

Bulletin No. 98
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Ostrich Meeting the Demands for Increased Meat Consumption and Protecting the Environment

Dr. Thomas Elam, Adjunct Fellow of The Centre for Global Food Issues, is forecasting an increase in demand for meat protein for human consumption of 50% by 2025.^[1,2,3] Figure 1 illustrates the breakdown of specie that currently supply the massive increase in meat production that has taken place since 1961 and forecast to continue. Worthy of note is that the majority of the increased demand has been met by the poultry and pork industries.

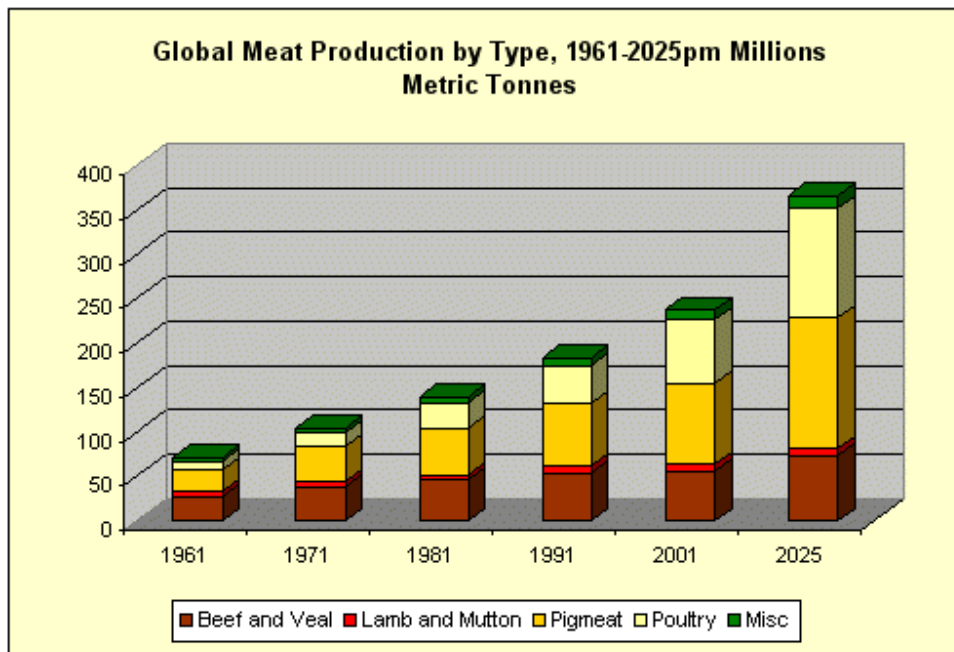


Figure 1 - Meat Production by Specie

Dr. Elam discusses several important issues that have contributed to how this rapid growth has been achieved and the significant reduction in production costs over the past few decades. He notes the role of the Pharmaceutical industry in this rapid growth and reduction in costs of production, concerns over the supply of feed ingredients to feed the increased demand for livestock production and space required to raise the animals. He suggests that the only way this demand will be met will be from further improvements in feed conversion and questions how this can be achieved, especially with the increasing pressure from the environmental lobby encouraging a reduction in the use of chemical fertilisers and reduction in use of routine Antibiotics and hormone implants. All aspects he sees as backwards steps in facing the challenge of feeding an increasing population with a greater proportion of that population gaining in wealth.

Ostrich can play a significant role in providing this additional meat production, and it can be produced in an ethical manner, if the best of modern production techniques are adopted. Ostrich are the most feed efficient of all red meat production specie, when produced correctly. Over the last decade it has been proven that meat yields of Ostrich can be doubled in a shorter period of time [4]. These improvements in Ostrich performance have been achieved before any genetic improvement programs have been implemented. This has been achieved without the use of routine antibiotics or growth hormones. It has been achieved using the latest advances in

Optimum Nutrition and livestock management techniques. Optimum Nutrition is described as “The Medicine of the Future” by twice Nobel Prize winner Dr. Linus Pauling. Optimum Nutrition is described as a revolution in Health Care, it is also a revolution in cost effective, ethical livestock production.

