

Sustainable Poultry Farming

How Sustainable poultry practices lead
farmers to more profit and ethically
produced poultry products

WHAT IS SUSTAINABLE

FARMING?

- Sustainable farming is a practice of farming that focuses on environmental conservation, ethic economic growth, and animal welfare
- Main goal: Work with the Earth and it's resources, not against it
- Farming practices can be altered to fit a farmer's specific needs with different species of livestock or crops



Poultry Practices to Implement for Sustainable Farming

For poultry farming specifically, look into getting heritage breeds that are suited for your certain region this makes it easier for them to naturally adapt. They also have excellent foraging patterns which can improve soil health and sustain it.

GET HERITAGE BREEDS



Barred Rocks are one of the most efficient breeds for Maryland and the Mid-Atlantic in general. They tolerate the cold and heat very well without dropping egg production making them a well rounded breed for our region.

Poultry Practices to Implement for Sustainable Farming

An article published in the Chicken Journal describes how flocks that are free range, produce eggs that are higher in Vitamin E and Omega 3's. This is because they have better access to a varied diet which ultimately leads farmers to spend less on store bought feed.

Free Range



Rotational free ranging is a common practice where the flock is on a certain paddock for around 3-5 days than moved to a different area of land to allow the previous paddock to rest and recover. This prevents overgrazing and reduces the need for certain fertilizers because of natural manure, ultimately increasing a farm's sustainability.



ENVIRONMENTAL BENEFITS

- Increases Biodiversity
- Relies on less chemicals which makes for cleaner air and water, ultimately better for poultry to ingest
- Sustainable farming can reduce greenhouse gas emissions and pollution

ECONOMIC BENEFITS FOR FARMERS

- According to PWC, People are willing to spend more money on ethically sourced and produced products, as much as 9.7% even in times of inflation.

ex. People are willing to pay extra for “free range” eggs over store bought

- Sustainable practices lead to less costs on unnecessary

chemicals, fertilizers, and feed supplements
This can be countered by saying that farmers that still choose to buy feed are most likely going to purchase organic feed which according to Poultry Hatch can cost up to 50% more than regular feed.



Why don't more people farm sustainably with poultry?

Disease

Management

Most sustainable ~~poultry~~ farms focus on antibiotic and hormone free. Without using antibiotics it can be difficult to control disease spread within a flock so more labor intensive measures have to be put into place

Land Access

As mentioned before, rotational free ranging is often used for poultry to help sustain the soil. Many farmers such as urban farmers, do not have the ability to do so because of smaller farms, sometimes leading farmers to confine poultry



Source

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Challenges and Solutions in Organic Poultry Farming: A Complete Guide for Sustainable Success

Consumers willing to pay 9.7% sustainability premium, even as cost-of-living and inflationary concerns weigh: PwC 2024 Voice of the Consumer Survey | PwC

Raising Free-Range Chickens: More Healthier Birds & Eggs

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