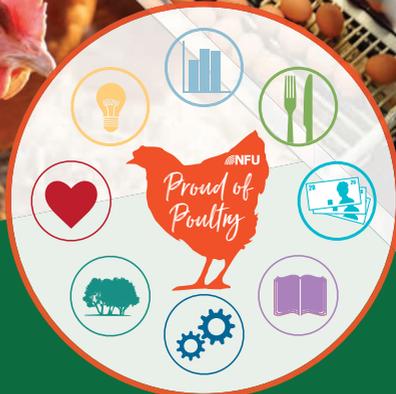
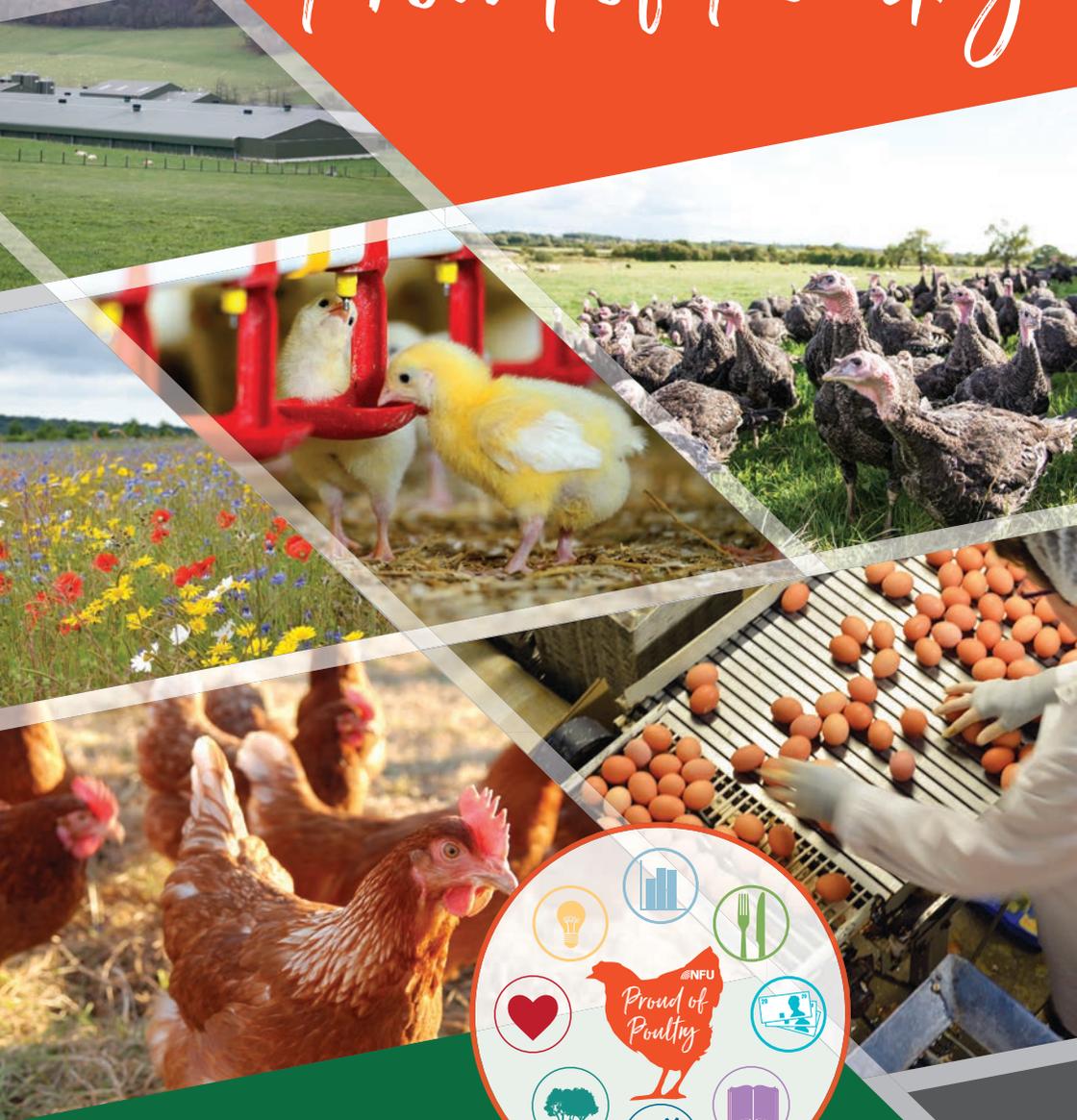


