A HOLISTIC APPROACH TO FOOD SAFETY
MAKING IT MATTER AT EVERY STAGE

Salmonella is the most prevalent bacterial cause of foodborne illness in the United States, with nearly one-third of the one million cases reported each year attributed to eggs and poultry. Reducing this risk is an enormous responsibility that rests on our entire industry, not just the processing plants.

We believe true Salmonella solutions require an integrated, comprehensive approach to food safety, which means every stage — from egg to plate — should be treated as the last line of defense.
YOU CAN MAKE AN IMPACT

Bird health and food safety go hand-in-hand, which is why Elanco is focused on Salmonella control at every stage. With our new Salmonella 360 platform, we are bringing together the resources necessary to effectively manage and prevent this dangerous disease throughout each phase of poultry production.

PHASE 01
Breeder/hatchery

BREEDER FLOCK MANAGEMENT

Reducing the load from day zero
Effective Salmonella prevention and control starts with you. Vaccination programs, proper housing practices, litter and pest management solutions are all important tools that can help you significantly reduce loads earlier in the life cycle.

PHASE 02
Grow-out

HEALTH MANAGEMENT

Raising a resilient flock
The health of your flock and the solutions you implement during grow-out play an important role in managing Salmonella. Vaccinations, feed additives and water solubles can help strengthen bird health, giving your flock the ability to fight infections and reach their potential.

PHASE 03
Processing

BIOPROTECTION

Guarding your greatest asset
Pests and people represent two of the greatest risks to your birds, making effective rodent, insect and environmental protocols critical components of any comprehensive Salmonella solution.

PHASE 04
Food chain

PRODUCTION LINE

A shifting landscape with no room for error
Regulations and consumer demands continue to impact the way birds are raised and processed, but what doesn’t change is the expectation that only the safest products leave your plant. It’s time to shift the conversation so that everyone understands their shared responsibility in accomplishing that goal.

MARKET PRESSURES

The delicate balance of competing forces
What consumers want can sometimes conflict with what the bird needs. Helping customers make knowledgeable decisions is a job that becomes harder as external pressures increase, but because those commitments can impact your organization’s ability to do business, that job has never been more important.

Salmonella 360°

Learn more about how you can impact food safety, no matter what your role in the production cycle, at:

SALMONELLA360.US