

Development of an Informational Video Series Detailing How Biosecurity, House Management, and Farm Operations Effect Respiratory Disease in Commercial Poultry

Brian Jordan, Brian Farichild, Mike Czarick, and Casey Ritz

The University of Georgia



UNIVERSITY OF GEORGIA



Development of A Video Series...

- Project began in September 2016
- First step was to choose topics based on our expertise and opinion of the most challenges around respiratory disease and farm/hatchery management
- Initial topics included proper hatchery vaccination techniques and impact of ammonia on incidence of respiratory disease



Development of A Video Series...

- Videos were originally proposed to be 2-5 minutes each in length
- The University of Georgia Center for Teaching and Learning was contracted to do the filming/editing/production of the videos
 - UGA CTL was involved in the “Vets on Call” production
 - <https://www.youtube.com/watch?v=GdQgnsoZf-U>



Development of A Video Series...

Challenges

- Everything was ready to go in November 2016, then....a majority of the staff at the CTL left for other jobs.
- CTL wasn't fully staffed and ready to shoot until March 2017
- Then the AI isolation from wild birds happened and shut down access to farms and hatcheries
- By the time we were allowed back into facilities, it was very hot. Most of our videos revolve around cold weather situations, so we were waiting for winter to come again....



Development of A Video Series...

- But we were able to get into a hatchery for the first video, and were able to film the second video around what ammonia does to the respiratory tract and disease incidence in my lab
- These videos are in post-production and editing now, with a scheduled release in the next month or so
- The remaining videos are being scheduled on location so that they can be shot this winter

Initial Topic Videos



Video 1

Video 2

UNIVERSITY OF GEORGIA

Search all media Guest

Home Schools & Colleges Campus Units UGA Libraries About Kaltura at UGA



Related Media
No Entries

PDRC Hatchery Instructional Video_Timecoded for Review

https://kaltura.uga.edu/media/t/1_0rhnotry

UNIVERSITY OF GEORGIA

Search all media Guest

Home Schools & Colleges Campus Units UGA Libraries About Kaltura at UGA



Related Media
No Entries

PDRC Lab Video_Cut 2 Rough_for Review

https://kaltura.uga.edu/media/t/1_9ij0jyw6



Next Topics

- Next three topics were understanding how to properly measure ammonia, how to properly ventilate a house to control ammonia, and understanding how to prepare a house for chick placement to combat respiratory disease
- Need cold weather...
- Scheduling conflicts and more turnover at CTL postponed these videos...then the CTL merge with another department at UGA so we had to transition to a new staff



Next Topics

- But videoing is underway for these videos
- All videos will be completed by the end of this year
- Working with collaborators and PRD-CAP members for distribution (Czarick and Fairchild newsletter, Poultry Science dept. website, PDRC newsletter, etc.)