# Proud of Poultry



**TRAINING**

# OVERVIEW

Proud of Poultry has been produced by the NFU to showcase the many positive initiatives the poultry industry has to offer. The aim of this working document is to demonstrate and educate a variety of audiences including farmers, schools, universities, government and the media on how efficient, innovative and dynamic our sector is.

## THE PUBLICATION WILL BE SPLIT INTO EIGHT SEPARATE SECTIONS:



**DEMAND**



**FOOD SAFETY**



**ECONOMIC**



**TRAINING**



**EFFICIENCY**



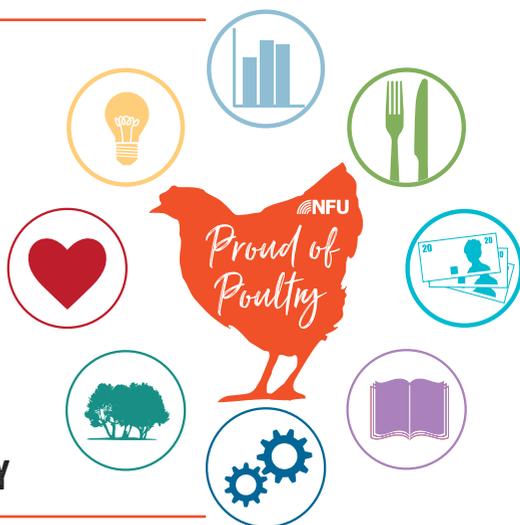
**ENVIRONMENT**



**WELFARE**



**INNOVATION AND TECHNOLOGY**



Stemming from the original document, a series of additional features for a variety of key pillars within the poultry industry will be created, including: infographics, case studies, social media content, posters and leaflets, as well as briefings and articles.

# TRAINING

The UK poultry sector is important not just because of the food it provides to our nation, but also as a significant contributor to UK growth and skills. The UK poultry meat and egg industries support 37,300 and 10,000 direct jobs, and 37,900 and 1,700 indirect jobs within the wider supply chain, respectively.

As an industry, the UK poultry sectors recognise the importance of investing in their staff to attract and retain skills. Excellent stockmanship and well-trained personnel are vital to the future of the UK poultry industry and employers provide a range of robust training opportunities to nurture and develop the skills of their workforce. Industry recognised and respected training courses allow employers to provide structured personal development opportunities for staff; increasing employee self-worth and confidence, in-turn contributing to stable and productive workforces.

Comprehensive and verified training of staff also helps to increase consumer confidence and assist in assurance scheme compliance. Approximately 95% of broiler producers are Red Tractor certified. Within the layer sector approximately 90% of producers adhere to the Lion Code, with remaining producers adhering to schemes such as 'Laid In Britain.' Such assurance schemes all include standards to ensure

every member of staff is thoroughly trained, skilled and competent to carry out the activities they do and have a good working knowledge of the production systems and the livestock under their care.

All personnel including temporary, part-time and family members must be trained and competent to carry out their prescribed activities. Supervision, explanation or induction programmes are implemented meaning all staff are trained and assessed before being deemed competent and subsequently left to conduct activities unsupervised. The performance and competence of staff is regularly observed and reviewed, with refresher training implemented as and when required to ensure stringent health, welfare, safety and hygiene standards.

