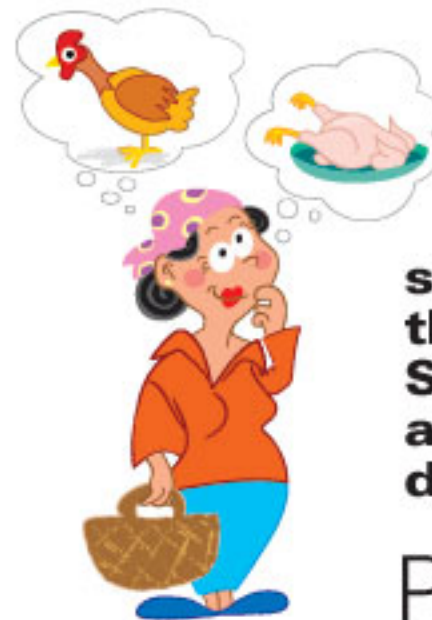


Buying and selling healthy poultry




GUIDE FOR POULTRY TRADERS & HANDLERS

Sick customers are bad for business



If you want to sell more poultry, then do it right. Smart consumers are learning the difference.

People all over our country are quickly learning to handle poultry safely. Poultry breeders, transporters, buyers, and sellers are working together to insure the future of the poultry business by practicing safe poultry handling techniques. If poultry is your business then protect your future by following these simple rules:

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- Only buy and sell healthy poultry;
 - Dispose of poultry wastes in a safe manner, burn or bury;
 - Separate sales area from processing area;
 - Follow the simple rules of hygiene;
 - Do not transport sick or dead birds;
 - Do not slaughter and sell sick or dead poultry;
 - Report to an animal health worker if you discover sick or dead birds. They will help dispose of them safely.

Sell poultry not germs



Meet the No.1 cause of infection

Dirty hands are the number one cause of infection



Frequent hand washing is your best protection against infection. If you handle live poultry or engage in slaughtering wash your hands frequently with soap* and clean water particularly after a change of poultry species or process. Also clean and disinfect the your work area and equipment frequently. And remember always wear gloves and a mask when handling or slaughtering.



Remember: If you're handling birds your handling germs. Protect yourself and the ones you love always wash your hands after handling poultry or poultry products.



*If soap is not available use ash or you can make a very effective antiseptic disinfectant by mixing one part of household bleach with 50 parts of water.

If you are handling birds- you are handling germs

PROTECT YOURSELF



Which would you buy poultry from?

Hygiene is good for your business

You may not take your health seriously but a deadly virus does. Poultry processing is a high risk occupation: Live poultry or their body parts, blood, droppings and feathers may carry the Avian Influenza virus. Once infected even with the best medical treatment your chances of survival are not very good.

You can reduce the risk to your self by following these simple rules:



- Only slaughter healthy poultry



- Slaughter poultry on a surface which is easy to clean and away from other food



- Scald poultry in boiling water to remove feathers



- Dispose of poultry wastes in a safe manner, burn or bury;

- Use different cutting boards and knives for uncooked poultry and cooked poultry as well as other foods.

- Wash your hands with running water and soap or ash after handling poultry

- Clean and disinfect the work area and equipment frequently.

Be Smart - Not Sick



PROTECT YOUR CUSTOMERS



Take it serious

New birds-New risk

Purchasing infected birds from one farm or market may infect your other wise healthy flocks.

Every time avian flu strikes your business suffers. People become afraid to buy poultry. Prices go down and everyone suffers.

Avian flu is a virus that spreads when it is brought onto a farm or into a market from outside.

Alone this virus can only travel a few centimeters in a day, but with the help of careless humans it can spread for hundreds of kilometers in a matter of hours.

How you as a professional transport and manage poultry is important. You have the power to help prevent avian flu from attacking and spreading. When you follow the rules for safe poultry handling you protect yourself and your profits.

Be a smart professional. Follow the rules and you will enjoy the profits.



Keep poultry - not germs

PROTECT YOUR FLOCK

1. Keep different species of poultry in separate cages to prevent cross infection. Ducks can carry the virus without showing any signs and therefore can easily infect other poultry.



2. Try not to bring the unsold live poultry back from the market as they can infect your existing flock.



3. If you do, keep them separate until the next sale or for at least 2 weeks before returning them to your main flock.



4. Disinfect cages, vehicles and footwear when returning home from the market to protect your flock from being infected.



5. Then change clothes and clean yourself with soap and water.



6. Report to an animal health worker if you discover a number of sick or dead birds.



7. Follow instructions and inspection requirements from the authorities.



Remember: Seek medical help immediately if you fall sick with high fever after contact with sick or dead birds. This may be a life-threatening sign of bird flu infection. Early treatment is crucial to save your life.

PROTECT YOUR FLOCK



**Too many
birds in
one cage
can spoil your profit**

How you transport your poultry is important. Infected birds from one farm or market may infect other wise healthy flocks.

You take poultry to the market for one reason, to make money. But, when avian flu strikes all your months of hard work are lost as market prices go down and your profits disappear. For months after an outbreak people are afraid to buy poultry. That means more hardship for you.

These are modern times and avian flu is a problem that demands new solutions. You have the power to control avian flu.

Avian flu is a virus. It can be defeated by following a few rules. When you follow those rules you protect yourself and your profits.

Avian flu; take it seriously or it will take your profits.



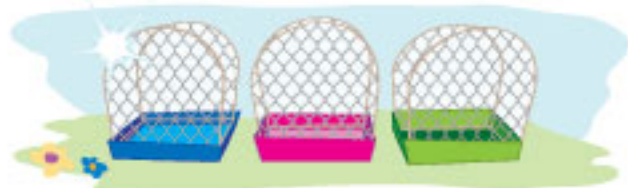
Transport poultry - not germs

TRANSPORT BIRDS SAFELY

- Use only a clean disinfected vehicle to transport poultry and eggs. Disinfect your vehicle every time you transport poultry.



- Use easy to clean and disinfect cages made out of plastic or metal with waste trays for collecting the droppings. Clean and disinfect after every use.



- Avoid collecting, storing, and transporting birds from different sources in the same vehicle or place.



- Do not transport poultry with other animals. This increases the risk of viruses entering other animal populations. This is called cross species infection and it can lead to new, perhaps more dangerous, strains of virus.



- Never transport people and live animals especially poultry in the same space.

Remember: When introducing poultry to the market, keep species separated by using different cages for each type.



REMEMBER

Healty customers are good for business

