reported by the catchers themselves as the result of deliberate or unavoidable action taken in order to meet the demands of the job.”

<http://www.sciencedirect.com/science/article/pii/S0167587717302933>

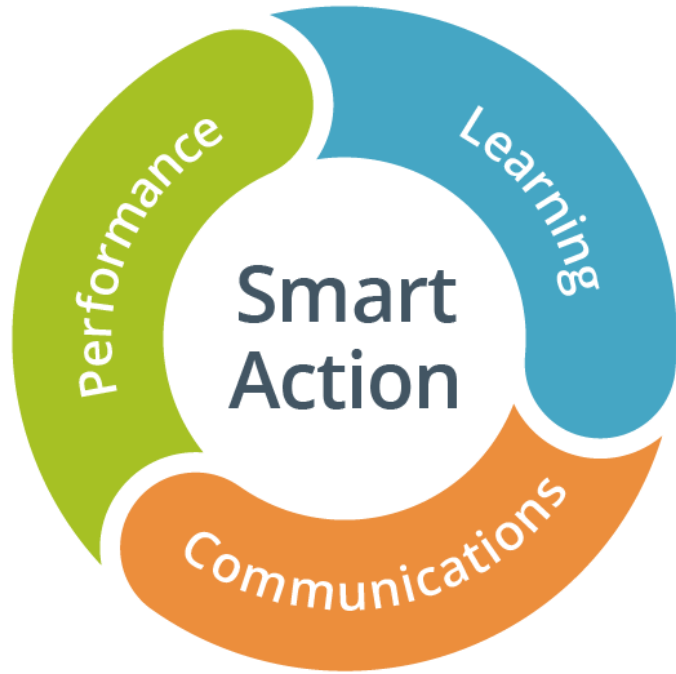
Knowledge with Confidence Drives Smart Action



Your programs must provide workers with the knowledge and confidence to make the right decision and engage in the right behavior, at the right time. Elevating the knowledge and confidence of your workforce is what we call **smart action at work.**

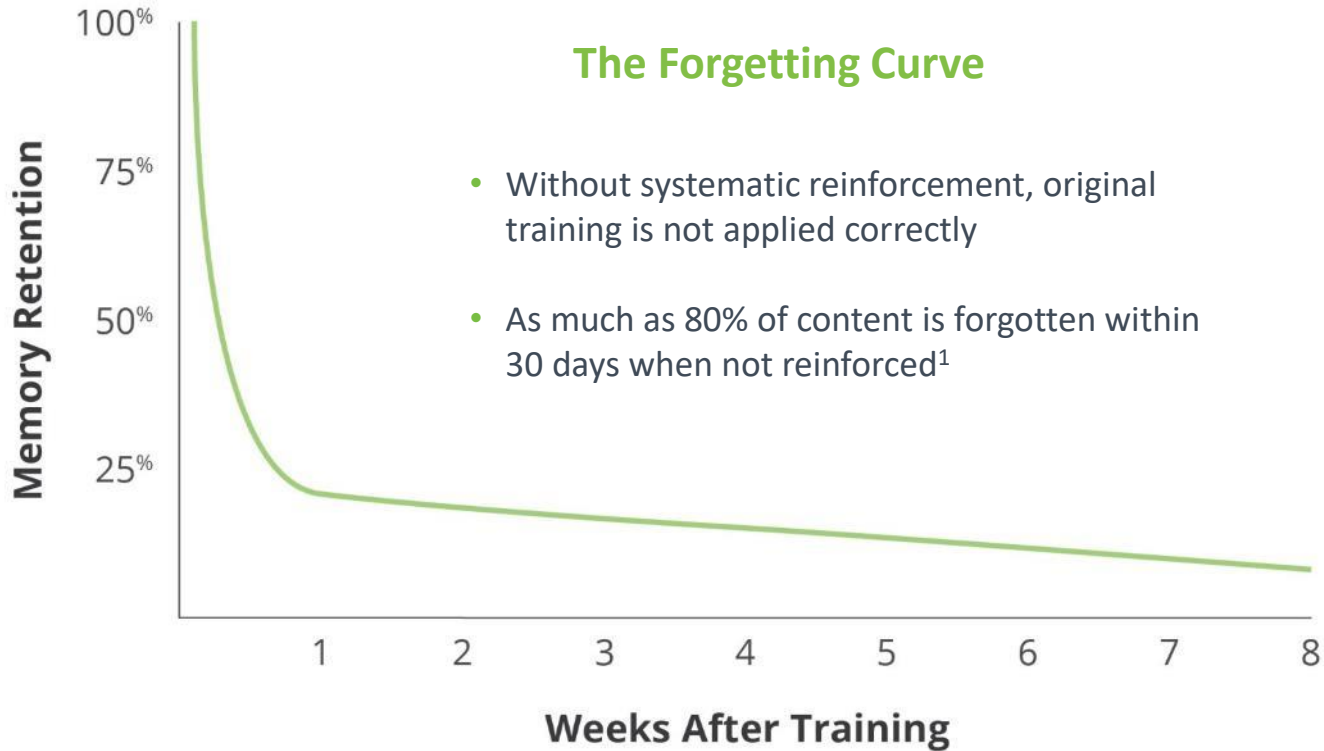
Smart action enables **high performing cultures** for increased productivity and profits.

