



264 Research paper

Obstacles and incentives for broiler farmers to set up preventive measures against the avian colibacillosis [Freins et motivations
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2019 Treizi mes Journ es de la Recherche Avicole et Palmip des   Foie Gr

In **Significant Impact Groups:**

Pathogen management \ Managing sick animals Targeted use of

Species targeted: Poultry;

Age: Not stated;

Summary:

In a context of antibiotic restraint, colibacillosis prevention in chicken farms should be maximized. This disease is commonly treated with antibiotics. Understanding the psychological and social context in which farmers operate can have an impact management of avian. With that purpose, a first survey (qualitative study) was carried out involving 14 chicken conventional production farmers. Afterwards, 75 western France farmers of replied to quantitative questionnaire based on results from the previous survey. The survey revealed that 85% of farmers had insufficient knowledge about colibacillosis. The major incentives to prevent the avian colibacillosis were the desire to improve farm income and to reduce antibiotic use. Statistical analysis showed five farmers profiles. Advice should be adapted according to these profiles : «experimented little motivated farmers», «young and independent farmers», «farmers with others priorities», «motivated with small chicken house farmers» and «risk taker farmers».

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Where to find the original material:

[https://www.itavi.asso.fr/content/freins-et-motivations-des-eleveurs-de-poulets-mettre-en-place-des-mesures-preventives-contre;](https://www.itavi.asso.fr/content/freins-et-motivations-des-eleveurs-de-poulets-mettre-en-place-des-mesures-preventives-contre)

Country: FR