



# Financial Stability of Delmarva Poultry

## ISSUE



The poultry industry has a tremendous impact on the financial stability of the Delmarva peninsula.



In 2018, due to trade issues between China and the U.S., less pork and beef were exported resulting in surplus protein on the market and causing chicken prices to decline.



A decline in poultry farm values and discontinued contracts occurred, declining the value of the land. Many farms have been placed on Performance Improvement Plans.

## RESPONSE



Farms' house conditions and management were observed. Performance was reviewed over a six-flock period, with farms visited at critical points in the flock.



Best management practices were discussed to improve flock performance.



### Topics included:

- ◆ Improving weight gain and feed conversion
- ◆ Ventilation to improve flock health
- ◆ Light and mortality management
- ◆ Understanding controller programming

## IMPACT



Focusing on what is in poultry farmers' power to control and influence pays dividends on future performance



Successfully improving performance helps keep farms sustainable

62

poultry houses from 20 farms on Performance Improvement Plans were evaluated



Farmers better understand of how settlement is calculated



Empowering farmers to make better management decisions and use of financial resources