Records of training must be kept and broiler producers under the Red Tractor scheme must adopt British Poultry Training – Poultry Passport or Poultry Training Record – as the formal route for industry training and recognition. This easy, cost effective method of maintaining training records helps to underline the industry's commitment to training, and its willingness to invest in staff development. The Poultry Passport is recommended and envisaged to soon become compulsory, under other assurance scheme standards. Similarly, for the layer sector, the Lion

Code of Practice has recently adopted a resembling online skills passport to establish a common standard of training evidence on Lion approved farms.

Specified within many production standards, there is also a collection of literature available to producers, who are encouraged to read and possess a copy of titles including: 'Practical Slaughter of Poultry', 'Guidelines on responsible use of antimicrobials in poultry production', 'Code of practice on the responsible use of animal medicines on the farm', 'Veterinary Medicines: safe use by farmers and other handlers' and 'Rodent Control on Farms'.

There are over 15 registered specialist poultry training providers in the UK and in addition to this there are many other training opportunities provided within private companies. The UK poultry industry provides a wealth of recognised training and qualification opportunities, including apprenticeships, work-based diplomas and short courses, as well as agricultural degrees and diplomas, and stand-alone post-graduate qualifications.

## POULTRY APPRENTICESHIP FRAMEWORKS

Over 750 students per year complete apprenticeship frameworks in the poultry industry, invested in by their employers and supported by the UK Government. Intermediate (Level 2) and Advanced (Level 3) poultry apprenticeships are widely available throughout the sector and are recognised by Lantra: an awarding body for land-based and environmental training courses and qualifications. As part of their training, apprentices undertake functional skills training in English and Maths, and complete a work-based diploma, with units tailored to fit around each candidate's workplace to ensure all training is fully relevant. Learning whilst earning means that these courses provide apprentices with real life experiences, essential skills needed to progress in the poultry industry, and a solid understanding of the welfare issues surrounding poultry production. Work-based diplomas, contributing to the completion of an apprenticeship qualification can also be completed in isolation.

## POULTRY APPRENTICESHIP TRAILBLAZER STANDARDS

As a result of a government reform to apprenticeships, outlined in 'The Future of Apprenticeships in England: Implementation Plan,' groups of employers have been able to work



together to design new apprenticeship standards for occupations within their respective sectors. These new standards for apprenticeships are intended to progressively replace all older apprenticeship frameworks, and put employers at the forefront of developing staff with the workplace skills, knowledge and behaviours specifically relevant to that business and industry.

The Poultry Employer Trailblazer Group has developed and launched two Trailblazer schemes; 'Poultry Worker' and 'Poultry Technician'. Within each scheme, every apprentice will also select one specialist poultry option route from: rearing, breeding, hatching, egg production or grow out: allowing their apprenticeship and training to be tailored to the specific business they are working in.

### **Poultry Worker**

This Level 2 qualification typically lasts between 12 and 18 months and helps apprentices work towards the completion of Level 1 English and Maths, if not already achieved. A portfolio is used to record the achievements of each apprentice as they progress through the programme, and offers support during the 'End Point Assessment' where apprentices sit a 45 minute multiple choice test, a 2 hour observational practical assessment, and a 45 minute professional discussion.

### **Poultry Technician**

This Level 3 qualification typically lasts between 18 and 24 months. As with the Poultry Worker scheme, apprentices must produce a portfolio recording their progression throughout the programme. A work-based project, including a 2,500 word written report is also included as part of the portfolio, whilst the 'End Point Assessment' includes a 60 minute short answer knowledge test, a 3 hour observational practical assessment, and an interview.

### **SHORT COURSES AND QUALIFICATIONS**

There are a wide variety of short training courses available within the poultry industry allowing staff to learn and improve competencies and meet nationally recognised qualifications and production standards.

