

FOR IMMEDIATE RELEASE

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### **Calling Flock Owners To Participate In North American Poultry Census**

The Livestock Conservancy is conducting a North American Poultry Census. Funded by Murray McMurray Hatchery, this critically important project will enable us to understand how different poultry breeds are faring in the United States and Canada. The last poultry census was conducted by the Conservancy more than a decade ago, and now with the Federal National Poultry Improvement Plan (NPIP) no longer collecting breed-specific data, this will be the only effort of its kind in America. The census will be a vital source of information for the Conservancy as well as other poultry focused organizations nationwide and internationally. The data gathered will help to aim and extend vital breed conservation work where it is needed the most and will guide efforts throughout the 21st century.

The census will be focused on old landrace & large fowl standard bred poultry as recognized in the American Poultry Association's Standard of Perfection— more specifically, on the breeding stock being maintained. We are specifically asking for information on the number of breeding birds only in order to get an estimate on the size of the actively reproducing gene pool for each breed. The information you provide for this census will be held in strict confidence unless you indicate that you would like us to share it with others interested in the breed you maintain. Please take a few minutes to complete this census form through the link below. Your participation is highly valued. The final results will be shared on the The Livestock Conservancy's website and with all of our project partners listed below, without whom this project would not be possible.

With the current health and industry issues, your stewardship of poultry and your participation in this census is vital to access the genetic diversity found in small backyard flocks. The census can be found at:

<http://www.123contactform.com/form-1517654/2015-Poultry-Census>

If you know of others who breed old landrace & large fowl standard bred poultry, please invite them to participate, and share the census with any poultry networks you are associated with. For more information contact the Williamson County Extension at 512.943.3300.

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