A Comprehensive Solution with Continuous Engagement



Alchemy enables “smart action at work” with integrated **Learning**, **Communications**, and **Performance** programs.

Training is Only Beginning



Coordinated Communications Create Engagement



Huddle Talk Guides

- Blueprint to engage and instruct workers
- 70% of supervisors say the huddle guide approach is highly effective



Employee Observations

- Increase supervisor/employee interaction & communication
- Validate employee understanding



Digital Signage

- Reinforce key training topics
- Improve control and message quality to entire company

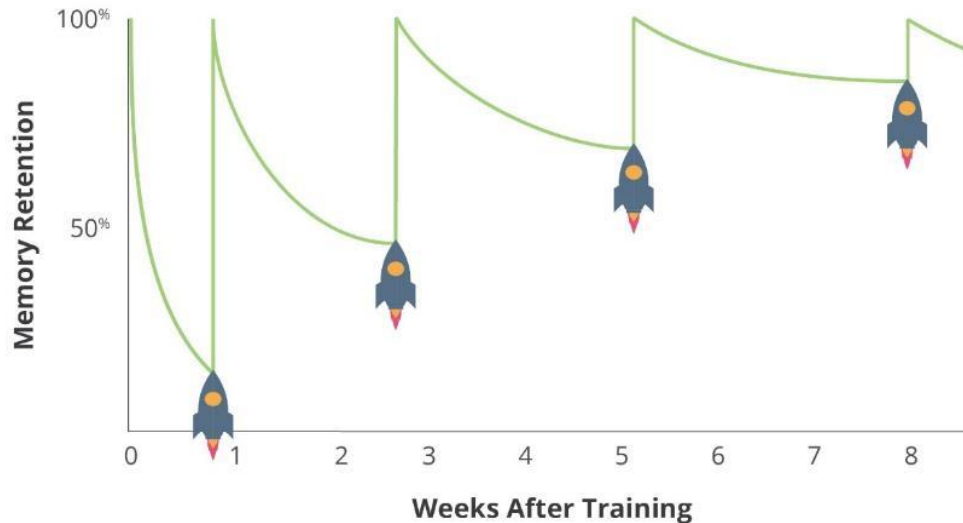



Coordinated Posters

- Reinforce discussion topics with strategically placed posters

Repetition + Reinforcement = Retention

Reversing the Forgetting Curve



 = Booster Event

- Intentional “booster events” that reinforce training content are proven to reverse the forgetting curve
- In time, direct reinforcement is needed less frequently for worker to retain knowledge
- “Always On” awareness materials ensure content stays top-of-mind

