Different types of chicken and egg production and distribution, in differing contexts, bring serious public health challenges requiring carefully tailored interventions.

**TOWARDS SAFER AND MORE SUSTAINABLE POULTRY PRODUCTION**

More than 1 TRILLION hen eggs produced globally each year

More than 100 MILLION tonnes chicken meat produced globally each year

**INTEGRATED WORKING**

**A ONE HEALTH APPROACH**

People with different, critical skills working together to:

- study the evolution and transmission of pathogens among chickens and to people
- identify behaviour, regulations, policies, and social, economic and cultural factors that affect disease transmission and spread

**FOR CHANGE**

**ONE HEALTH SOLUTIONS**

Tackling the issues and their risks so that we:

- understand how to develop interventions tailored to local contexts
- are able to share best practice in our case study countries of Bangladesh, India, Sri Lanka and Vietnam, as well as elsewhere in Asia

**WITH OTHERS**

**TAKE ONE HEALTH FORWARD WITH US**

Actively seeking collaborations and partnerships:

- within the private sector, industry, regulation, development organisations and others
- working alongside other research projects and organisations

**ONE HEALTH Poultry Hub**

We are currently working in Bangladesh, India, Sri Lanka and Vietnam

**PRODUCTION**

- **BACTERIAL FOOD POISONING**
  - Bacteria from chickens and chicken products easily transmit to people. Worryingly, this food safety issue was highlighted when farmers became consumers, and vice versa. In our case study countries of Bangladesh, India, Sri Lanka and Vietnam, as well as elsewhere in Asia.

- **ANTIMICROBIAL RESISTANCE (AMR)**
  - The causes of antimicrobial resistance are complex and require a range of solutions. The global production of food is a threat to people’s health everywhere.

- **AVIAN INFLUENZA**
  - Avian influenza (bird flu) viruses circulate naturally among wild aquatic birds, which then infect domesticated chickens, leading to major transmission issues. Small outbreaks can lead to outbreaks of highly pathogenic avian influenza (H5N1) with very high mortality rates, leading to over 10 million deaths from AMR expected annually by 2050.

**DISTRIBUTION**

- **FOUR-FOLD EGG PRODUCTION INCREASE IN ASIA OVER PAST 50 YEARS**

**CONSUMPTION**

- **71% FRACTION OF PRODUCTION GROWTH EXPECTED FROM ASIA**

**ONE HEALTH SOLUTIONS**

- **RISK FACTORS:**
  - Complex farm-to-plate chains
  - Poorly regulated antibiotic use
  - Low biosecurity
  - Behaviours

**WE ARE CURRENTLY WORKING IN BANGLADESH, INDIA, SRI LANKA AND VIETNAM**

**UK Research and Innovation**

48% PREDICTED INCREASE IN WORLD CHICKEN PRODUCTION 2017-2050

63 COUNTRIES in Asia, Europe, Africa and the Middle East affected by the highly pathogenic avian influenza virus (H5N1) since 2003

**RISK FACTORS:**

- Complex farm-to-plate chains
- Poorly regulated antibiotic use
- Low biosecurity
- Behaviours

**ONE HEALTH SOLUTIONS**

Understanding how to develop tailored interventions for local contexts

- Are able to share best practice in our case study countries of Bangladesh, India, Sri Lanka and Vietnam, as well as elsewhere in Asia.