

Weshalb PPLO frei sein?

Die Überlegung die ein Direktor machen muss um sich für einen PPLO-freien Rang zu entschließen, wird in diesem ersten einer Serie von Artikeln besprochen. Irgend eine Organisation die beabsichtigt einen "freien" Rang zu behalten, muss drei Grund-Entscheidungen machen: 1. Die ganze Organisation muss zu der Entscheidung frei zu sein, beitragen. 2. Eine befriedigende Hygienepolice ist erforderlich. 3. Gebrauch muss gemacht werden von einem umfassenden Auskunftsdienst um den freien Rang nachzuprüfen.

Pourquoi devenir exempt de PPLO?

Dans cet article, qui est le premier d'une série, sont discutées les considérations qu'un directeur doit examiner s'il décide d'obtenir le statut exempt de PPLO. Toute organisation ayant l'intention d'obtenir un statut "d'exemption" doit faire face à trois décisions primaires: 1. l'organisation entière doit être d'accord sur ce point. 2. une politique satisfaisante d'hygiène est indispensable, et 3. un service étendu de contrôle doit être employé pour vérifier le statut d'exemption.

Perchè Diventare Indipendenti Della PPLO?

In questo primo articolo di una serie vengono discusse le considerazioni che un dirigente dovrà fare per raggiungere una posizione indipendente dalla PPLO. Qualsiasi organizzazione che voglia raggiungere una posizione "autonoma", dovrà affrontare tre risoluzioni fondamentali. 1. L'intera organizzazione dovrà assecondare la decisione di diventare autonomi. 2. Una soddisfacente politica d'igiene è mandataria. e 3. un adeguato servizio di supervisione deve essere applicato per controllare lo stato indipendente.

First Article in a Series

Why Go PPLO-Free?

SUMMARY: In this first in a series of three articles, the considerations a manager must take in deciding to obtain a PPLO-free status is discussed. Any organization planning to obtain a "free" status faces three basic decisions: 1. The entire organization must support the decision to go free, 2. a satisfactory hygiene policy is mandatory, and 3. a comprehensive monitoring service must be used to check the free status in all phases of production.

• The term PPLO-free has electrified broilermen world-wide during the last few years. But as any new concept, it was shrouded with controversy and doubt at the outset. Successful results of poultrymen using the stock convinced the doubters of the benefits of a PPLO-free program.

Although the term PPLO-free program is a common everyday word in most broilermen's vocabulary, the exact definition may not be understood by everyone. We are speaking specifically of Mycoplasma Gallisepticum S⁶. Some other mycoplasmas are involved in the term Pleuro-Pneumonia Like Organisms (PPLO) and programs are now conceivable for the eradication of some other mycoplasmas.

The Decisions. What must a broilerman consider before jumping into a PPLO-free program? Experience shows that any organization planning to obtain a "free" status faces three basic decisions:

1. The initial decision to go "free" must encircle and gain support of all sections of the organization from the primary breeder through the processing plant to insure a totally effective

and integral program.

2. Establishment of a satisfactory hygiene policy is mandatory for covering supply farms, hatcheries and broiler production units.

3. A comprehensive monitoring service must be used to check that "free" status is maintained by the stock at all times.

The viability of PPLO-free stock is now accepted in markets such as the U.K., the U.S.A. and Holland. This degree of wide-scale acceptance can be mainly attributed to the primary breeders which were first concerned with marketing PPLO-free stock.

Thorough Background. The breeding organizations realized the new marketing concepts involved. So thorough groundwork was laid to educate all the business sectors in the techniques of a PPLO-free program. The organizations explained thoroughly that the breeder can insure the "free" status of the stock when delivered. But the customer must take the necessary steps to maintain the "free" status to derive the full potential benefits from the stock.

