

Free-Range & Pastured Poultry Training & Outreach Innovation Hub (P3 I-Hub) For Beginning Farmers In California And Oregon

Maurice Pitesky¹, Deb Niemeier², Rodrigo Gallardo³, Rex Dufour⁴, Pamela Wolfe⁴, Dan Famini⁵ and Maureen Thompson⁶

¹UC Davis School of Veterinary Medicine-Cooperative Extension, ²UC Davis School of Engineering, ³UC Davis School of Veterinary Medicine, ⁴National Center for Appropriate Technology, ⁵Santa Rosa Junior College and ⁶Center for Land Based Learning

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Abstract

In California alone there are a total of 816 commercial poultry producers with less than 3,000 laying hens. While these facilities only account for approximately 192,000 of the over 11 million commercial laying hens in California (i.e. less than 2%), it is important to recognize that the majority of these farms are less than 10 years old and employ non-conventional husbandry practices such as free-range and pastured poultry production as opposed to conventional caged and/or aviary indoor systems. While these free-range and pastured production systems reflect a growing interest by the public in this segment of food production (NASS, 2014 & ATTRA, 2014), there are few resources available with respect to training and technical assistance. Therefore, the long-term goal of this project is to leverage the UC Davis Pastured Poultry Farm (<http://ucanr.edu/sites/poultry/>) to act as a training hub to facilitate the growing number of beginning free-range and pastured poultry farmers in California and Oregon. Specifically, in order to increase the number of beginning farmers and enhance their success and sustainability we will work with the California Farm Academy (CFA) and the National Sustainable Agriculture Information Service (ATTRA/NCAT) to recruit and identify beginning farmers in California and Oregon. The focus of the recruitment will include beginning free-range and pastured poultry producers such as those in Figure 1 but will also include new farmers who are attending the California Farm Academy as part of their beginning farmer training program. Further recruitment of military veterans with an interest in poultry farming will be done via collaborations with the UC Davis Veterans Affairs Office (UC-VAO) and the Farmer Veteran Coalition (FVC) in Davis, California. In addition to the work described above, Social Network Analysis (SNA) will be used as a tool to better understand the resource and knowledge networks of non-conventional poultry famers in California and Oregon in order to improve extension and outreach.



Figure 1. UC Davis Pastured Poultry Farm.

Objectives

USDA: Beginning Farmer and Rancher Development Proposal

Free-Range & Pastured Poultry Training & Outreach Innovation Hub
for Beginning Farmers in California & Oregon

<p>Objectives:</p> <ul style="list-style-type: none"> 5 annual one-day workshops 1 annual two-day work-shop 1 week long course Web based material in English and Spanish Mobile App Development (husbandry and profitability) 	<p>Topics:</p> <ul style="list-style-type: none"> Husbandry and land and pasture management Housing and equipment Predator control Environmental management Genetics Nutrition Business management and marketing 	<p>Collaborators:</p> <ul style="list-style-type: none"> UC Davis, School of Veterinary Medicine-Cooperative Extension National Sustainable Agriculture Information Service Center for Land Based Learning Santa Rosa Junior College CDFA
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Grant starts 8/2017 and ends 7/2020: Seminar schedules and other information will be posted at the UCCE poultry website, our newsletter "Poultry Ponderings," social media and via our collaborators.

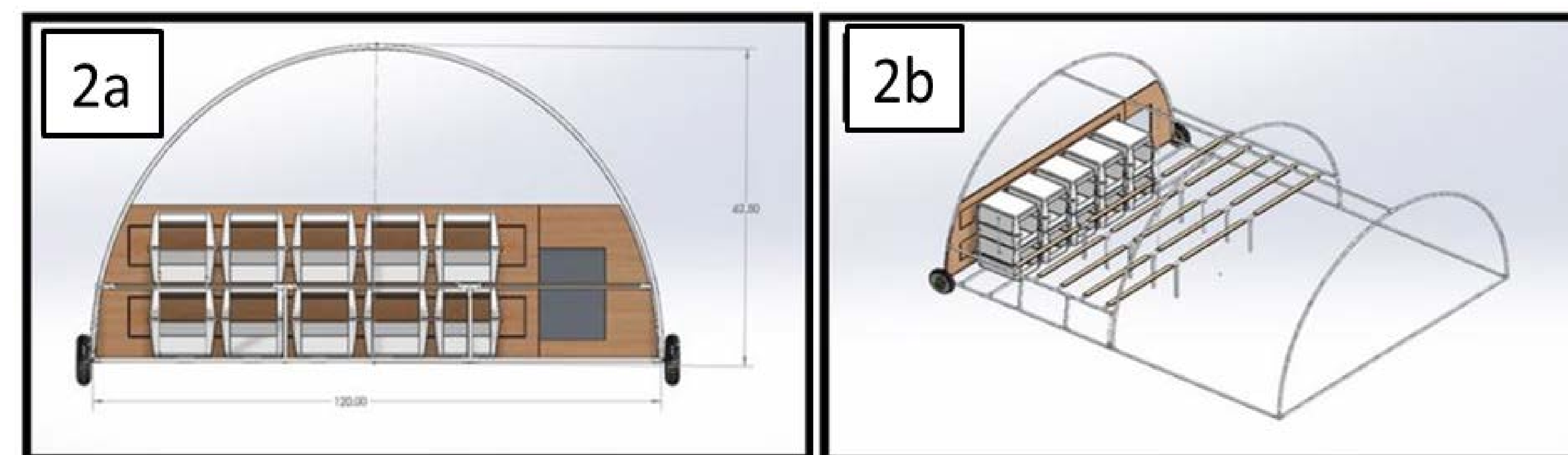


Figure 2. Mobile coop design will be integrated into the course with a focus on functionality, production and efficiency.



