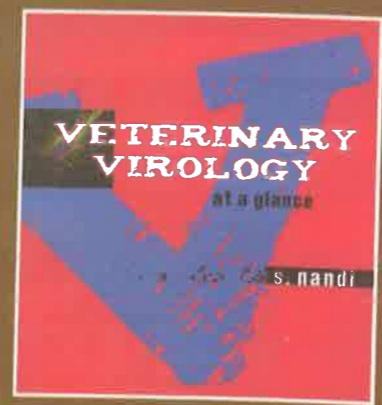
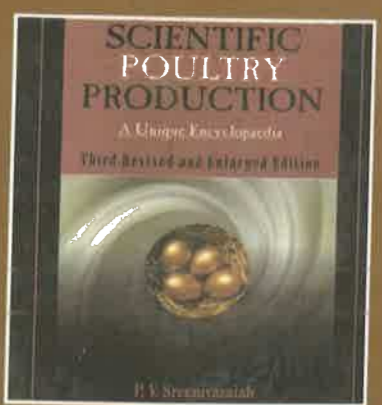
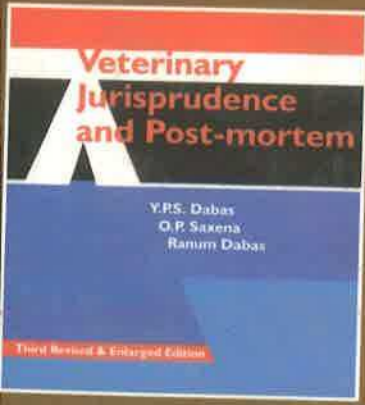
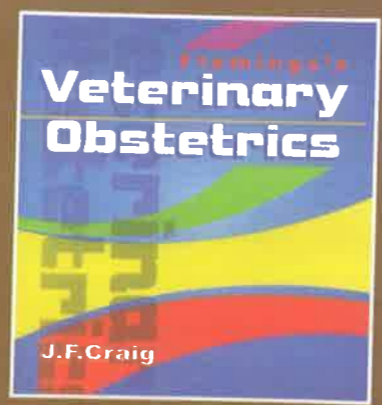
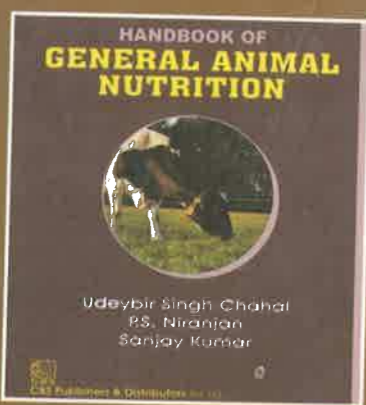
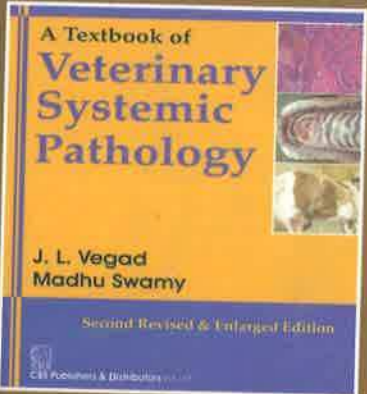
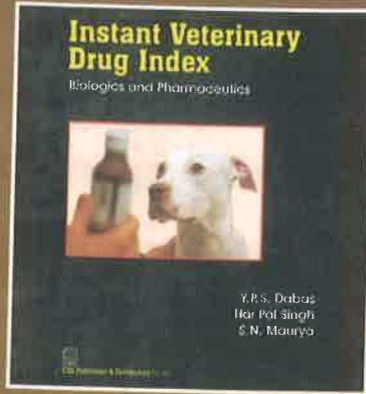
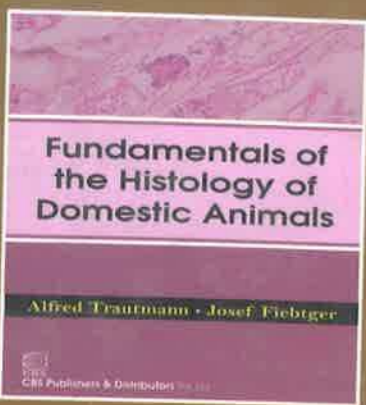
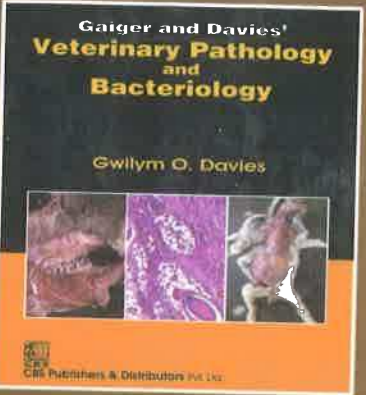