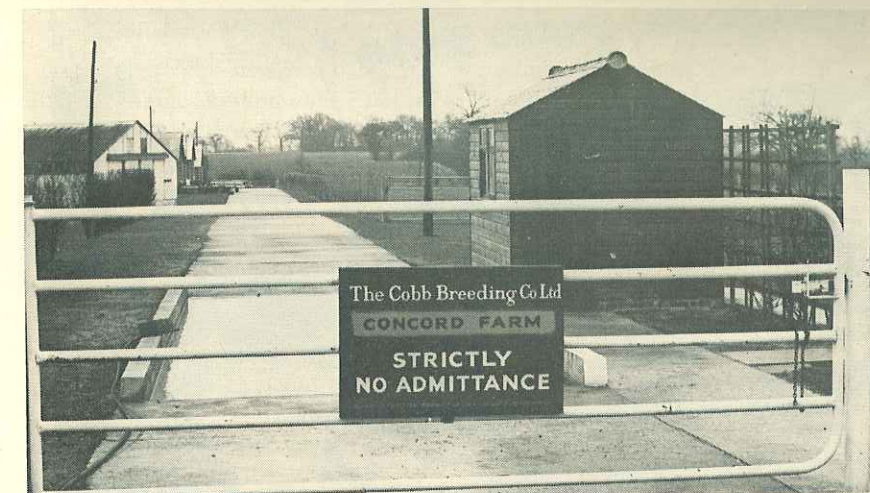
In the education program, the most significant point is that management procedures specified for a PPLO-free program do not

require much more of the customer than *what would normally be recommended in everyday broiler breeder management routines.*

In making the decision to go "free," an enterprise must analyze its capabilities through all phases of production. Top management, of course, looks to improvement in overall profitability in terms of cost per pound or kilogram of broiler meat produced. This is assessed by checking the effects of "free" stock at the different stages of production. Consequently, top management will quickly see a considerable potential for additional profit over the costs for the necessary refinements needed in management procedures.

Complete Commitment. A full commitment from supply farms, hatcheries and producers is necessary to make the program work, because each section plays a vital role in the success of the program. Personnel in the organization performs a key role. Each worker must think "clean" at all times and must realize fully that he can directly contribute to the success or failure of a PPLO-free program.

Money spent for instructing personnel on the nature of PPLO



A LOCKED GATE, warning signs, disinfectant pits for vehicles and sheds for visitors to change clothes are mandatory hygiene programs for maintaining a PPLO-free status.

will be well spent. A careful explanation of the steps necessary for its control provides insurance against failure.

Once the top management has decided to launch a program, the next big step is selecting the breed of stock to be used. It is of paramount importance that stock is purchased from a breeder with long-term experience of marketing PPLO-free stock. Breeders' records will show the number of generations through which their stock has maintained a free status. By referring to other poultrymen using large volumes of free stock, insight into "back-up" services available from breeders become obvious, a point which should be considered carefully because product service continually assumes an increasing role in the broiler business.

Intensified Interest. What has prompted the intensified interest in a PPLO-free program? In one year, broiler breeder organizations proved the benefits of a "free" status to integrated operators and broiler producers in Western Europe. By learning from experiences in the U.S.A., international breeder organizations quickly adapted new and

altered old programs to benefit the businesses.

In initiating the new concept in Western Europe, all segments of the business were called on to participate directly in a control program to insure continuation of a truly "free" status which resulted in additional profits.

In watching the progress of a PPLO-free program for more than a year, a broilerman has the opportunity to assess the values of such a program. The fundamentals for success can be outlined to broilermen in those areas which have yet to start a program.

Although poultry meat businesses vary in their relative degrees of sophistication from country to country, they are all becoming more integrated which is conducive for taking advantage of PPLO freedom. The reason is quite simple: Control. In an integrated enterprise, the business management is centrally controlled. Thus, management can take its authority one additional step: strict control to maintain the PPLO-free status.

(Editor's Note: Material for this series of articles was supplied by Mike Dines, marketing manager, Cobb Breeding Co. Ltd., Braintree, Essex, England.)