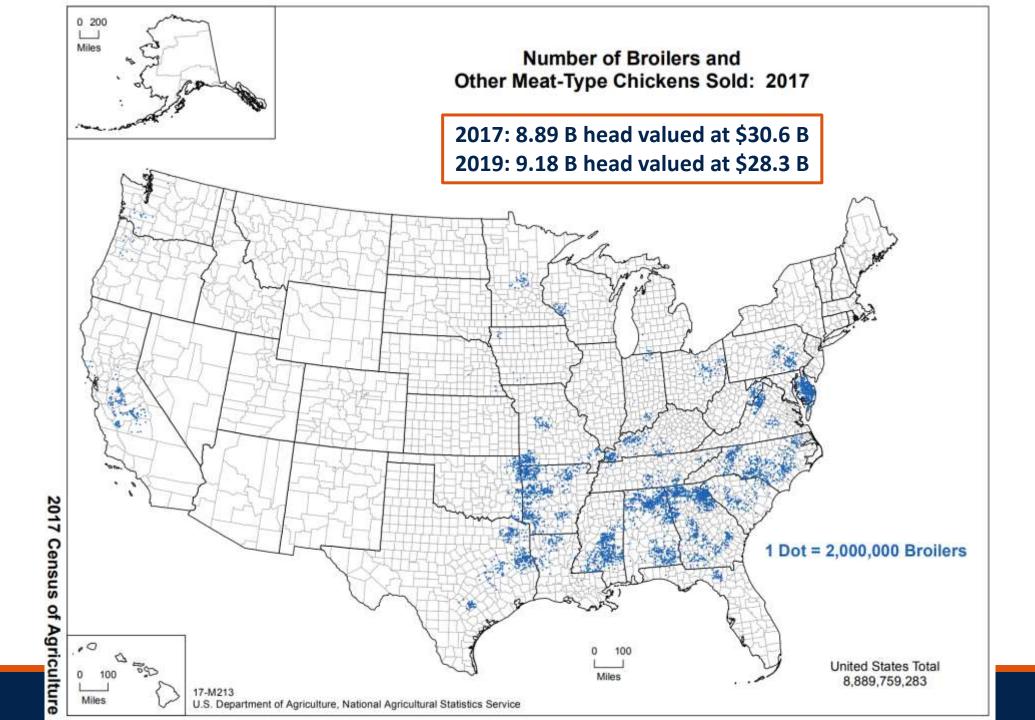
## Water consumption needs on broiler farms



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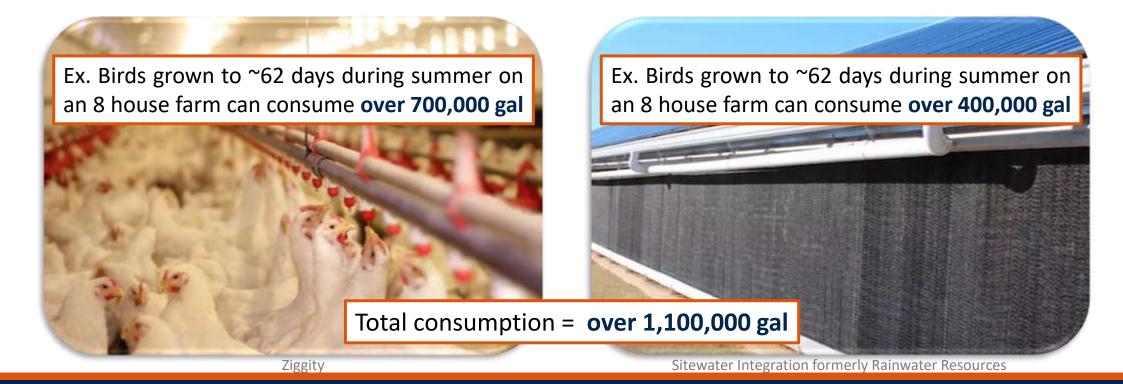
## Broiler water uses and importance

## 1. CLEAN AND RELIABLE DRINKING WATER

Importance: necessary nutrient for metabolic function and bird welfare

## 2. WATER FOR EVAPORATIVE COOLING SYSTEMS

Importance: Cools house to avoid heat stress on the birds



### Grower water sources and their issues

#### 1. MUNICIPAL OR CITY

Issues: High costs and expected to rise

# North Alabama water prices as high as \$11.00 per 1,000 gal

#### 2. GROUND WELL WATER

Issues: Quality, Maintenance, Low yields



The Cullman Times

Dr. Jesse Campbell, Auburn University

## My take: Broiler water consumption

Summary: Reliable and clean water sources are vital to producing high quality poultry

products consumers expect and **should not be overlooked.** Water needs for farms should be considered with the understanding **solutions need to be** 

tailored to meet the farm's needs.

**Past:** Researchers and industry focused on breeding for fast growth and high

performance with water taken for granted.

**Present:** Rising water costs, water quality issues, and expectations that global

temperatures continue to rise (NOAA) mean more costly water consumption

for growers.

**Future:** Water management, **both quality and quantity**, should be a crucial part of

broiler production.

**Solutions: Economical and sustainable, research** and understand water needs for broilers

(quality and quantity), emphasis on grower water management, rainwater

harvesting (ex. potentially capture 1.1 M gal in N. Alabama), settling tanks

(drop suspended material out of water)

## Acknowledgements and questions

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