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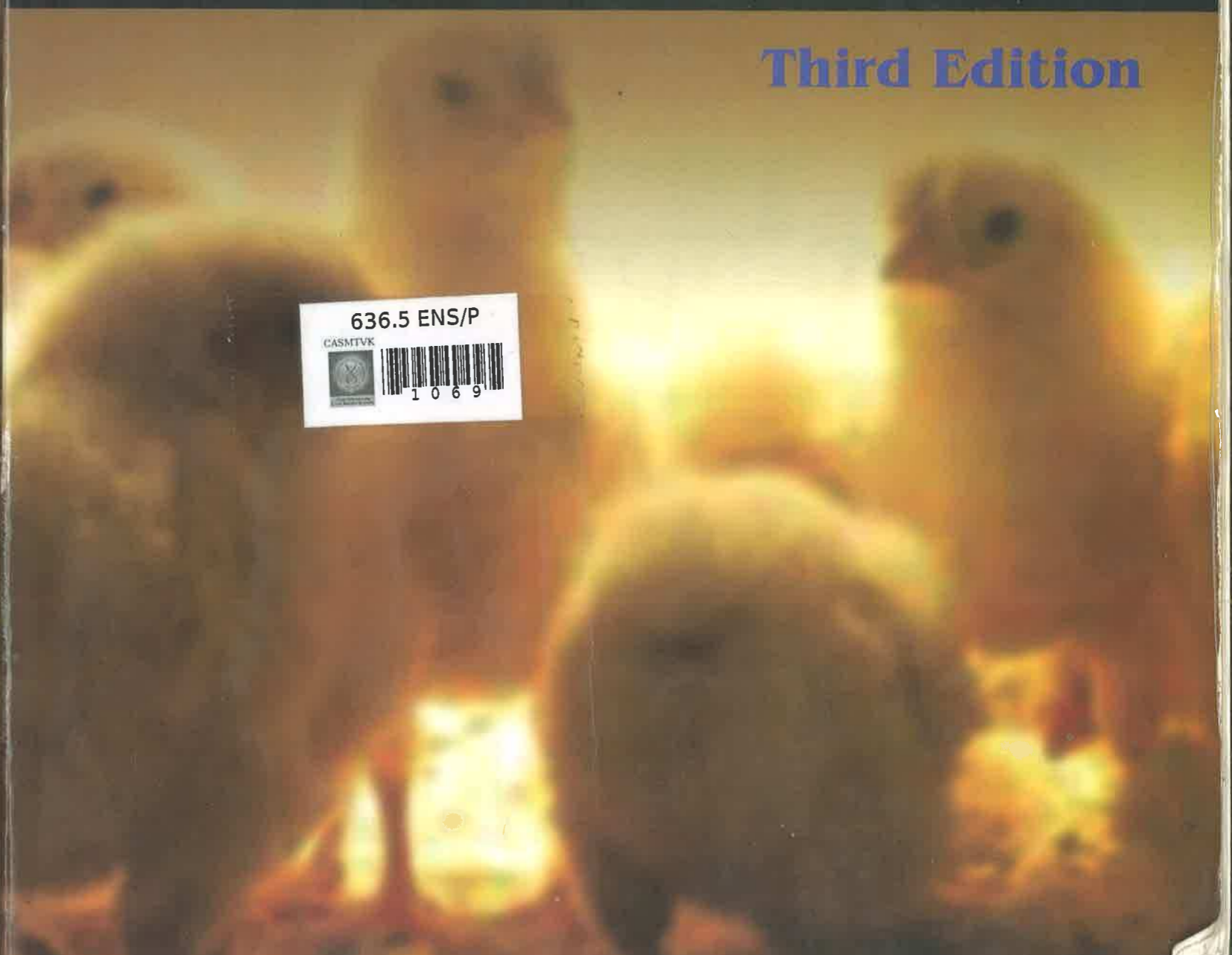
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POULTRY SCIENCE

M.E. Ensminger

Third Edition



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POULTRY SCIENCE

(Animal Agriculture Series)

Third Edition

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7. **Increased attention to poultry behavior and welfare.** We now know that controlled poultry environment must embrace far more than an air-conditioned chamber, along with ample feed and water. Producers need to concern themselves more with the natural habitat of poultry, and to breed birds for adaptation. In the future, greater knowledge of poultry behavior and breeding for adaptation will make for improved poultry welfare and profits, for all three—behavior, welfare, and profits—are on the same side of the ledger.

8. **Increased food safety.** American consumers care little about what they put on their backs, but they are greatly concerned about what goes into their stomachs. In the future, poultry producers, processors, and marketers will extol the safety and nutritive values of foods, rather than quantity.

9. **Improved quality of products.** No other country in the world produces as high-quality poultry meat and eggs as the United States. Yet, further improvements can and will be made.

10. **Increased consumption of poultry products.** Per capita consumption of poultry meat will increase because it (a) is available fresh or frozen, (b) is easy to prepare, (c) is easily combined with other foods, (d) is lean, nutritious, tender, and easy to chew, (e) is mild in flavor, (f) is easy to digest, and (g) is a good buy when compared with other animal products.

Eggs are also easy to prepare, nutritious, digestible, and economical. Following a decline in consumption, it appears that consumption has leveled off at about 240 eggs per capita, annually.

In the future, it is predicted that the consumption of poultry meat will increase due to both increased human population and increased per capita consumption; and that there will be a modest increase in total egg consumption due to population increase, rather than increased per capita consumption. Increased per capita consumption of poultry meats will be achieved with the development of (a) more cut-up products, and (b) more further processed products such as poultry hot dogs and weiners; more deboned, filleted, smoked, or formed-into-patties meats; more convenience foods; and increased shelf life.

11. **Increased business acumen.** Bigger operations increased competition will require more business acumen.

I am grateful to all those who contributed so richly to this revision of *Poultry Science*. They were a great team! Audrey Ensminger provided invaluable professional help, encouragement, and book design and layout. Dr. Lawrence A. Duewer, Agricultural Economist USDA, ERS, provided many of the statistical facts and figures; Janetta Shumway, assisted by Jo Schepers, processed the manuscript and provided editorial assistance; Randall and Susan Rapp set the type and proofread the copy; and Margo Williams did the art and pasteup work. Additionally, a host of individuals, associations, and companies provided pictures and made other notable contributions, which are gratefully acknowledged throughout the book.

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