

SAMPLE EXCERPT



FUTURE OF THE POULTRY INDUSTRY



A collection of original, forward-looking articles published to commemorate WATT Global Media's 100 years of serving the global poultry industry.

PLUS

- 12 poultry industry trailblazers
- Historical timeline of WATT publications

US \$199

Future of the poultry industry

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Future of the poultry industry

To celebrate the company's 100 years of service to the poultry industry in 2017, WATT Global Media prepared a series of articles which, look at the future of 13 key areas that will shape the future of poultry production and processing. The future may prove a bit differently, but we hope to give an indication of how technologies and market forces might emerge and impact the industry in the future, and that the articles provide food for thought.

The articles in this series were written by WATT Global Media editors and an invited group of outside experts. As a bonus, Paul Aho's article, "12 people who transformed US poultry production," is included in this collection. It offers a look back at the pioneers who helped create the modern broiler industry in the U.S.

We hope you enjoy this series of articles looking at the future of the world-wide poultry industry. We also invite you to follow our coverage of the poultry industry in our second 100 years to see how many of our predictions are correct.

Wishing you continued success,

Terrence O'Keefe
Content Director

