

Introduction to the Poultry Industry Assessment

Matching: Match the term with its definition/description.

- | | |
|---------------------|---|
| 1. Transportation | A. Group of birds with the same characteristics |
| 2. Processing plant | B. Birds who are selected to reproduce |
| 3. Primary breeder | C. Facility where grains are processed into food for birds |
| 4. Marketing | D. How poultry products are moved from production to consumers |
| 5. Hatchery | E. Facility where chickens are harvested |
| 6. Growout ranch | F. Person(s) who develop and reproduce strains of chickens for a specific purpose |
| 7. Feed mill | G. The process of locating customers and selling a product |
| 8. Breeder | H. Facility where chicks incubate |
| 9. Breeds | I. Facility where birds are raised to market weight |

Arrange the following Vertical Integration terms in proper hierarchy.

Further Processing Plants Primary Breeders Transportation & Marketing Processing
Breeder Hatchery Growout Ranches Feed Mill

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

T or F

1. _____The American Poultry Association recognizes over fifty breeds of chickens.
2. _____Meat breeds are purebred birds.
3. _____Meat breeds are hybrid varieties developed for specific characteristics.

4. _____ A weakness of the meat breeds is that they do not lay as many eggs as the layer breeds.
5. _____ White Cornish crossed with White Plymouth Rocks are commercially the most widely used meat birds in America.
6. _____ Layer breeds must never be eaten.
7. _____ Layer breeds tend to be small bodied and put more nutrients toward egg production.
8. _____ White Leghorns crossed with Rhode Island Reds are commercially the most widely used layer birds in America.
9. _____ Chicken breeds with red earlobes lay brown eggs.
10. _____ Chicken breeds with white earlobes lay white eggs.
11. _____ Chicken breeds with blue earlobes lay blue eggs.
12. _____ There are twenty-five turkey breeds recognized by the American Poultry Association.
13. _____ Broad Breasted White is commercially the most widely-used breed of domesticated turkey.