

ITW annual online training

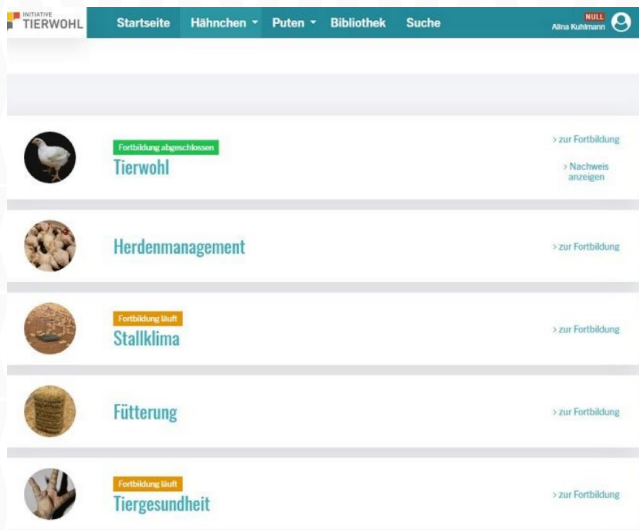


Fig. 1: Overview of the themes that are tested (i.e. animal welfare, herd management, barn climate, feeding, animal health)



Fig. 2: Detailed description about health problems with young chicks.

"Initiative Tierwohl" (ITW) is an association of food retailers, farmers and the meat industry in Germany. Since 2015, the Animal Welfare Initiative supports farmers in implementing measures for the welfare of their animals that go beyond legal standards. One of the requirements is that farmers must complete annual training. In addition to various face-to-face events, there is now also an online training program (www.gefluegelbesserwisser.de). This includes a comprehensive training for poultry farmers, which can be carried out at any time from home and serves as annual proof of training. Various modules provide knowledge on topics such as animal welfare, barn climate, flock management and feeding in the form of photos, diagrams and videos. At the end of each module, knowledge is tested and only those who pass the test receive the required certificate for the corresponding module, as well as an overall certificate for completing the entire training program. In addition, the farm manager can use the tool to train his employees who handle the animals and monitor their progress. The big advantages of online training are flexibility, saving travel time and costs, but also the fact that a multilingual offer is easier to implement than for face-to-face events. The risk is that a certain level of trust must be placed in the candidate to complete the online training diligently. Moreover, there is a risk for lack of understanding, as open questions cannot be directly answered. This training program is free of charge to all members of the "Initiative Tierwohl". The online offer was designed together with the Osnabrück University of Applied Sciences and the Ulmer Verlag Corporate Media and is intended to be continuously updated according to new findings.

