COMMERCIAL POULTRY VETERINARY PROGRAMME (PVUK) SUCCESS STORY

Background
Successful HPAI control in Indonesia depends on the commitment and involvement of all relevant stakeholders, including the government, commercial and back yard farmers, poultry associations, poultry shops, drug and vaccine supplies and all participants in the market chain. Studies on HPAI incidence in collector yards and bird markets, conducted with the support of international organizations, shows that the initial assumption that free-range chickens were the major source of HPAI is not correct and that the virus exists in commercial poultry farms.

The poultry industry has previously been in the hands of the private sector and many of the farmers are contracted to companies that supply all inputs and veterinary advice. The HPAI situation has demonstrated the need for the Government of Indonesia to be more involved in the poultry health issues of the commercial sector. Government assistance to farmers is crucial to ensure that they can have access to additional objective information to complement the knowledge obtained from the industry.

PVUK
Since 2010, the government has developed a strategy for the control and eradication of HPAI in commercial poultry (sector 3) through the Commercial Poultry Veterinary Program (Program Veteriner Unggas Komersial/PVUK). PVUK is an answer from the government to address the needs of commercial poultry farmers concerning disease control and poultry management. Intended to build trust and cooperation with all relevant parties, PVUK aims to establish effective communication and coordination between the government and the commercial poultry industry in which farmers, the poultry industry and the government can develop and agree on a suitable poultry health program in their respective areas.

The PVUK pilot was launched in 2011; PVUK officers are trained veterinarians who work in the local government Livestock Service (Dinas) office in charge of agriculture and animal health functions and support the Sector 3 commercial sector by carrying out farm assessments and farmer training to improve biosecurity, productivity, farm management and poultry health. Currently the PVUK project is operational in the pilot areas of 8 districts/cities of 4 provinces namely Lampung, West Java, Central Java and East Java, and is being scaled up to a further 4 districts in Padang, Jogyakarta and East Java Provinces. In each province there are 4 PVUK officers in the District/Municipal Office, 1 officer from the Provincial Office, 1 other officer from the Provincial Laboratory as well as data encoders in each district and province. All PVUK officers attend three levels of training employing participatory methods. A total of 120 training hours are spent in the class room, laboratory and on poultry farms. Training materials cover the poultry industry, farm management, vaccination, immunity, disease investigation, biosecurity and community engagement. The training team included experts from the FAO Local Government support training team, the Commercial Poultry Health team and HPAI Campaign Management Unit.

By September 2012, there were 62 (29 female and 33 male) trained veterinarians active in the field in 12 districts of Indonesia (see Table 1). The initial aim of the project was to build trust between the farmers and the government PVUK officers. The success of this approach
is shown by farmer’s groups requesting training and visits and implementing the recommended changes to management. Within one year of PVUK pilot project activity, the trained veterinarians have assisted more than 1,500 farmers by conducting biosecurity and farm management trainings for farmers and holding meetings with poultry business stakeholders. Of note is the fact that four different poultry associations have asked for assistance, 36 farmers have improved their biosecurity standards, 42 farmers are involved in developing village biosecurity plans and 72 farmers have improved their vaccine handling, storage and administration, and several of these are now demanding better vaccine management from poultry shops.

The determination and hard work of PVUK officers to deal with various complex issues in the field is the key to the program success. For the Directorate General of Livestock and Animal Health Services, this programme is one of the main priorities to build communication as a basis for professional partnership with the poultry industry in order to establish poultry disease surveillance and control, especially avian influenza, within the commercial poultry farm sector. With the current progress and achievements of PVUK, many districts have expressed their interest to replicate the programme in their areas.

Demands for PVUK services related to poultry health, management, biosecurity, cold chain and vaccination are high; this assists the farmer to assess information from both the government and Technical Services of Commercial Poultry Integrator Companies. On the other hand, commercial farmers also expect immediate response from the PVUK veterinarians during outbreaks, especially in terms of diagnosis confirmation and disease control.

**Opportunities**

Currently Indonesia is considered as one of the top 10 biggest commercial poultry producing countries in the world.¹ Indonesia has also declared self-sufficiency in chicken meat and egg production as a valuable source of daily protein. Therefore, in the future, PVUK will be strengthened even further to introduce poultry health programmes that can be implemented by all stakeholders to improve farm productivity. PVUK activity can become one of the local government priorities under the support of the central government; it would serves well to enhance the image of Livestock and Animal Health government institutions in the eyes of the poultry industry, ensure the availability of healthy and safe poultry products, contribute to the increase of livestock productivity to guarantee the achievement of self-sufficiency in meat products in 2015² which would also be automatically in line with the target of Avian Influenza eradication in Indonesia by 2020.

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¹ United States Department of Agriculture, Foreign Agricultural Service, April 2012, p.13. Indonesia is no. 9 on Countries Broiler Meat Production and Domestic Consumption.