

Editorial

Basic and Applied Research to Sustain Health, Welfare and Production of Poultry

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In recent years poultry meat became the main animal protein for human consumption on a global level with a continuous increase being predicted [1]. This reflects the constant growth of poultry meat production in the last decades not to forget about egg production which is in certain countries constantly rising as well [1]. With an increase of the human population and the improvement of living standards the demand for animal protein for human consumption will continue to rise substantially and poultry will play a pivotal role to cover the needs. This is of special importance in numerous developing countries with a young population eager to accomplish social advancement with the actual meat consumption remaining still on a very low level.

It is easy to foresee that climate change and global warming demand for increased efforts to improve sustainability of production supporting engagement from all disciplines involved. In order to address the future demand on poultry products not only production capacities need to be extended with substantial consequences on husbandry, management and the whole production chain. Of high importance is the wider picture of poultry production including human and environmental health considering the importance of poultry as carrier of zoonotic agents [2] and the continuing pressure to minimize therapeutic interventions without compromising on health and welfare.

This should promote numerous research activities from farm to fork or from the egg to the final product. It should also pave the way for more collaborations and interactions between research groups focusing on different subjects. Connecting disciplines, academia with industry and all institutions linked to poultry production is essential for future success and to address the upcoming substantial challenges. It remains crucial to secure food safety and food security, the overarching drivers for research and innovation. For this, increased efforts are needed to strengthen basic and applied research which are key to solve future questions as it was done in the past.

Poultry production and research constitutes a huge variety of subjects characterized by different domesticated bird species, mainly members of the Galliformes and Anatidae. In addition, various minor species like pigeons, game birds or ostriches are raised and used for human consumption. *Poultry* (ISSN: 2674-1164) [3] aims to address the different subjects which are also reflected with profound expertise in the Editorial Board. Therefore, you are cordially invited to submit your manuscript facing rapid processing and decision.

Conflicts of Interest: The author declare no conflict of interest.



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Short Biography of Author

Prof. Dr. Michael Hess studied veterinary medicine and performed his post graduate education at the Institute of Poultry Diseases, Free University in Berlin. Afterwards he joined R&D at Intervet UK working on poultry viral vaccines. In 2001 he moved to the University of Veterinary Medicine, in Vienna, where he established a poultry clinic with research, diagnostic services and teaching. Since 2008 he is heading the Department for Farm Animals and Veterinary Public Health. He has a strong interest in poultry health, the development of new protection strategies to prevent infectious diseases and diagnostic tools. He is a member of different scientific communities and editorial boards. He was a founder diplomate and first President of the European College of Poultry Veterinary Science (ECPVS). He published more than 200 peer-reviewed manuscripts and holds various patents. Recently, he was awarded with the Robert Fraser Gordon Memorial Medal, a Doctor Honoris Causa of the Pannonian University in Hungary and the title Bene merito pro Facultate Medicinae Veterinariae in Varsovia, University of Life Sciences, Warsaw, Poland.