



NetPoulSafe

# COACHING EXPERIENCES IN ITALY: HOW DO YOU DO IN AN INTEGRATED POULTRY PRODUCTION SYSTEM?



## MAIN KEY POINTS

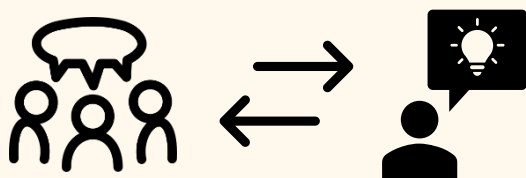
- Farmer's coaching
- Group team-work towards an improvement plan
- How to structure in an integrated poultry production system

### 1 What

- **Supporting measure** for biosecurity improvement
- Ideally a **round table discussion** with the most relevant people of the farm



- Make sure that the farmer identifies an **improvement plan**



Scan here for more information on this methodology!



### 2 When

- Need to identify a **long-term oriented** solution
- Need to find **alternative solutions** to the common "advising"



DO'S

DON'T

### 3 Where

- Any place **comfortable** for the people involved



Think **biosecure!**  
You are going to gather different people in the same place.  
Better not in the farm area!

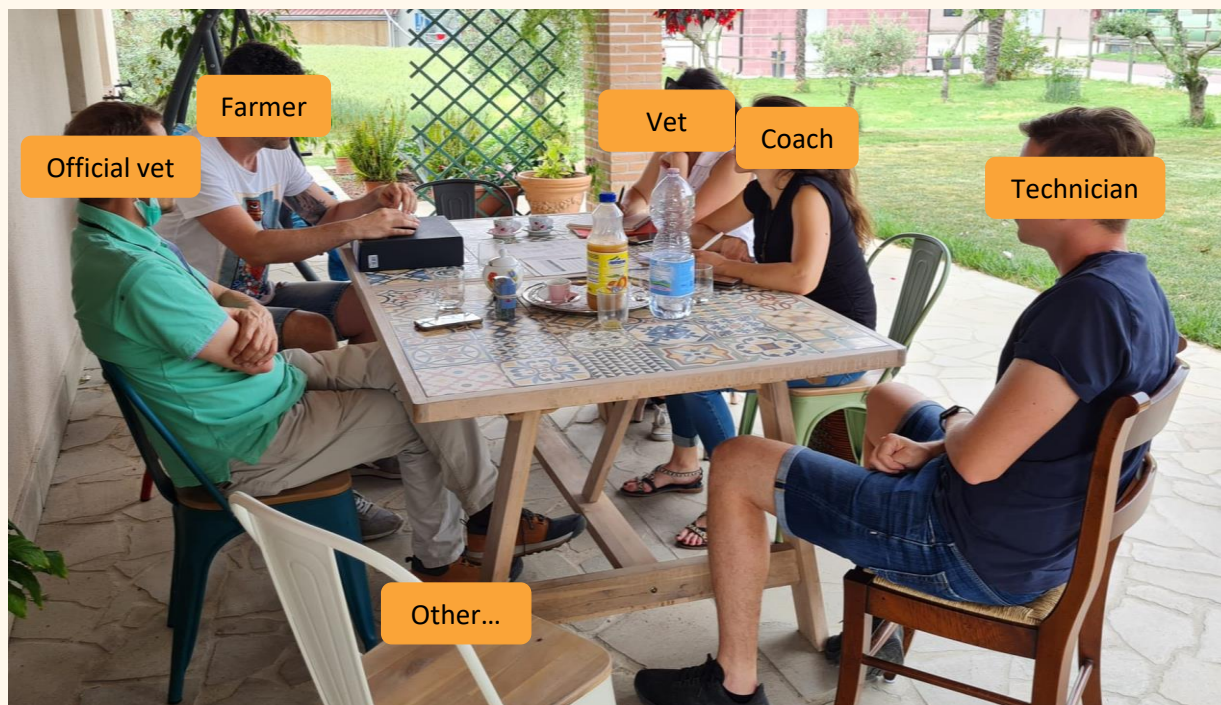


## 4 Who-How

- Make sure you involve the **right people** in the discussion. The goal is to make the farmer identify the problems on his/her own and make him/her reach a solution!

The perfect discussion-team recipe:

- the **farmer**
- the **coach** → **scan the QR code** for more information
- one or more **integrated company representative** (e.g., veterinarian, technician, etc.)
- Any other **person** you deem **relevant for the farm** environment (e.g., farm workers, feed advisors, official veterinarians, etc.)



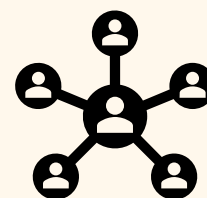
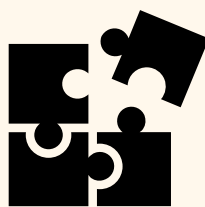
- **Start** by assessing the farm situation
- **End** by identifying a plan which is **Smart Measurable Acceptable Realistic Time-bound (SMART)**
- **Follow up** with the approach: **Plan-Do-Check-Act (PDCA)**

Want to know more on how to organise your discussion? [Scan here](#)



## 5 Why

- Coaching sessions as **discussion** aimed at helping the farmer to find biosecurity gaps and improvement plans is not common
- The strength of this methodology is the **different point of views/ approaches towards the problems** different stakeholder can have



- The **farmer** (or related figures) is the **main actor**. As being dependent on the company, (s)he has limited decision-making power. A representative from the integrated company is needed during the discussions
- This methodology is applicable to **any topic**, regardless the productive category

## 6 Tips

**As a coach...**

**As a participant...**

**No one is here to judge!**

✓ Do not let anyone judge or make uncomfortable comments

✓ Be as much honest as possible

**Everyone counts!**

✓ Make sure everyone is able to give his/her input

✓ Make sure you are not hogging the spotlight

**For more information:**

- [Click here for more information on the coach/coaching onset!](#)
- [Click here for more information on the coach/coaching onset!](#) VIDEO
- [Click here for more information on poultry production in Italy!](#)
- [Click here for more information on the SMART and PDCA approach!](#)
- NETPOULSAFE project: <https://www.netpoulsafe.eu>

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