Results: Increased Knowledge Retention



17%

retention



across **ALL**
frontline workers



36%

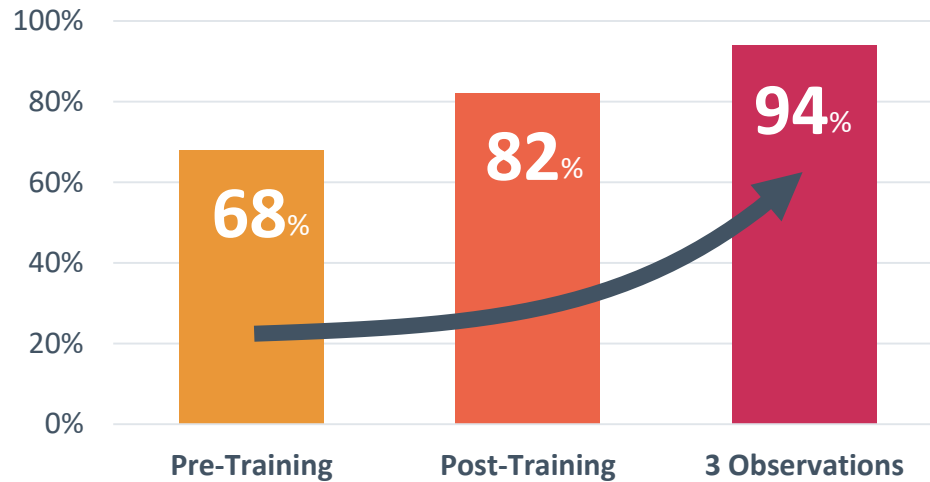
retention



among workers
needing it **MOST**

Results: Behavior Change

38%
Improvement



“People do what you *inspect*, not what you *expect*.”

– Louis Gerstner, Jr., IBM

Voice of the Industry – What's New?

- Live Ops – consistent training and reinforcement across the supply chain
- Live Ops – electronic records (training, verification audits, SOPs, etc.)
- Live Ops – Biosecurity hazard identification and AWARENESS
- Observation, verification, and coaching of right behaviors
- Coordinated communication: training/huddles/signage
- Supervisor – front-line engagement: on-the-floor, consistent communication
- Supervisor and Team Leaders as Facilitators and Coaches
- Voice of the workforce: perception surveys – what is the state of my culture?

Resources



Alchemy's Training, Coaching & Reinforcement Programs

- **Access hundreds of multi-lingual courses** on topics such as:
 - Poultry Welfare During Transportation & Receiving
 - Humane Practices for Live Bird Processing
 - Introduction to Hatchery Operations
 - Proper Catching and Handling Methods
- **Reinforce your training** with coordinated huddle guides, digital signage, and posters
- **Promote employee-supervisor** communication with an award-winning coaching app
- **Ensure audit-ready** automated documentation and real-time reporting



Internal Auditing eLearning Courses

Be Audit-ready All the Time



Be prepared for, and excel at, third-party audits.

World-class Content



Taught by experienced auditors with extensive GFSI auditing knowledge.

Learn anytime, anywhere



Complete the course at your pace, with no travel.



Internal Auditing Basics (2 hours)

- Emphasis on food safety and quality systems
- Developing regular internal auditing schedules
- CAPA implementation and follow-up
- Preparation for external audits



Internal Auditing Advanced (4 hours)

- Detailed analysis based on ISO 19011 standards
- GFSI systems including SQF, BRC, and FSSC 22000
- Managing audit programs and evaluating auditors
- Classifying, correcting, and closing non-conformities

Learn more by visiting the [Alchemy Academy](#)

Upcoming & On Demand Webinars

Emergency Action Plans: *Preparation is Your Best Defense*



Wednesday, January 24th 2018 | 10am PT | 12pm CT | 1pm ET

Join the webinar to learn:

- OSHA's Emergency Action Plan requirements
- How to educate your workforce on their roles and responsibilities during an emergency
- The importance of developing an effective training, reinforcement, and communication program

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- *GFSI, FSMA, and OSHA updates*
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Watch on Alchemy's website under
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Q&A



THANK YOU

