

Natural Farming Systems in the South

SUSTAINABLE BROILER PRODUCTION AND MARKETING RESOURCE LIST

Poultry Handbooks

Raising Poultry on Pasture: A compilation of the best articles from the last ten years of *APPPA Grit!*, the newsletter of the American Pastured Poultry Producers Association. This book contains articles on brooding, pastured poultry genetics, shelter design, poultry nutrition and health, processing, marketing, and record keeping. \$39.95 for non-APPPA members, \$34.95 for APPPA members.

Available from the APPPA web page

www.apppa.org/raising_poultry_on_pasture.htm

OR

APPPA Books

36475 Norton Creek Road

Blodgett OR 97326



Other books available from APPPA

www.apppa.org/resources.htm

- **Remedies for Health Problems for the Organic Layer Flock**
By Karma Glos
A collection of information from old books, organic farmers and on-line resources and brought together in an easy to use resource designed to help producers prevent and address health problems in poultry. While this book focuses on layer hens, many of the health issues are also common to broilers. (60 pages, available on-line)
- **Pasture-Raised Poultry Nutrition** By Jeff Mattocks,
This document is designed to help producers understand and meet the feed requirements of pasture-raised poultry. (37 pages, \$10 from APPPA)

Poultry Connection Bookstore: This Web page provides links to numerous excellent books on pasture poultry and sustainable broiled production and marketing. Titles include: *Chickens In Your Backyard: A Beginner's Guide*, and *The Chicken Health Handbook*.

www.poultryconnection.com/bookstore.html

Day Range Poultry. Andy Lee and Patricia Foreman. This book discusses a type of sustainable broiler production that is a hybridization of chicken tractors and free range. In this system, poultry are sheltered at night in mini-barns or portable units that have floors with deep bedding. During the daytime, the birds graze inside temporary paddocks that are fenced with portable, electric poultry netting.

www.goodearthpublications.com/DayRange.html

Pasture Poultry Profit\$: Net \$25,000 in 6 Months on 20 Acres. Joel Salatin Polyface, Inc, Swoope, Virginia, 1993. Joel Salatin is a third generation alternative farmer. His experience raising salad bar beef, pastured poultry, eggmobile eggs, pigator pork, forage-based rabbits, pastured turkey and forestry products, then selling them through relationship marketing have been documented in Joel's writing and frequent conference appearances.

www.cumberlandbooks.com/joelsalatin.html

Enterprise Budgets

- **Generic Poultry Enterprise Budget.** A Microsoft Excel 2000 computer program designed to help poultry producers keep farm budgets. It is applicable to most kinds and sizes of poultry enterprises. Access to the program and documentation for the program is available at:
www.cias.wisc.edu/pdf/poultry/poultry_dir.pdf
- **Planning for Profit-Free Range Meat Chickens** – An enterprise budget based on a 5-acre operation. Produced by the British Columbia Ministry of Agriculture, Food, and Fisheries.
www.agf.gov.bc.ca/busmgmt/budgets/budget_pdf/small_scale/small_scale_hay_chicken_budget.pdf
- **Pasture Poultry Enterprise Budget**— A detailed enterprise budget that includes details on costs of feed ration ingredients, processing costs, and expenses incurred during enterprise start up, including cost of buildings, pens, processing equipment, scales, and freezers.
www.kansasruralcenter.org/publications/PPEntbudget.pdf

Poultry Processing Facilities

- **Legal issues for small-scale poultry processors: Federal and state inspection requirements for on-farm poultry production and processing.** Provides an overview of federal regulations and a state-by-state description of state regulations, along with contact information.
Compiled by Janie Hipp, J.D., LL.M., Edited by Skip Polson 2001
www.apppa.org/legalintro.pdf

- **Poultry processing facilities available for use by independent producers in the southern region.** Describes poultry processing facilities available to independent producers and provides contact information for these facilities. Skip Polson. 2002

www.appa.org/processors.pdf

- **Blackwater Farms Poultry Processing** –Heifer Project helped to upgrade the Blackwater Farms processing plant to process poultry. Heifer is also working to develop mobile processing plants in Kentucky. Craig Hertel owns and manages this processing plant.