Ostrich require as much as 40% Lucerne in a grower ration, when the Lucerne is of the right quality. Lucerne is a legume and an important component in any crop rotation cycle as it fixes nitrogen in the soil, reducing the need for artificial fertilizers. Poultry and Pig production is highly dependent on grains to produce the meat, with little or no quality forage included in their diets. Therefore Ostrich production can help support the production of grain crops produced with reduced input of artificial fertilizers.

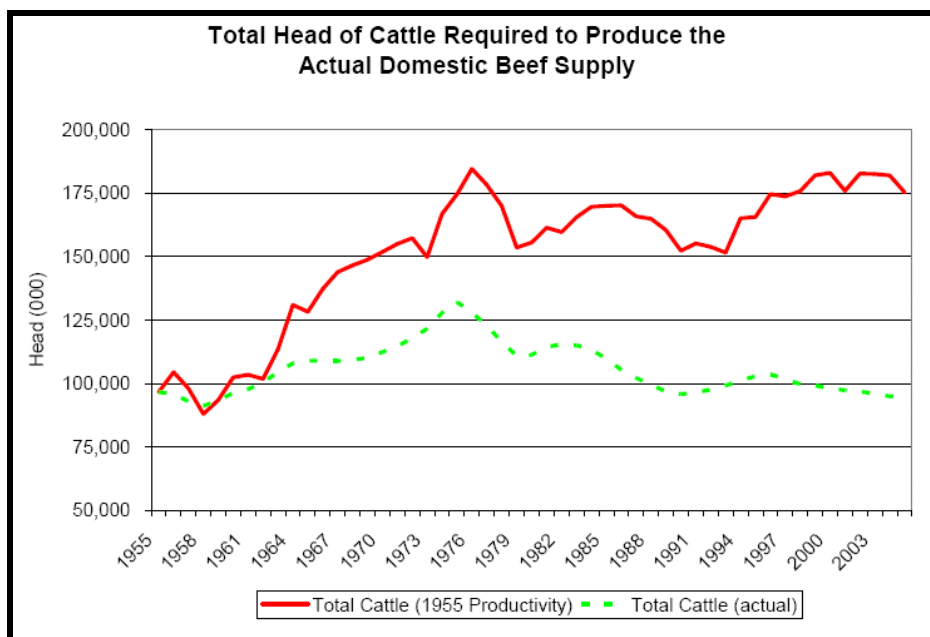


Figure 2 - Impact of Improved Feed Conversion and Growth Rates [1]

Figure 2 shows the number of cattle that would be required if cattle were still raised using 1950's technology and the number of cattle that have actually been used. As can be seen the actual number of cattle has remained constant. If the new technology had not been implemented, the numbers required would have been increased by 75%.

We invite you to join our Training Course to be held in Bulgaria to learn how to adopt the most modern livestock production techniques as they apply to Ostrich. You will learn what is required to double meat yields, halve feed conversion and in time improve those statistics even further. You will learn the causes of the current poor conversion from egg to chicks. You will learn why Chick mortality remains the No. 1 problem in the industry and how to prevent it. You will learn the positive financial benefits of achieving these things.

Together we can develop the volume production and marketing strategies required to access the markets that are currently unavailable due to the inconsistent supplies and low volume production. Full details of the course follow below.

[1] Meeting Growing Meat Demand While Protecting Our Environment to be a Challenge, December 2003 –

[2] World Meat Demand increase by 50% (Australian Farm Journal, June 2004

[3] 50 Years of Pharmaceutical Development and its impact on the Beef we provide to consumers, July 2004

Papers 1 – 3 can be accessed from: http://www.hudson.org/learn/index.cfm?fuseaction=staff_bio&eid=elamtom

[4] Potential Meat Yield of Ostrich - <http://www.blue-mountain.net/bulletin/bull81.htm>

You are invited to the next
Ostrich Training Course
to be held in
Sofia, Bulgaria

10th September to 14th September 2005

Venue: The Ambassador Hotel

<http://www.sofiahotels.net/ambassador.shtml>

The course will focus on:

**"How to Reduce the Costs of Production and Increase Revenue per bird
to
Build a sustainable and growing business based on Ostrich Production"**

The program (details below) is intense with 50 sessions consolidated into 5 days to cover the whole production chain, from feed ingredients and production ration design to slaughter, processing and marketing of products.

