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**July 15: Virtual field trip explores sustainability in the poultry industry**

By Mary Hightower

U of A System Division of Agriculture

**Fast Facts**

* July 15 virtual field trip highlights current sustainable effort in poultry
* **Register online:** <https://uada.zoom.us/webinar/register/WN_G_6Zs_IDQRqv1EoeWI_nQA>

(303 words)

LITTLE ROCK — Join researchers and industry personnel on July 15 as they provide an overview of current and future efforts to build sustainability into the nation’s poultry industry.

The virtual field trip begins at 10 a.m. Participants may register online at <https://uada.zoom.us/webinar/register/WN_G_6Zs_IDQRqv1EoeWI_nQA>.

The event is the latest in a series of educational events hosted by the University of Arkansas System Division of Agriculture and funded by the U.S. Department of Agriculture’s Natural Resources Conservation Service.

The broiler industry was valued at $28.3 billion in 2019, according to USDA. Arkansas is the No. 2 broiler state in the United States, producing more than 7.42 billion pounds of chicken valued at $3.6 billion in 2019.

“The poultry industry is a major player in both the U.S. and Arkansas economies,” Rita Watson, extension virtual education program associate for the University of Arkansas System Division of Agriculture, said. “With this event, we wanted to provide some insights into this key industry, as well as the sustainability efforts that are going on now, and the research that will enhance those efforts in the future.”

The agenda:

* Overview of Poultry Sustainability — David Caldwell, head of poultry science for the Division of Agriculture and the Bumpers College of Agricultural, Food and Life Sciences.
* Tyson Foods corporate sustainability efforts and animal welfare – Jamie Burr, director-sustainability implementation, and Karen Christensen, senior director-animal welfare, Office of Animal Welfare.
* Sustainable Efforts on the Farm — Karl Vandevender, extension engineer and professor, University of Arkansas System Division of Agriculture.

The series focuses on the conservation benefits our researchers have developed in water quality, irrigation water use, climate change, soil health, profitability and sustainability. Each event includes presentations from experts, a question-and-answer session and free 7E and GRC-3D lesson guides for Arkansas high school teachers.

To learn more about virtual education efforts in Arkansas agriculture, visit <https://bit.ly/3wvo7uD/>.

To learn about extension programs in Arkansas, contact your local Cooperative Extension Service agent or visit [www.uaex.uada.edu](http://www.uaex.uada.edu/). To learn more about Division of Agriculture research, visit the Arkansas Agricultural Experiment Station website: [https://aaes.uark.edu](https://aaes.uark.edu/). To learn more about the Division of Agriculture, visit <https://uada.edu/>.

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**About the Division of Agriculture**

The University of Arkansas System Division of Agriculture’s mission is to strengthen agriculture, communities, and families by connecting trusted research to the adoption of best practices. Through the Agricultural Experiment Station and the Cooperative Extension Service, the Division of Agriculture conducts research and extension work within the nation’s historic land grant education system.

The Division of Agriculture is one of 20 entities within the University of Arkansas System. It has offices in all 75 counties in Arkansas and faculty on five system campuses.

The University of Arkansas System Division of Agriculture is an equal opportunity/equal access/affirmative action institution.  If you require a reasonable accommodation to participate or need materials in another format, please contact Rita Watson at rwatson@uada.edu as soon as possible. Dial 711 for Arkansas Relay.

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