Figure 3. Pullet rearing at the UC Davis Pastured Poultry Farm. These pullets were raised from hatchlings to 10 weeks of age in a mobile barn.

Activities

**BEGINNING FARMER & RANCHER DEVELOPMENT PROGRAM:
PASTURED/FREE-RANGE POULTRY**

Interested in learning more about raising poultry?

Our 1, 2, and 5-day programs offer beginning free-range and pastured poultry farmers (both layers and broilers) the opportunity to learn from experts about how to better raise their flocks!

Topics include health, husbandry, food safety, coop design, land management, marketing, and more! Each workshop include hands-on demonstrations and plenty of opportunities for Q&A plus networking!

Workshops are held in CA and OR (dates and locations vary) for \$20/day*
Course fee includes educational material and lunch *Financial aid available
Visit our website at ucanr.edu/sites/poultry/ to learn more!

Outcomes

- Using Social Network Analysis (SNA) to better understand how commercial and free-range and pastured poultry farms communicate with stakeholders
- Increasing knowledge and knowledge sharing for commercial free-range and pastured poultry producers with respect to:
 - Husbandry
 - Welfare
 - Design and Ergonomics
 - Business Practices
 - Productivity
 - Marketing

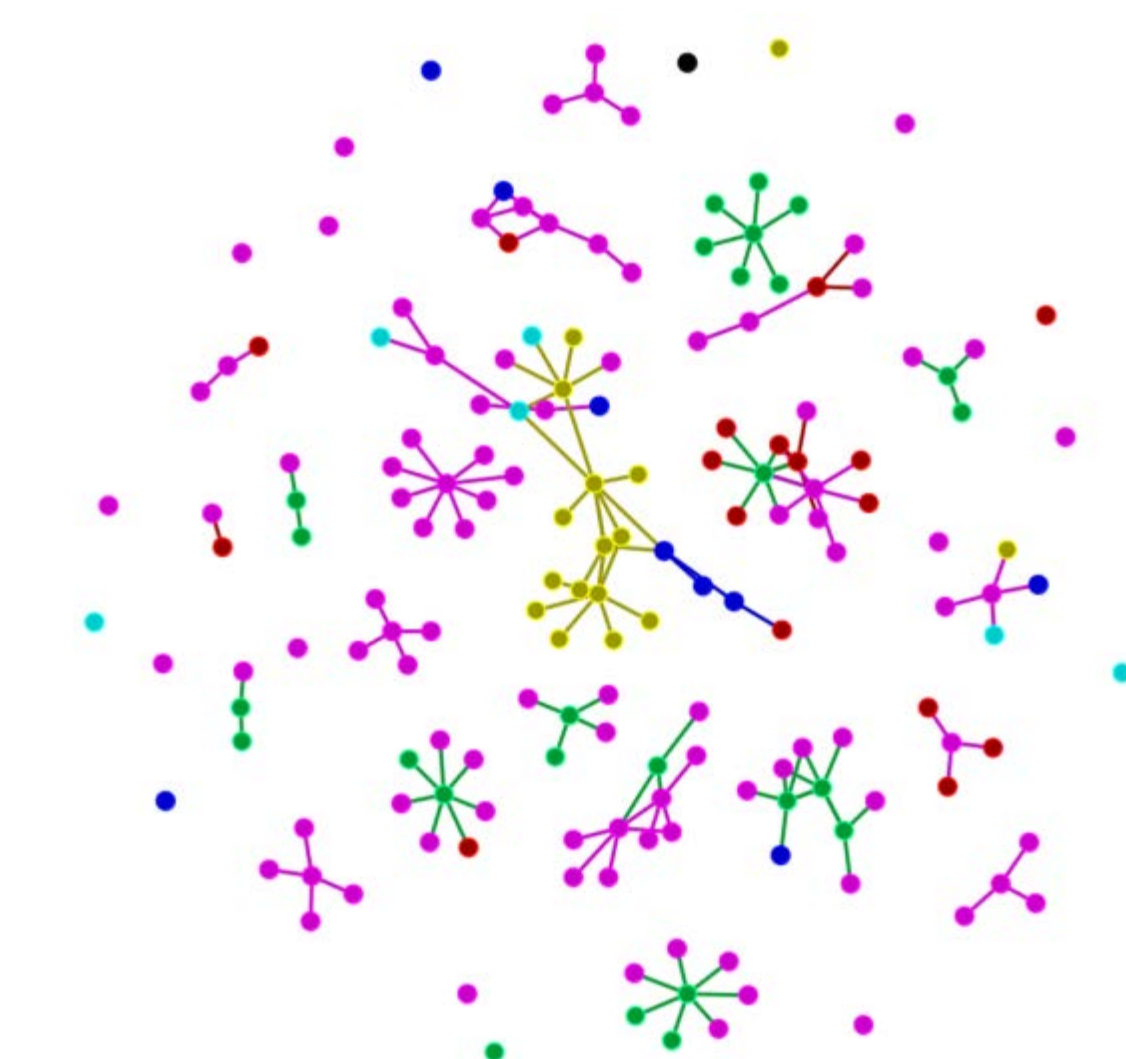


Figure 4. Example of SNA output among backyard poultry enthusiasts in California.