Examples of courses available to learners include:

- Poultry Welfare – tailored to: broilers, breeders, turkeys, ducks, hatcheries, commercial layers or catching/handling
- Farm Hygiene and Biosecurity
- Hatchery Hygiene and Biosecurity
- Heat Stress Prevention and Control
- Gait Scoring and Leg Weakness
- Free Range Egg Production
- Agricultural Health and Safety
- Environmental Awareness
- Proficiency Award in Poultry Meat Inspection

- Proficiency in Protecting the Welfare of Animals at Time of Killing
- Proficiency in Meat and Poultry Industry Skills
- Preparing for IPPC Regulations (Poultry Industry)
- Animal Transport by Road – Long and Short Journeys
- Technical Award in Animals in Transit

## NATIONAL DIPLOMAS AND DEGREE COURSES

Agricultural diploma and degree courses are offered in over 25 educational institutions throughout England, Scotland and Wales. Collectively, they provide thousands of students per year with an essential grounding in agricultural production systems: from the science and production of crops and animals to the management skills needed to work in agricultural business and related industries.

Course types include:

- National Diplomas
  - Foundation and Degree programmes
- Agriculture and related degree courses are offered through 8 Universities and 16 Colleges in the UK. Degree titles covering aspects of poultry production, include: Agriculture with Animal/Livestock Science, Agriculture with Farm Business Management, Agricultural Management, International Agriculture, Agricultural Science, Animal Management, Agriculture with Farm Business Management and Animal Management.

## POST-GRADUATE COURSES

Three higher education establishments throughout England and Scotland provide post-graduate level qualifications and courses specifically in poultry and poultry related topics.

Course titles include:

- Poultry Business Management
- Poultry Health
- Poultry Meat Processing, Product Quality and Safety
- Poultry Nutrition
- Poultry Production
- Factors Influencing UK Poultry Production
- Pig and Poultry Environment, Health and Welfare
- Emerging Issues in Monogastric Animal Production Systems
- Applied Poultry Science
- Global Poultry Production Economics and Interactions – under development

## POULTRY PASSPORT

British Poultry Training was established in 2006 as a project to establish a consistent, industry wide approach to the recording of training and to standardise the level of training across the poultry meat sector. The project group, made up of industry representatives including the NFU, British Poultry Council, Lantra and Poultec Training formed the 'Poultry Meat Training Initiative' which later became 'British Poultry Training'. In 2008, the group launched the 'Poultry Passport' – an online training record ranked between

four levels of responsibility, with a defined minimum training requirement based on each level, applicable to all roles.

As training is undertaken, it is recorded within the online database to clearly identify where training has been completed and where further training is required. Better training records help to reduce oversights, ensure compliance with assurance scheme standards, reduce the cost of unnecessary re-training and help to provide evidence of due diligence to protect companies against litigation.

The scheme has been recognised by Defra as a method for broiler producers to comply with the EU broiler directive and is a mandatory requirement for the Red Tractor Poultry Standards (chicken, turkey and duck).

Today there are over 6,000 people enrolled on Poultry Passport, actively completing the mandatory training requirements.

Training modules include:

- Poultry Welfare
- Biosecurity and Hygiene
- Health and Safety
- Manual Handling
- First Aid
- Environmental Awareness
- Advanced Poultry Health and Welfare
- Advanced Biosecurity/Food Safety

## LION TRAINING PASSPORT

The 'Lion Training Passport' was established in 2016 by an industry-led working group made up of the British Egg Industry Council, Poultec Training Limited and Lantra. The working group, inspired by the work of the poultry meat sector, wanted to develop a common standard of training across Lion approved farms.

The scheme offers an online skills passport defining an individual's training requirement based on their job role. The training, ranked between three levels of responsibility, consists of a number of separate courses which are recorded on the skills passport as they are completed.

The Lion Training Passport retains details of the training and certificates attained by staff to assist with assurance and supplier audits and the system provides access to staff training records via a web browser which is only accessible by authorised individuals. Reporting in the system provides a key management tool for monitoring of training with automated e-mails reminding staff or employers when training needs to be completed or refreshed.

Training modules include:

- Induction
- Biosecurity, Security and Egg Handling
- Food Safety
- Poultry Health and Welfare
- Health and Safety
- Emergency First Aid at Work
- Rodenticide Handling/Usage

## POULTRY INDUSTRY PROGRAMME

There are also a range of development schemes available to members of the UK poultry sector, offered by private companies and industry organisations such as the NFU.

