



ONLINE PROFITABLE BROILER PRODUCTION

LEVEL 3

This innovative program is aimed at those who have been in commercial broiler production for a few years and therefore already have practical experience managing a flock of birds. Delegates who are fairly new to the business should have already attended a basic course in broiler production.

The course examines the key drivers for profitable broiler production; on the farm, in the market place and financial. The importance of proper planning and monitoring is emphasised. Real-life exercises make the learning highly relevant to the business of broiler production. The ability to do basic calculations with a calculator and to use Excel spreadsheets is essential.

The course is split into 11 modules. Each module contains comprehensive notes in English, a narrated power point presentation and a range of assignments which are done on the online learning platform Moodle. Good internet connectivity and sufficient data are required. Facilitators will be available to interact with delegates via scheduled video conferencing sessions. Marks will be assigned and certificates will be issued to delegates who successfully complete all the assignments.

The course includes:

1	Introduction to the broiler industry	<ul style="list-style-type: none">• Development of the commercial broiler• Turnover and employment• Production and consumption• Trade issues• Poultry sector master plan• Role of SAPA• Relevant legislation
2	Biosecurity and hygiene	<ul style="list-style-type: none">• Flock health and the importance of biosecurity• Vectors of disease• The biosecurity pyramid• Procedures on the farm• Vermin control• Effective use of chemicals• Monitoring and evaluating hygiene
3	Flock health and key diseases	<ul style="list-style-type: none">• Key diseases• Vaccination vs. medication• Vaccine application

		<ul style="list-style-type: none"> • Monitoring vaccination effectiveness • Taking blood samples and interpreting serology • The role of the veterinarian • Flock management in disease control
4	Broiler house design and management	<ul style="list-style-type: none"> • Open housing vs. closed environment houses • Ventilation: principles and practice • Litter management • Temperature management • The brooding phase and post-brooding • Design of the broiler house • Lighting for broilers
5	Bird welfare and Stockmanship	<ul style="list-style-type: none"> • The five freedoms in practice • Concept of stockmanship • Attention to detail • Bird handling and culling
6	Nutrition – feed and water	<ul style="list-style-type: none"> • Feeding programme • Feeder management • Water and drinker management • Measuring, recording and interpreting
7	Advanced production records	<ul style="list-style-type: none"> • Importance of accurate records • Data collection for good records • Calculations, including PEF • Feed and water • Interpreting results
8	Marketing broilers	<ul style="list-style-type: none"> • Understanding marketing • The marketing environment and marketing mix • Advertising your business • Food safety regulations • Marketing channels
9	Managing the finances	<ul style="list-style-type: none"> • The basics of managing your finances • Income statement • Monitoring cash flow • Sources of finance • Debtors and stock control
10	People skills for farmers	<ul style="list-style-type: none"> • Managing the farm team to their full potential - communication and leadership • Problem-solving • Planning • Organising • Controlling • Leading