For Immediate Release
U.S. Poultry & Egg Association

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USPOULTRY and the USPOULTRY Foundation Sponsor $200,000 for FFAR-Funded Research That Benefits the Poultry Industry

Tucker, Ga., Jan. 29, 2020 – USPOULTRY and the USPOULTRY Foundation are announcing $200,000 in sponsorship funding for two poultry research projects to benefit the U.S. poultry industry. The sponsorship is in partnership with the Foundation for Food and Agriculture Research (FFAR) and will leverage research dollars for two projects that improve poultry welfare and efficiency. The funds are being matched by FFAR for a total $400,000 investment.

The first research project, the SMART Broiler Research Initiative, is a collaboration research program supported by FFAR and McDonald’s that is developing automated broiler welfare monitoring technologies for commercial poultry farms. These technologies may also be applicable to the turkey industry. Existing methods for assessing animal welfare rely on human observation and subjective scoring. This initiative is identifying automated solutions to provide objective and comprehensive information about poultry welfare across the supply chain.

The second research project, the Egg-Tech Prize, is a FFAR and Open Philanthropy initiative that is developing new technologies for accurate, high-speed and early stage in ovo sex determination of layer chicks. Only female chicks are used for producing layer hens; male chicks do not lay eggs and are unsuitable for consumption. The Egg-Tech Prize incentivizes companies and individuals to develop a technology that accurately determines the sex of an egg before it hatches and allows hatcheries to divert male eggs to the food or animal-feed supply chains or use them in vaccine production. This would solve the issue of male chick culling and improve the sustainability of egg production worldwide.

The six winners of Egg-Tech Prize Phase I were announced by FFAR last November. The winner of the $4.5 million Egg-Tech Prize will be announced in 2021.

“We are pleased to have the opportunity to actively collaborate with FFAR as a platinum sponsor for both of these projects. We anticipate that these innovative, unique and cutting-edge technologies will allow the poultry industry to further enhance producer viability, ensure animal wellbeing and meet the changing needs of the industry,” said John Prestage, senior vice president, Prestage Farms and USPOULTRY chairman.

“The Egg-Tech Prize and SMART Broiler are both cutting-edge research initiatives that seek to address global animal welfare concerns and revolutionize on-farm practices while enhancing production,” said FFAR’s Executive Director Dr. Sally Rockey. “We are thrilled to partner with the U.S. Poultry & Egg Association to fund research that benefits the U.S. poultry industry and U.S. consumers.”

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John Prestage (right), senior vice president, Prestage Farms, and immediate past chairman of USPOULTRY, presenting the SMART Broiler Research Initiative $100,000 check to Dr. Tim Kurt, scientific program director for the Foundation for Food and Agriculture Research.

John Prestage (right), senior vice president, Prestage Farms, and immediate past chairman of USPOULTRY, presenting the $100,000 Egg-Tech Prize check to Dr. Tim Kurt, scientific program director for the Foundation for Food and Agriculture Research.

U.S. Poultry & Egg Association (USPOULTRY) is the all-feather organization representing the complete spectrum of today’s poultry industry, whose mission is to progressively serve member companies through
research, education, communication and technical assistance. Founded in 1947, USPOULTRY is based in Tucker, Georgia.

**Foundation for Food and Agriculture Research**
The [Foundation for Food and Agriculture Research](https://www.ffar.org) (FFAR), a 501 (c) (3) nonprofit organization originally established by bipartisan Congressional support in the 2014 Farm Bill, builds unique partnerships to support innovative and actionable science addressing today's food and agriculture challenges. FFAR leverages public and private resources to increase the scientific and technological research, innovation, and partnerships critical to enhancing sustainable production of nutritious food for a growing global population. The FFAR Board of Directors is chaired by Mississippi State University President Mark Keenum, Ph.D., and includes ex officio representation from the U.S. Department of Agriculture and National Science Foundation.