



HENHOUSE Coaching Network

Purpose & Guidelines for CERTIFIED Flocks

Mission Statement :

The mission of HENHOUSE Coaching Network is to establish local grassroots movements of networks, that are committed to developing, producing and maintaining authentic, historic, standard bred poultry as described by the American Poultry Association (APA) Standard of Perfection. Birds will be produced for breeding, and growing to provide meat & eggs for the dining tables of American families. Our goal is to establish local coalitions that work together for the cause of sustainable poultry farming.

Steps to certification:

1. Join the HENHOUSE Coaching Network & the American Poultry Association.
2. Make sure that your poultry are standard bred according to the Standard of Perfection.
3. Your flock must be tested and approved by NPIP. (National Poultry Improvement Plan)
4. Your flock & farm will be inspected by Jim Adkins, an APA license judge or an approved poultry specialist. Upon approval, your flock becomes certified.

Then your flock/farm will be certified by the American Poultry Association and recognized *nationally* with the HENHOUSE Coaching network. Note: At this point, the APA is instituting a new certification process that has not been completed at this time.

Purpose & Guidelines:

Purpose:

- I. **Protecting Genetic Diversity:** with all of our certified flocks, our goal is protect the genetic diversity of the flocks that are standard bred according to the APA Standard of perfection.
- II. **Preservation of Standard Bred Poultry:** unless we intentionally work hard to breed, grow and eat these heirloom breeds of poultry, we will lose them.

Guidelines:

- 1) **Do not add "outside" genetics:** with all certified flocks, you will be guided by an APA general license judge or an approved poultry specialist who will determine whether or not you will add outside genetics from other certified flocks of the same breed. In some cases we may add completely separate breeding lines for the sake of genetic diversity and vigor. Your coach will guide you through this process of breeding.
- 2) **Culling & selecting breeders every year:** this is critical that this happens every year with your flock. Every year that this does not happen you are taking a "step backwards" in your breeding program. Your approved poultry specialist will work with you throughout the year to mentor you in the selection process.

- 3) **Improving Production of eggs and meat qualities:** this will always be a part of our record keeping and breeder selection process. Paying close attention to the production qualities of the flock is critical for breed preservation and market quality.
- 4) **Promoting sales of chicks, poults and adult birds:** Only certified flocks will have opportunities to sell chicks, poults and adult birds at the premium price because they are high quality stock.
- 5) **Inspected and certified yearly:** to maintain certification, all flocks must be inspected and certified a minimum of once a year.
- 6) **Annual fee of \$250.00 for the certification:** This will include a minimum of two visit consultation by Jim Adkins, an APA Licensed judge or an approved poultry specialist. This will include the assistance of breeder selecting and welfare approval.
- 7) **A commitment to the core values listed below:**
 - I. **Standard Bred Poultry:** *Flocks will be certified by the Center for Poultry* – Farmers involved in the **HENHOUSE Coaching Network**, must be breeding flocks of poultry that are identified in the *American Standard of Perfection*. Genetic lines must trace back multiple generations; and exhibit traits that meet the APA standard guidelines for breed.
 - II. **Natural Outdoor Environment:** The **HENHOUSE Coaching Network** is committed to allow the birds to behave naturally and to allow them the opportunity to perform natural and instinctive behaviors essential to their health and well-being including daily access to natural, outdoor pasture.
 - III. **Local Sustainable Farming:** Farmers involved in the network are committed to local poultry farming that promotes and encourages sustainability. This is defined by selling our poultry products locally, by raising poultry that can reproduce, and is local and not dependent on “outside breed resources” to provide eggs, chicks and/or poults to our farms. We are committed to preserving genetics that are reproducible at the local farm. Commercial/industrialized hybrids are not permitted.
 - IV. **Commitment to Provide Training, Coaching & Mentoring for Farmers:** Farmers involved in the **HENHOUSE Coaching Network**, are committed to networking with other local farmers. Within the local networks, farmers receive ongoing education, training for understanding, coaching for implementation and mentoring for multiplication. Our goal within is to reproduce other local, sustainable-poultry farmers who are self- supporting.
 - V. **Welfare of the Bird:** Farmers in the network must be committed to the welfare standards of the **HENHOUSE Coaching Network**. Farmers will be distinguished by a humane and conscientious attitude toward the birds in their care as well as by housing and husbandry. The premise of our welfare standards is that animals are allowed to behave naturally, ensure social interaction, comfort, and physical and psychological well being. Within our standards we believe that genetics play a very significant role in the welfare of all breeds of poultry; the best welfare for the bird is for them to be standard bred. A full copy of the *Standards of Poultry Welfare and Husbandry* is available upon request.

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