



WINROCK  
INTERNATIONAL

Experience, Expertise, Presence in Asia  
Winrock International Responds to Avian Influenza



## Experience, Expertise, Presence in Asia Winrock International Responds to Avian Influenza

Winrock International's long experience in animal production and rural development sectors provides an excellent platform on which to quickly scale up successful approaches for combating the spread of Avian Influenza and reducing the potential economic loss for small-scale poultry producers. Winrock now implements projects that directly support efforts to contain the disease in at-risk areas. Cost-effective, integrated approaches address the complex issues that contribute to challenges on the farm and in rural markets. With an extensive field presence across Asia, established networks and community outreach, Winrock is poised to rapidly redirect staff and resources to meet the growing threat Avian Influenza presents.



Nepal - Promoting collaboration among stakeholders to secure funding for new initiatives.

### A Targeted Approach at the Community Level

Winrock targets the needs of local growers, particularly women, who free range poultry close to home. Training, technical assistance and the use of information technologies strengthens poultry production and management, as well as disease detection and eradication on the farm and in the marketplace. Participatory community strategies build strong stakeholder support and involvement, greater collaboration and promote beneficial partnerships with organizations and the private sector.

### Technical Strengths

**Animal Health** - Minimizing transmission among flocks and reducing human exposure to infected birds with technical assistance focusing on management and production strategies, disease detection, and bio-security protocol on the farm and at live markets. Winrock works with extension services, agribusinesses and input suppliers, producer associations and community groups.

**Specialized Technical Assistance** - Tapping a global network of leading authorities in livestock and poultry health and management with additional support from volunteer technical experts available for rapid, cost-effective deployment.

**Safe Production, Processing, Disease Containment & Virus Eradication** – Developing safe practices and production protocol, as well as testing, diseased bird handling and contaminated waste disposal. Veterinary assisted, community-wide training for farmers, marketing agents and extension workers to reduce the incidence and spread of Avian Influenza.

**Public-Private Partnerships** – Mobilizing donor organizations, private industry, foundations, and government agencies as partners and secure funding to support Avian Influenza initiatives.

**Multi-Country, Multi-Disciplinary Research** - Funding the work of multi-country, multi-disciplinary teams for advanced research and new approaches for increasing production and virus containment through the John D. Rockefeller 3rd Scholars Program.

**Alternative Income Generation** - Identifying new sources of income and stimulating enterprise development for small-scale poultry producers and rural residents who are impacted by Avian Influenza. Strengths include resource and market assessment, value chain analysis, program design and implementation.

**Public Awareness** - Increasing knowledge and understanding of safe poultry production, marketing and processing systems, bio-security strategies and 'best practices' using existing communication networks and the media, for a low-cost and credible information delivery.

**Integrated Technologies** - Using the latest advancements in global positioning and geographic information systems, renewable energy, and wireless communication to expand data use and management.

**Building Capacity** - Training and facilitating people, communities and governments to work together to address the problems they face.

## A Tradition of Excellence

Winrock is renowned for its development work, particularly livestock and agricultural programs dating back to the 1960s. Programs today build on that knowledge base and incorporate new understanding, innovative technologies and a successful track record. Activities span a broad spectrum of development initiatives:

**Database development** of national and international planners and policymakers for review, analysis and policy creation.

**Extension services**, public and private, developed to improve livestock production.

**Curricula and workshop development** for improved training, program design and implementation.

**Advanced degree training and scholarships** to propel livestock sectors forward.

**Sector studies, on-farm trials and demonstrations** to bring improvements to farmers.

**Agricultural and economic policy analysis** and development at the national level.

**Gender focused programs** to reach primary resource users.

**Advanced mapping and monitoring technologies** to monitor land use and environmental change.

**Clean energy systems** to power production and processing improvements.



Volunteer technical assistance in **Bangladesh** and across **Central Asia** has resulted in thousands of poultry growers buying improved quality chicks and nutritionally-balanced feed. Commercial poultry firms are practicing on-farm bio-security, disease diagnosis and poultry health programs. Production, sales and profits are up. In Bangladesh, a new standard for village-based bio-security plans meets FAO recommendations for combating Avian Influenza.

## Initiatives Under Development

- Bio-security planning and implementation at the community level.
- Using advanced technologies to monitor and track outbreaks.
- Engaging the private sector in addressing Avian Influenza and the needs of small-scale producers.
- Applied research through multi-country and multi-disciplinary approaches in Asia.

## Contact

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