



Meeting the challenges of modern poultry production

Poultry producers today have to navigate multiple challenges: increasing disease pressures, changing consumer preferences, antibiotic resistance, and evolving USDA regulations. The push for antibiotic-free (ABF) and no-antibiotics-ever (NAE) production is reshaping the industry, requiring new approaches to flock health management.

[Read more](#)



Clean water and healthy flocks

A contaminated water supply can quickly introduce pathogens into a chicken house. Ensuring a clean water supply and well-maintained waterlines is crucial for preventing disease and optimizing performance in broiler operations.

Learn more about water quality's impact on biosecurity.

[See the steps](#)

FEATURED PRODUCTS



FortiSolve™ 100 & FortiSolve™ 200 Kit

For every pallet of FortiSolve 100 & FortiSolve 200 Kits sold, Sterilex will provide three free dosatron pumps.

Promotion runs April 1 – June 30, 2025

[Learn more >](#)



Spring Producer Program on Hawk® Baits

Buy 4 cases, get 1 case free! Includes Chunx, Soft Bait, Pellets, Place Pacs, or Meal.

[Shop now >](#)



PhytoCare Poultry Concentrate Spring Program

Save 10% on from Precision Health Technologies.

[See savings >](#)



MGK Decimari Fly Bait and Flynexx granules

Save on proactive fly control solutions from MGK.

[See promo >](#)

[Shop poultry products](#)



Upcoming events

Midwest Poultry Federation PEA
April 8-10, 2025 | Minneapolis, MN

Northwest Chicken Council Annual Meeting
April 30-May 1, 2025 | Vancouver, WA

Texas Commercial Egg Clinic
May 15, 2025 | College Station, TX

California Poultry Federation Summer Meeting
June 9-10, 2025 | Shell Beach, CA

Arkansas Annual Poultry Festival
June 21-22, 2025 | Rogers, AR

[More featured products and services](#)

Available Poultry Resources

Biosecurity of your facility is more important than ever. View our biosecurity checklist and PPE product listings on our Resource Hub. You'll also find previous newsletters, product comparison charts and our 2025 Poultry Product Catalog – all in the same convenient location.



Resource Hub

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