www.blackwaterfarmusa.com

- **SS Enterprises**

The First Kentucky USDA approved facility for the small farmer/grower, providing an outlet for resale of farm raised, free range and organically processed poultry, reducing the cost to the grower and expanding availability in the local market. They charge \$2.50/bird for processing chickens, quail, squab or Cornish hens. S S Enterprises 9010 Richardsville Rd, Bowling Green, KY 42101 Phone (270) 777-0240

<http://www.aboutssenterprises.com/>

- **Small-Scale Poultry Processing: ATTRA.** This publication covers small-scale processing, both on-farm and in small plants. Access to processing is a critical issue for small producers. This publication covers each step of processing poultry, and offers examples of mobile processing units.

www.attra.ncat.org

Marketing

- **Direct Marketing Pasture Poultry Products. Kansas Rural Center.** A detailed discussion of alternative marketing practices for selling pastured poultry meat. These methods include selling directly to consumers, stores, and restaurants. This paper also discusses marketing issues including pricing, insurance, coordinating production and marketing, and developing a business plan. Several resources listed.

www.kansasruralcenter.org/publications/DMPPP.pdf

Health Concerns - Avian Flu

- **Dead Birds Don't Fly. An Avian Flu Primer for Small-Scale Farmers.** Institute for Agriculture and Trade Policy. A scientific, but easy to read description of the Avian Flu virus, how it is spread, methods for preventing its

spread onto pastured poultry farms, and what to do in the case of an outbreak. Preventative measures discussed focus on biosecurity measures including minimizing contact between people not working on the farm and farm poultry, using good sanitary measures such as taking showers and cleaning clothes before and after working with poultry, and keeping all utensils, housing, and equipment used with poultry production clean.

www.agobservatory.org/library.cfm?refid=80410

Pastured Poultry Organizations And Associations

- **American Pastured Poultry Producers Association.** (See *Poultry Handbooks*, page 1) APPPA was established in 1997 to assist all pastured poultry producers in North America. It is a clearinghouse for innovations and refinements to the pastured poultry model, and offers the opportunity for people to learn and exchange information about raising poultry on pasture. The Web page provides information on trainings, educational resources, and links. APPPA members receive a subscription to the association newsletter, APPPA Grit.

www.apppa.org/

Cooperative Extension and University Information

- **Iowa State University. Organic Broiler Chicken Production Trial: Allee Farm, 2001.** Describes a research trial on organic broiler production, focusing on enterprise budget and marketing practices.
www.ag.iastate.edu/farms/2001reports/nwallee/OrganicBroilerReport.pdf
- **Mississippi State University Extension Service. The Home Flock.** While the production practices described are conventional, information on care and management of brooding chicks and disease management.
www.msstate.edu/dept/poultry/byflock.htm
- **University of Wisconsin-Center for Integrated Agricultural Sciences. Raising Poultry on Pasture.** Links to a study of the economics and feasibility of pastured poultry operations and another study on large-scale pastured poultry production.
www.cias.wisc.edu/archives/2001/10/01/raising_poultry_on_pasture/index.php
- **Kansas State University. Consumer Preference for Organic/Free Range Chicken. Liz Newfield. Ag Marketing Resource Center.** This survey-based research study of consumers was designed to determine their knowledge of and preference for organic or free-range poultry meat. Results indicated that consumers who had tried organic or free range poultry preferred its taste

and felt that it represented a more healthy product than the conventional product. However, the high cost of organic and free range poultry prohibited many consumers from buying it.

www.agmrc.org/NR/rdonlyres/DF51DFB1-DCEF-4A27-AED4-F0E70C8B852E/0/ksufreerangech.pdf

USDA-Funded Sources of Information on Sustainable Poultry

- **AFSIC (Alternative Farming Systems Information Center)** is part of the USDA National Agriculture Library. It produces bibliographies and coordinates access to bulletins, fact sheets, reports, and periodicals on organic and sustainable agriculture.

www.nal.usda.gov/afsic/

- **ATTRA** is the national sustainable agriculture information service. It is funded by USDA and operated by the National Center for Appropriate Technology, a private non-profit organization. ATTRA currently offers more than 200 publications on a variety of sustainable and organic farming topics. These publications can be obtained free of charge by calling their toll-free number or downloaded from their website.

www.attra.ncat.org

Sustainable poultry production publications from ATTRA:

