

Letter from the President—R. C. Blake—
to Members of the World's Poultry Science Association



At the XIIth World's Poultry Congress held in Sydney in August last the Council of the Association paid me the very high compliment of electing me President of the World's Poultry Science Association for the four years commencing January 1, 1963. This I regard as a very high honor indeed. While I know that my fellow countrymen are pleased that an Australian will occupy this position, I feel that the Councillors at the Congress were recognising the work of my Australian colleagues at the Congress.

The four years ahead certainly appear to have difficulties to solve, not so much on the scientific side of production, but on the scientific side of marketing—for I personally, and also many of my friends throughout the world, believe that marketing too is a science.

I doubt whether any other primary industry has been better served by scientists over the years, and I am sure that the poultry industry will continue to be as well served in the future. Particularly has the scientific service to the industry been noteworthy in the fields of nutrition and genetics, but where one aspect of scientific development has outstripped others, then full advantage of such development cannot always be applied.

The opinion has been expressed that the development over the fifty years of the Association's existence has witnessed more changes than are likely to occur over the next fifty years. That, however, is not my opinion. I believe that the Association is entering upon a period in which progress will become even faster than in the past. I believe that the more the Scientists co-operate in the future, the greater the progress that will be achieved. Our Association has today a larg-

er membership than ever before—air travel has made possible the meeting of industry leaders at short notice—the exchange of information between our respective Countries means more rapid development of scientific processes.

Finally I am confident of one thing—we have a world wide organisation which if used correctly will assist in developing the industry. Amongst our many members we have scientists of all kinds, farmers, business men, administrator, marketing men and thinkers. It will be my objective during my term of office to encourage the continued use of brains and experience of all kinds, to ensure that the industry gains the maximum benefit from the organisation which it founded fifty years ago.

R. C. BLAKE
PRESIDENT.

THE BROODING ENVIRONMENT

G. W. OSBALDISTON* and D. W. B. SAINSBURY
School of Veterinary Medicine, Cambridge, England

A minimum estimate suggests that 8,000,000 of the annual chickens hatched in Great Britain, die during the first three weeks of life. Whether the chick is from a quick growing or high egg producing strain, a good start in life is important.

For a broiler, a fast growth rate is essential, and coupled with this must be high food conversion efficiency and livability. Nature arranges that chicks are hatched at the most suitable time of the year for their future livelihood. With modern production methods all year round hatching is now established and successful artificial rearing in large batches is paramount. Artificial rearing up to the time the chick can withstand the elements is known as the brooding period.

Brooding is the provision of a warm place for the young chicken. With natural brooding, the warmth source is the body of the hen and the chicks huddle near her body under her wings. This provides a warm, fairly constant temperature environment with low air speed. All efforts at artificial

*Animal Health Trust Research Scholar.