The program provides clear explanations as to why the Ostrich Industry has so far failed to progress from Breeder Market to Commercial Production. The sessions are designed for any person involved in Ostrich, whether new to the industry or well established, seeking a sense of direction and greater understanding on how to establish a profitable business.

The program is designed to help attendees put in place systems to develop commercially viable operations.

The course has been developed by Stan Stewart, Fiona Benson and Daryl Holle and will be presented by Stan Stewart and Fiona Benson.

Costs:

Course Fee: Euros 1,250.00 per person
Fee includes Lunch and Coffee breaks

Accommodation when booked with course:

Double Room: Euros 35.00 per person, per night
Single Room: Euros 45.00 per person, per night
Prices include Breakfast.

Please book early to ensure availability of rooms at the above special rates
To book, please contact: Fiona Benson: fiona@blue-mountain.net

Our thanks to Maria Karcheva for making the arrangements in Bulgaria

Note: Reduced rates are available for Bulgarian residents. For details please contact Maria Karcheva at: karcheva@mbox.contact.bg

	10th Sept Day 1	11th Sept Day 2	12th Sept Day 3	13th Sept Day 4	14th Sept Day 5
8.30 to 10.00	Introduction and Terminology	Basics of Nutrition	Breeder Groups	Understanding Fading Chick Syndrome	Deboning and Muscle Identification
		Feed Management	Breeder Management	Disease Prevention Biosecurity	Understanding the Products: Skins, Feathers, Oil and Other Products
10.00 to 10.30	Break				
10.30 to 12.30	Costing Production Understanding variables that affect profits	Farm Management	Farm Design	Chick Rearing Facilities Growout Facilities	Current Market Conditions
		Nutritional History Basics of Genetics	Hatchery Design and Equipment	Chick Feed & Feed Mgt./Identifying Quality Chick	Developing your Business
12.30 to 1.00	Lunch				
1.00 to 2.30	History of Industry and Industry Infrastructure	Premix Ingredients Main Ingredients	Ostrich Farm Records	Growout Feed and Feed Management / Identifying a Quality Slaughter Bird	Business Planning: Who does what Business Planning: Feed Business Planning: Production
2.30 to 3.00	Break				
3.00 to 5.00	Carcass Grading and Yield Classifications Payment System	Feeding Rates and Wet Feed	Egg Collection, Sanitation, Storage, Setting, Hatching	Factors Influencing Meat Quality HACCP - Designing a Plan Slaughter Process - Stunning, Defeathering, Skin Removal, Evisceration	Business Planning: Slaughter and Processing Business Planning: Marketing Business Planning: Summary
	Effects of Nutrition	Production Feed Manufacturing Basics	Baby Chick Care		
	General Farm Production		Processing Business Planning		

The business planning sessions will include the following discussions:

Workshops for Business planning					
Who does What?	Feed	Production	Slaughter and Processing	Marketing	Summary Session
Breeding Incubation Chick Rearing Feed Lots/Growout Transport Slaughter Processing Marketing	Sourcing Ingredients Manufacture Distribution	Impact of Production Flow Bird Identification Farm Records Traceability Breeding Program	Where Transport Size Skins - processed or sold green Fat/Oil Feathers Other Products	Defining the Market Identifying aspects that are included in Marketing Sustainability of supply Quality of supply Grading Distribution chains	Consolidating the Plan Management Structure Training Program

Visa Information:

A list of embassies and consulates can be found at: <http://www.mfa.government.bg/>