- **Sustainable Poultry: Production Overview:** This publication provides information on raising poultry on pasture, including descriptions of production systems and facilities.
- **Growing Your Range Poultry Business: An Entrepreneur's Toolbox:** This assists poultry producers make a profit from range poultry production through direct-marketing, building a processing plant, or working cooperatively with other producers.
- **Range Poultry Housing:** In this publication, experienced pastured-poultry producer Robert Plamondon discusses housing designs for outdoor production, including daily-move pens, machine-portable housing, fixed housing, and feed shelters.
- **Pastured Poultry: A Heifer International Case Study Booklet:** This booklet summarizes the experiences of 35 Southern farm families who from 1996-1999 participated in a project titled "Integrating Pastured Poultry into the Farming Systems of Limited Resource Farmers,"

- **Small-Scale Poultry Processing:** This publication covers small-scale processing, both on-farm and in small plants. Access to processing is a critical issue for small producers. This publication covers each step of processing poultry, and offers examples of mobile processing units.
- **Poultry Genetics for Pastured Production.,** This publication provides information on the Cornish Rock crosses in outdoor production, (This is the breed used in conventional, confined production). It also discusses several slower-growing breeds that may be more suitable for outdoor production or for niche markets, and provides information on hatcheries that offer these alternative breeds.
- **Pasture Management for Natural and Organic Poultry: Coccidiosis.** This publication describes the lifecycle of the parasite that causes the poultry disease coccidiosis. Understanding this lifecycle helps growers develop management practices to prevent the spread of coccidiosis in the flock. This publication also provides information on vaccines and recommended vaccination programs.
- **Alternative Poultry Production: Equipment** This publication describes watering systems, feeders, fences, roosts, and nest boxes for pasture-raised broilers and layers. A various equipment is compared according to its appropriateness for different sizes and types of poultry operations. References and resources are included.
- **SARE (Sustainable Agriculture Research and Education)** is a USDA-operated program that provides information and grant opportunities to improve the profitability, stewardship, and quality of life of agriculture in the U.S. The national website has a searchable database of research and education projects funded by SARE.

www.sare.org

- **SAN (Sustainable Agriculture Network)** publishes books, bulletins and online resources highlighting SARE-funded project results and other innovative research.

www.sare.org/publications/index.htm

Sustainable poultry production publications from SAN

- **Profitable Poultry: Raising Birds on Pasture-** this bulletin provides an overview of pastured poultry production practices and describes how this practice can benefit other farming operations by enhancing soil quality and providing a steady income stream.

- **Marketing Strategies for Farmers and Ranchers** - This 20-page bulletin describes how to break into farmers markets; farm stands, open a Community Supported Agriculture (CSA) farm; join or start a cooperative; sell to restaurants or through mail order and the Internet; as well as how to process and direct-market meat; and ways to add value to farm products.

Private and Non-Profit Sources of Sustainable Poultry Information

- **The Poultry Connection:** Coordinates a poultry forum and publishes Poultry Press, a family-owned and run monthly publication that is mailed all over the world. Poultry Press is the essential guide for anyone who raises, shows or has an interest in poultry. Within each issue are numerous articles designed to better your breeding, hatching, raising and showing of poultry.
www.poultryconnection.com/
- **Free Range Poultry:** Production tips, enterprise budgets, and books.
www.free-range-poultry.com/
- **pasturepoultry@yahogroups.com,** An authoritative discussions by those who are doing it. Archives available with valuable information and insights. Moderated by Andy Lee.
- **Stockman Grass Farmer**
<http://stockmangrassfarmer.net/>
P.O. Box 2300 , Ridgeland, MS 39158
1-800-748-9808
- **Back Forty Books**
www.back40books.com/
26328 Locust Grove Road, Creola, OH 45622
866-596-9982
- **Good Earth Publications**
www.goodearthpublications.com/
1702 Mountain View Road
Buena Vista, VA 24416
800-499-3201

Research Information on Sustainable Broiler Production

- **Pastured Poultry Research. Truman State University, Missouri.** This document present the results of research on feed efficiency and weight gain and methods for enhancing foraging efficiency in pasture raised poultry.
www2.truman.edu/~mseipel/poultry/researchbulletin.pdf

Funding Opportunities

- **SARE (Sustainable Agriculture Research and Education)** is a USDA-operated program that provides information and grant opportunities to improve the profitability, stewardship, and quality of life of agriculture in the U.S. The national website has a searchable database of research and education projects funded by SARE.

www.sare.org