



## Innovation in Poultry Farming

### Jaime Cuauhtemoc Negrete\*

*Independent Researcher on Issues of Agricultural and Livestock Mechatronics, Graduate in Agrarian Autonomous Antonio Narro University, Postgraduate in Faculty of Agronomy, Eliseu Maciel of UFPel, Brazil*

**\*Corresponding Author:** Jaime Cuauhtemoc Negrete, Independent Researcher on Issues of Agricultural and Livestock Mechatronics, Graduate in Agrarian Autonomous Antonio Narro University, Postgraduate in Faculty of Agronomy, Eliseu Maciel of UFPel, Brazil.

Poultry farming is the activity that is responsible for the production of chickens. The most consumed birds are chickens and hens, of the latter there are various breeds that meet specific needs, for example, light hens produce eggs, for meat consumption are heavy hens and semi-heavy hens that are dual-purpose (meat and egg); Chickens are those birds that are mostly used for meat consumption and is known as broiler chicken and is obtained from heavy chickens. Currently it necessary to analyze the pressure for increased food production of animal origin, leading to review technologies for innovation in poultry science , applied in the rest of the world to carry out such an increase, a technology is the application of mechatronics which is also known as poultry precision farming and genetic improvement to poultry production. Application of this technologies is a growing trend in the livestock industry and plays an important role in the future prospects. In third world countries it is necessary to apply technologies mentioned, to reduce food insecurity and consequently poverty, it is possible because the decision makers of each country would promote automation technology and the development of chicken breeds adapted to local conditions, since currently only the big companies of chicken meat and egg production have access to animals of superior genetics, and small producers can only obtain animals of low-productivity breeds, governments should help to create adapted high-productivity breeds.

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