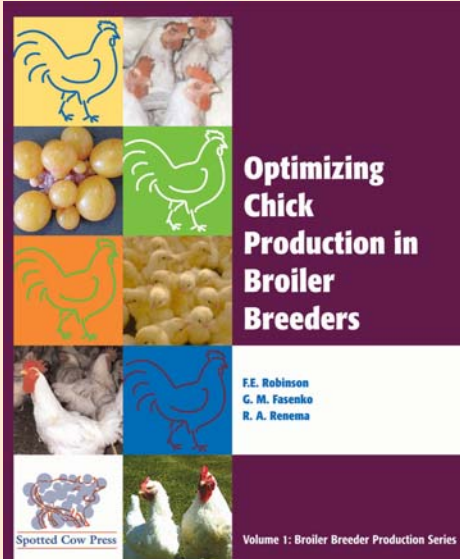


# Announcing

*Optimizing Chick Production in Broiler Breeders* and *New Developments in Reproduction and Incubation of Broiler Chicks* by F.E. Robinson, G.M. Fasenko and R.A. Renema.



Managing the broiler breeder is often considered more art than science. Thankfully, the team at the Alberta Poultry Research centre has succeeded in compiling their research efforts into a reference that brings understanding to the art as well as depth to the science. Great graphics and pictures, logical format and the "What does it mean?" section after each article make this valuable resource tool a 'must have' for the broiler breeder production and hatchery managers in the field, and a 'must read' for the aspiring student in the classroom.

—Dr. Ken Powell, DVM, Siloam Springs, Arkansas

Lucid coverage [with great illustrations] of reproductive and developmental processes from the breeding flock to the chick for a broad audience ranging from poultry farmer to researcher.

—Dr. Paul Siegel, University Distinguished Professor, Virginia Tech  
Editor-in-Chief, Poultry Science

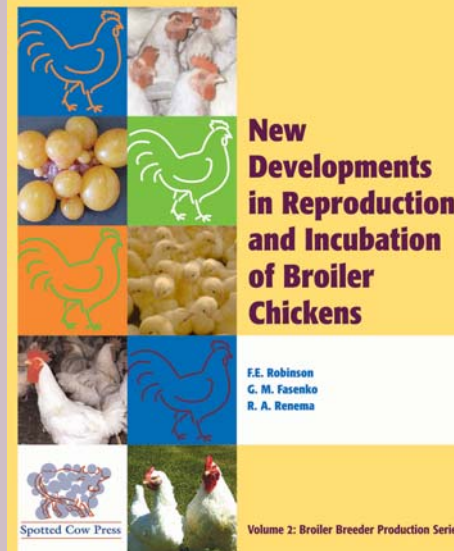
Once again the University of Alberta Poultry Research Team has done an excellent job of relaying Broiler Breeder information to the poultry farmers of Canada. Not only does the book contain practical information on the handling of breeders, but it also contains enough technical information to help us understand and react to problems and conditions as experienced on our farms. Thanks for providing us with another useful tool in the managing of our Broiler Breeder operations!

—Terry Fast, Hatching Producer, Ferintosh, Alberta

**\$65.00** (plus GST) **in Canada**     **\$US 50.00**

136 pages, full colour, 127 graphs, photos and illustrations

ISBN: 0-9731012-1-0



The "Problem" and "What does it mean?" format makes this book easy to use and will make it a useful tool in staff training. My copy of this book will soon be well worn as I refer to it, and use it to explain the science behind our program to our hatching egg producers.

Martin Dyck, Breeder Manager, Lilydale Foods, Alberta

Robinson, Fasenko and Renema have taken highly technical information and presented it in a way that is both interesting and informative to a wide audience. *New Developments in Reproduction and Incubation of Broiler Chicks* is not only a useful reference, but also a valuable teaching tool for both the classroom and the field. It will be a practical guide for both academic and industry professionals.

—Dr. Derek Emmerson, VP Research and Development, Aviagen NA

This book provides us with an insight to understanding some of the major challenges for the broiler breeder and the developing embryo. Information is presented in a concise manner and is written so as to be easily understood.

—Dr. Mike Wineland, Professor and Extension Specialist  
North Carolina State University

**\$195.00** (plus GST) **in Canada**     **\$US 150.00**

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