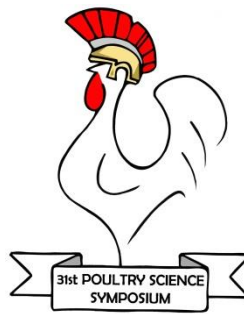




WPSA (UK Branch) presents:



**31st Poultry Science Symposium
Sustainable Poultry Production in Europe**

8-10th September 2014

The Queen Hotel, Chester, UK

Programme

With special thanks to our sponsors:

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**Sponsorship opportunities are still available; please contact Nell Masey O'Neill for details (helen.maseyo'neill@abvista.com)*

Programme

Day 1 - Monday 8th September 2014

11.30 *Registration opens*

12:00 *Lunch*

13:00- 13.10 **Opening Address: Victoria Sandilands, President WPSA UK Branch**

Session 1: Creating a Resilient Industry

Chair: Victoria Sandilands, Scotland's Rural University College

13:10 1) **Making a resilient poultry industry in Europe: an opening view**

Anne-Marie Neeteson-van Nieuwenhoven, Aviagen Group, UK

13.30 2) **Making a resilient poultry industry in Europe: the global context**

Michael C. Appleby, World Animal Protection (formerly WSPA), UK

14:00 3) **Consumer perceptions of poultry meat and eggs:**

Bridging the gap between public perceptions and reality

Patricia Parrott, Harper-Adams University College and Philip Clarke, Editor, Poultry World, UK

14:50 *Tea*

Session 2: The Economics of Sustainable Production

Chair: Patrick Garland, Premier Nutrition

15:20 4) **The global context on price volatility and supply chains – Is Europe competitive?**

Nan-Dirk Mulder, Rabobank International

16:10 5) **Industry challenges surrounding sustainability**

Richard Kempsey, Sutton Farms Ltd and Steve Ellis, 2 Sisters Food Group, UK

17:00-17.30 *Poster viewing with authors in attendance*

18.00-19.00 *Walking tour of Chester with a Roman theme*

19.00-20.30 *Welcome Reception at Civic Hall, Chester*

Day 2 - Tuesday 9th September 2014

Session 3: People as a Sustainable Resource

Chair: Joanne Gatcliffe, ABN

- 9:00 6) **How to attract, retain and develop talent within the industry – the role of professional accreditation and governance**
Colin Whittemore, British Society of Animal Science, UK
- 9.20 7) **General knowledge, vocational training and continuous education in the poultry sector in Germany**
Falko Kaufmann and Robby Andersson, University of Applied Science, Osnabrück, Germany
- 10.00 **Tea**

Session 4: The Role of Nutrition in Sustainability

Kindly sponsored by HUVEPHARMA

Chair: Nell Masey-O'Neill, Aunir- a division of AB Agri Ltd

- 10:30 8) **Feedstuff supply and the use of co-products in the future.**
Piet van der Aar, Schothorst Feed Research B.V., The Netherlands
- 11.20 9) **Limiting factors for nutritional efficiency**
Brett Roosendaal, Rainbow Farms (Pty) Ltd, South Africa

Session 5: Avian and Human Health – Interactions, Opportunities and Threats

Kindly sponsored by NUTRIAD

Chair: Steve Lister, Crowshall Veterinary Services LLP

- 12:20 10) **Foods Safety: prevention is better than crisis management
- learning lessons from recent incidents**
Patrick Wall, University College Dublin, Ireland
- 13.10 **Lunch**

Session 5 Continued:

- 14:10 11) **Endemic disease – the challenge to reduce antibiotic use**
Andrew Walker, Slate Hall Veterinary Services, UK
- 15:00 12) **Human nutrition and health – making products more desirable to consumers**
Steve Pritchard, Premier Nutrition, UK
- 15:50 **Tea and poster viewing with authors in attendance**

Session 6: The Roles of Genetics and Breeding in Sustainability

Chair: Paul Hocking, Roslin Institute

- 16:20 13) **Breeding for sustainability: Maintaining and enhancing multi-trait genetic improvement**
William Hill, University of Edinburgh, UK
- 17:10 14) **Increased sustainability in poultry production: New tools and resources for genetic management**
Michael McGrew, University of Edinburgh, UK
- 19.00-20.00 **Drinks Reception and Poster Viewing**
- 20.00-late **Gala Dinner**

Day 3 – Wednesday 10th September 2014

Session 7: Environmental Sustainability

Chair: Steve Wilson, BOCM PAULS

- 9:00 15) **Reducing the environmental impact of poultry production**
Adrian Williams, Cranfield University, UK
- 9.50 16) **Environmentally sustainable production systems**
David Speller, Applied Group, UK
- 10.40 **Tea**

Session 8: Horizon Scanning

Chair: Emily Burton, Nottingham Trent University

- 11:10 17) **Horizon scanning**
Colin Fisher, Consultant, UK
- 12.10 **Conference Closing Remarks**
- 12.30 **Lunch**

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