

HOW TO MAKE THE IRISH POULTRY INDUSTRY PROFITABLE



EXECUTIVE SUMMARY

The Irish poultry industry is in a dire state.

From minimal profit margins to foreign competition to disease-riddled chickens, this significant sector of the Irish economy finds itself at a pivotal crossroads.

Despite campaigns encouraging consumers to buy Irish chickens or attempts to improve fundamental bird health, poultry farmers continue to operate within critically narrow margins.

It is imperative the industry find and implement a viable alternative in order to release itself from the threat of foreign competitors, secure its autonomy, and gain economic prosperity.

The laws of electromagnetism utilise magnetic fields already found in nature to repair and optimise normal biological processes in living organisms by stimulating cellular renewal.

Medical Energetics has successfully harnessed these principles into a technology capable of unprecedented biological efficacy that encourages optimal tissue function, repair, and growth within living organisms.

Case studies demonstrate this technology improves the efficiency at which chickens convert food into energy and protein to promote the faster growth of a larger and healthier bird. Batches that have been treated with the technology consistently hit a rating score of “2” and are also one to two days ahead of their traditional growth target.

Discover how to conserve natural and economic resources, provide a more nutritious product more quickly, and increase yield by at least 20 percent to help the Irish poultry sector at last become profitable.

TABLE OF CONTENTS

<u>INTRODUCTION</u>	4
BACKGROUND/PROBLEM STATEMENT	5
SOLUTION	9
CONCLUSION	12
ADDITIONAL RESOURCES	13

INTRODUCTION

The Irish poultry industry forms an integral part of the country's economy. It produces approximately 80 million chickens, 4 million turkeys, eggs from 2 million hens per annum, and employs close to 10,000 people. Ireland consumes the greatest amount of chicken in the EU, and this preference for poultry is expected to increase at a rate of approximately one percent per year (Teagasc, "Poultry Industry in Ireland").

Yet despite continual growth in chicken consumption, the Irish poultry sector continuously finds itself at both an economic and ecological loss.

These industry deficiencies consist of high production costs, minimal profits, and compromised bird health amid third country competitors and mounting market pressures to produce more using fewer resources.

It is crucial that poultry producers learn to navigate and overcome these obstacles in order to become a viable industry.

This paper will discuss the challenges the Irish poultry industry consistently faces that have significantly hindered its success, the attempted solutions to these challenges, and why none of these attempts has been successful to date.

It will also introduce the COIL and explain how this effective and economical technology will help the Irish poultry sector become—and remain— ecologically sound and economically profitable.

IRISH POULTRY INDUSTRY PROBLEMS

NARROW PROFIT MARGINS

Despite continual growth in chicken consumption, Irish poultry farmers struggle to turn an even minimal profit, highlighting the massive discrepancy between production and tangible return on investment.

“The biggest challenge is trying to make a profit. All poultry farmers are struggling. Margins have been squeezed to the point that farmers may have to choose to close their doors or continue at a loss.” – Ned Morrissey, Waterford poultry farmer (Griffin, “Irish poultry industry at a crossroads, IFA”).

HIGH PRODUCTION COSTS

From high energy to high feed costs, poultry production prices have risen in recent years yet returns are struggling to compensate for them.

MARKET DEMANDS FOR SUSTAINABILITY

Increased cultural awareness has placed additional pressure to produce more with less impact to the environment (Harris, “OFC: What Strategies are Needed to Feed a Growing Population?”).

Consumers seek the assurance that their food has been produced with the highest degree of welfare and the lowest carbon footprint (Harris, “Call for Economic Viability for Sustainable Farming”).

In a poultry capacity, this translates to reduced carbon dioxide levels, lower energy lighting, improved water quality, and cleaner sanitation methods within housing units. It also calls for safer, more humane rearing and culling practices (Poultry Council Ireland 6, 9).

COMPETITION FROM FOREIGN IMPORTS

While more ecofriendly options exist on the market such as Board Bia marked products, these high expectations do not necessarily reflect a willingness to pay higher prices.

This phenomenon demands that the poultry production chain provide large quantities of a top quality product—and for a cost effective price.

The call for reduced prices has led to reliance on cheap imports from overseas suppliers.

Outsourcing poultry meat has made it difficult for Irish producers to remain competitive within this international sphere, causing a drastic reduction within the domestic market

“Ireland cannot compete with Brazil and Thailand, where they have economies of scale and much cheaper food—plus access to genetically modified feed not approved in the EU—less onerous environmental legislation and cheaper labour.” –Patrick Wall, head of European Food Safety Authority (The Irish Times, “Why the Irish chicken industry is taking a battering”).