One example of an industry initiative aiming to develop the skills and knowledge of young people is the NFU's Poultry Industry Programme (PIP), sponsored by ABN Feeds. Recognition of the need to develop young people already working within the industry sparked the development of the PIP: a bespoke 18 month programme made up of a series of events aimed at participants aged between 20 and 35 years. The programme gives young people the opportunity to gain a valuable insight into the poultry industry and collaborate and network with other like-minded young professionals.

NFU Poultry Adviser and PIP Coordinator, Aimee Mahony, states: "it is important to engage and encourage the next generation and the NFU's Poultry Industry Programme aims to inspire those already working within the sector to become future leaders."

PIP events range from improving market insight through visits to leading UK retailers and poultry businesses, to receiving professional training in media, leadership and negotiations. Most events occur within the UK, including a visit to the NFU's London External Affairs Office and a tour of Westminster. Participants also experience a trip to Europe where they visit the EU Parliament to gain an insight into political lobbying and there is also an opportunity to visit farms to compare and contrast farming practices.

Since its establishment in 2012, the PIP has received exemplary feedback and provided benefit to over 50 young people within the UK poultry sector. 100% of past participants said they would recommend the programme and found the content useful to their business or career.



# CASE STUDY: *Aimee Mahony*



Aimee Mahony has been the NFU Poultry Adviser since July 2016; before this she worked in the egg sector for four years. After graduating from Harper Adams University in 2012 with a BSc (Hons) in Animal Behaviour and Welfare she joined Noble Foods as a Graduate Trainee Manager. Working her way up the career ladder, Aimee spent some time auditing contract producers before becoming a Regional Manager in East Anglia.

**Where did your interest in poultry come from?**  
*I suppose I've always had an interest in farming: my dad works in the agriculture sector and my grandparents ran a dairy farm - I knew I wanted to follow in their 'farming' footsteps but didn't necessarily have any plans for that to be in the poultry sector.*

*I first thought about a career in the poultry sector when I saw Noble Foods at a careers fair at University. I really liked the sound of the contract producer role of their Graduate Scheme, so decided to apply for the job – and got it!*

**Tell us about your time at Noble:**

*I started on the graduate programme in 2012 where I gained hands-on experience of laying farms and auditing. I spent a lot of time learning from existing members of staff and 6 months later I was lucky enough to take on the role as an auditor within the company, alongside continuing my graduate projects including egg stamping, editing the 'Egg Express' - a quarterly producer magazine, and working towards a Masters degree in Intensive Livestock Health and Production at the Royal Veterinary College.*

*In 2015, I then became the Regional Manager for the East Anglia region, where I was responsible for overseeing 35 farms contract producing eggs for Noble Foods.*

**What was the next step of your career?**

*The next step for me was a move closer to home and a new job at NFU HQ. In my current role as a Poultry Adviser I work with NFU Board members and on behalf of our wider membership, to*

*lobby government on issues affecting the poultry industry. Interestingly, I started this job in the same week as the UK's vote to leave the European Union, so it was a bit of a crash-course in politics!*

**What's the best part of your job?**

*Covering the entire poultry industry including broilers, layers and turkeys, I really enjoy how varied this job is and it's safe to say that no two days are the same! As part of my role, I also coordinate the NFU's 'Poultry Industry Programme'. I feel it is important to engage and encourage the next generation within the UK poultry sector and this programme aims to inspire those already working within the sector to become future leaders. I also do a lot of member focussed work developing our policy areas and communicating with members via a number of platforms including online articles and features in the NFU Poultry magazine.*

**What is your opinion on the current training and development opportunities within the UK poultry industry?**

*I think there is a good selection and availability of opportunities and it's really encouraging to see the popularity of poultry specific courses as well as a wealth of opportunities for young people. It's also worth noting that you don't need to be a poultry producer to be part of the sector and there are a variety of opportunities available to people, in such roles as vets, engineers, nutritionists and auditors.*

