

PRODUCTION SECTOR PERSPECTIVES AND EXPERIENCES - Poultry

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Today, consumers are not only concerned about food safety and quality but they are also concerned about ethical values such as the respect for the environment and animal welfare. The best way to meet these consumer demands is to assure the control of the whole productive process. In the poultry industry, it can be done by the animal traceability (in the case of birds the group) during all stages of its life (OIE, 2008) and by the traceability of its products. Such a control system requires an identification system to monitor the origin of animals, the farmer, raw materials and feed used and slaughterhouse procedures. The traceability system provides a management tool for poultry production, a way to assure food safety, and a tool for disease control programs, such as Avian Influenza and Newcastle Disease, two devastating diseases of poultry. A successful traceability system provides market opportunities for poultry products by ensuring effective and transparent operations throughout the food chain and compliance to the animal health, food safety and animal welfare requirements for international trade. For the poultry sector which is the largest segment of livestock production, traceability should be introduced, expanded and continuously improved to ensure we achieve the best quality controls that can be incorporated into the human food supply chain.

Key words: Poultry production – Animal health – Food security.