COMPROMISED BIRD HEALTH

An effectual yet cost effective method for strengthening overall bird health is necessary in order to improve food conversion rates along with the quality of birds produced.

Scores of chickens are continually plagued with everything from poor gut health to avian flu to farm-wide *Campylobacter* pandemics.

Regardless of the severity of the issue, the end result is always the same: compromised chicken health that ultimately results in compromised production and profits.

ATTEMPTS TO FIX PROBLEMS

BUY LOCAL CAMPAIGNS

Groups like Irish Farmers' Association and Love Irish Foods have launched campaigns that actively urge consumers to support local farmers and buy Irish chickens. While these movements have had a certain degree of success, imports continue to exert pressure on the native Irish poultry sector.

Currently, 90 percent of chicken in the Irish food service sector is imported (Campbell, "End of the road for Irish chicken").

Part of this continuing consumption of foreign chicken is consumer naivety due to a labelling loophole known as "substantial transformation".

"Imported chicken produced just needs to be covered in breadcrumbs in Ireland for it to be deemed Irish. The taxpayer is paying for the stringent regulations that are applied to the industry by the Department of Agriculture, so the consumer should benefit from these regulations by buying Irish." –Ned Morrissey, Irish Farmers' Association (The Irish Times, "Why the Irish chicken industry is taking a battering").

BIRD HEALTH IMPROVEMENTS

Antibiotics

In terms of bird health, antibiotics known as fluoroquinolones have been used in Irish flocks that are suspected of illness.

However, antibiotic use in farming has encouraged the bacteria behind infections to evolve to the point of becoming immune to its effects.

For these reasons, in addition to concerns regarding enforcement and transparency, fluoroquinolones have become increasingly banned throughout the EU (Parsons, Wasley, "Poultry farmers using more antibiotics linked to resistant food poisoning bugs").

Vaccines

A *Campylobacter* vaccine is also being developed with the intent to identify bacteria "survivor strains" that will help prevent birds from becoming infected at farm level.

However, the vaccine is still in its time-consuming and expensive developmental stages.

It requires significant underpinning knowledge of the host immune system, antigens, and potential adjuvants, and finding a suitable antigen that works against all types of *Campylobacter* over a sustained period of time may prove a formidable challenge (Clarke, “UK consortium developing *Campylobacter* vaccine”).

Feed and Water Modifications

Gut micro biota balance through diet, environment, and probiotics is key for maintaining optimal chicken health and performance.

Making modifications to already-expensive chicken feed could have greater detrimental effects on chicken health and *Campylobacter* control than any positive effect of feed modification (Bailey, “Gut health in poultry: the world within”).

Water treatments could also have adverse consequences like the formation of biofilms.

As such, both the costs and benefits of water and feed intervention must also be further understood before implementation (Reilly, “Biofilm and Pathogen Mitigation: A Real Culture Change”).

THE END RESULT

These ultimately ineffective attempts to improve productivity and drive profits have only left the Irish poultry sector in the same predicament as it was before.

THE SOLUTION

A BRIEF LESSON IN ELECTROMAGNETISM

Electromagnetism is a branch of physics that studies electromagnetic force and purports the following:

All matter is energy. All energy is electromagnetic. Every last cell within a living organism produces its own electromagnetic field, and all biological functions are electromagnetic exchanges via electromagnetic frequencies.

Any energy disruption within cells causes impaired cellular function.

Pulsed electromagnetic field therapy is the practice of addressing and restoring optimal biological function utilising magnetic fields to stimulate cellular renewal.

THE COIL

Scientist David Schmidt had one specific goal in regards to improving existing electromagnetic technology: to create a device that would mimic the three-dimensional, DNA-produced energy fields already found in living organisms to promote optimal tissue function, repair, and growth within those same organisms.

David discarded traditional methodology and designs that optimise electromagnetic field line density but neglect to consider how field shape might influence efficacy. He began thinking beyond conventional electromagnetic fields by researching potential outcomes of blending different types of waves, basing his construction on field shape.

David found that merging multiple configuration electromagnetic waves with longitudinal waves on a twisted double helix structure closely resembling DNA resulted in unprecedented biological efficacy, thus birthing the COIL.

The COIL is a non-invasive technology that enhances cell migration and optimises normal biological processes within living organisms, significantly accelerating growth rates in plants and animals—in most cases, three times higher than normal.

