Reflections on 2017

Another year has come and gone and our poultry industry continues to thrive. This year’s challenges and opportunities have helped us to grow and change. Changes in antibiotic use, the impacts of avian influenza, talk of slow growing broiler production, uncertainty around cage-free eggs, welfare requirements for organic production, pledges for changes to animal welfare standards, attention to environmental impact, breast muscle myopathies, and potential changes to processing line speed are only a few of the topics at the forefront of our industry this year. We will continue to address these challenges and opportunities in 2018 and will also find new ones to keep us engaged.

I have completed my first full year here at Auburn University and it has been a wonderful year of new ideas, new friends, and exciting work. It is a privilege to be part of our poultry family and I look forward to doing my part to strengthen our industry and to both learn from and to teach those I meet. We do not always see eye-to-eye or agree on how things should be done, but when we work together we can achieve anything. I know that I am truly blessed to be a part of our worldwide poultry community and I look forward to doing, seeing, and achieving more next year and the years beyond.

“Reflect upon your present blessings, of which every man has many, not on your past misfortunes, of which all men have some.”

- Charles Dickens