**What advice would you give someone wanting to get started in poultry?**

*I'd always tell people to get as much experience as they can. Even if you can't get it somewhere you had your heart set on, or it is voluntary, employers want to know what you have done and going the extra mile and putting yourself out there will always put you in good stead. It's also always important to talk to people; learning from others is invaluable.*

## OPEN FARM SUNDAY & FARM VISITS

Since 2006, 1,600 farms have opened their gates and welcomed over 2 million people onto their farms on one Sunday each year. Linking Environment and Farming (LEAF) reports that one in every six attendees to an Open Farm Sunday event

had never visited a farm before, 86% of visitors learnt something new and 43% of farms had poultry present. Engagement with the public allows the opportunity to promote the image of agriculture, increase consumer knowledge of farming, and bring people closer to how their food is produced.

## CASE STUDY: Claire Bragg

Claire is a member of the NFU national poultry board and farms in partnership with her husband Nick in Somerset, rearing broilers to Red Tractor Standards. Frogmary Green Farm is made up of arable, broilers, contracting, renewable energy, commercial lets, cold storage, conference rooms and a cookery school; the farm is also one of 38 LEAF demonstration farms. Claire has a wealth of hands-on experience engaging the general public with how and where their food is produced. Claire is also a Nuffield Scholar.

Claire said: "on Friday 9 June 2017, 150 children from five local schools came along to Frogmary Green Farm for a fun morning of learning all about farming. During their visit, they got to see how 50,000 chickens are reared for meat (through our viewing gallery), find out what chickens eat through a fantastic hands-on activity with ABN, had an up-close experience of other farm animals, cows, calves, pigs, chicken, sheep and lambs, looked at growing crops of vegetables and played games to find out which animals are a farmers friend or foe. A huge thanks goes to the NFU and other organisations for their help and support, most of all, a massive thanks to the 28 volunteers who came on the day

to help the event run smoothly. Two days later on Sunday, 11 June, we opened

our gates again for Open Farm Sunday and welcomed 1,600 visitors – wow, what a day. It was extremely busy but thoroughly enjoyable, visitors could wander around the farm at their own speed, taking time to look at all the activities and ask as many questions as they liked. In addition to Friday's activities, we also had a show of vintage tractors alongside our new ones, a digger challenge, a farmers market selling produce from local Somerset companies and a new kids zone where children could do arts and crafts, have faces painted and listen to stories read to them by the Sainsbury's team".



### Social media quotes by members of the public

*"Really good day out. We went for OFS. Kids loved it plenty of activities for them"*

*"Thank you for a lovely day, my toddler was in heaven especially with Digger Jack"*

*"We had a lovely day thanks and Oscar loved the potato harvester (we did too) and the tractors, great event"*



## TRAINING



**POULTRY  
SPECIFIC  
SHORT COURSES**  
available in UK

**OVER 25  
EDUCATION  
ESTABLISHMENTS**

provide degrees  
incorporating aspects  
of poultry production

**2 LEVELS**  
of poultry specific  
**APPRENTICESHIP  
SCHEMES**

**3 UK HIGHER EDUCATION  
ESTABLISHMENTS**

offer over 10 poultry  
specific post-graduate  
qualifications/courses



**OVER 6000 STAFF**

are enrolled in the British Poultry  
Training 'Poultry Passport' – actively  
completing mandatory training  
requirements and recording these online

**15+  
REGISTERED  
SPECIALIST  
UK POULTRY  
TRAINING PROVIDERS**



Members of the UK poultry industry are  
actively involved in sharing knowledge and  
educating consumers

**43% OF FARMS  
ON OPEN FARM SUNDAY  
HAD POULTRY PRESENT**

The UK poultry sector directly supports

**OVER 47,000 JOBS  
AND 39,000 INDIRECTLY**

contributing to UK growth  
and skills training providers



**TRAINING  
REQUIREMENTS**

are written into  
all commercial  
production  
standards



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