Medical Energetics COIL differences: (Recommend as chart/graphic)

- A novel double helix coil structure that creates a spiraling electromagnetic field that would be similar to those fields found within living organisms.

- Novel, complex frequencies and waveforms that closely match the natural resonance structures found in living organisms, as opposed to the traditional 60 Hertz waveform used in PEMF devices today.
- A low energy magnetic field that would more closely couple with the naturally occurring energy fields in the human body, to improve the efficiency of the therapy.
- The device produces both hertzian and non-hertzian waves.
- A method of detecting naturally occurring frequencies and waveforms within the host and feeding those signals back through the coil system for the purpose of creating a resonance loop between the coil and the host, thereby dramatically improving the results obtained.

HOW THE COIL HELPS CHICKENS

In a poultry application, this technology improves the efficiency at which a chicken converts food into energy and protein, promoting faster growth of a larger and healthier bird.

Case Study

Foundational studies demonstrate that the COIL promotes a 17 percent growth rate in chickens with a zero percent mortality rate.

In batches treated with the COIL at chicken houses in Cork and Shannonville, birds were significantly more developed in terms of weight, fitness, feet padding indices, gut analysis, and health grading.

Chickens consistently hit a rating score of “2”—a positive rating rarely seen in traditionally mass-produced birds.

Treated birds were also consistently one to two days ahead of the traditional growth target of 33-37 days.

HOW THE COIL FUNCTIONS

In a poultry farming capacity, the COIL utilises a simple broadcasting system consisting of high frequency radio waves ranging between 1 and 10 megahertz in order to maximise its potency and reach.

The equipment is hung from ceiling in the center of the chicken house, entirely out of the way of the farmer and birds.

ECONOMIC BENEFITS FOR PRODUCERS



The COIL is a quantifiably viable and cost effective solution that naturally promotes larger birds that are in better health.

It conserves both natural and economic resources while providing a more nutritious product more quickly.

The COIL will increase yield and profitability for poultry farmers by at least 20 percent, not only saving them millions in costs, but also helping them begin to turn a significant profit.

FIGURE 1

Suggest image of COIL in chicken house

FIGURE 2

Suggest graphic demonstrating COIL functionality or efficacy

CONCLUSION

This paper has provided insight into the problems plaguing the Irish poultry sector, why attempts to fix these problems have been ultimately futile to date, and the long-term answer to these problems.

It is time that poultry farming in Ireland become a viable and self-sufficient industry free of competition from imports and birds infected with disease.

The COIL provides a non-invasive, cost effective, and sustainable solution that is not only remarkably effective but also ecologically sound and economically promising.

It facilitates the faster growth of a larger and healthier bird using the straightforward yet profoundly powerful principles of electromagnetism.

Between a growing population, a changing climate, and urgent need for sustainability, the world is exponentially changing at unprecedented rates.

It is imperative that the human species begin thinking of innovative ways to not only adapt but also thrive amid these changes.

REFERENCES

Bailey, Richard A. "Gut health in poultry: The world within" *Farming Futures* 11 Feb. 2016

Campbell, Suzanne. "End of the road for Irish chicken." *The Irish Times* 29 March 2011

Clarke, Philip. "UK consortium developing *Campylobacter* vaccine." *Farming Futures* 30 Jan. 2016

Griffin, Joe. "Irish poultry industry at a crossroads, IFA." *AgriLand* 9 Aug. 2013

Harris, Chris. "OFC-Call for Economic Viability for Sustainable Farming" *The Poultry Site* 11 Jan. 2016

Harris, Chris. "OFC-What Strategies are Needed to Feed a Growing Population?" *The Pig Site* 12 Jan. 2016

Reilly, S. Siobhan, Ph.D. "Biofilm and Pathogen Mitigation: A Real Culture Change." *Food Safety Magazine* 11 Feb. 2016

Wasley, A. & Parsons, V. "Poultry farmers using more antibiotics linked to food poisoning bugs" *Independent* 7 Feb. 2016

"Why the Irish chicken industry is taking a battering" *The Irish Times* 6 Sept. 2008

Poultry Council Ireland. 2014. "Rural Development Plan 2014-2020."

Teagasc-Agriculture and Food Development Authority. "Poultry Industry in Ireland."



FOR MORE INFORMATION

Copyright © 2016 Medical Energetics. All rights reserved.
For more information contact CEO/Founder [David Schmidt](#).