

For Immediate Release

U.S. Poultry & Egg Association

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USPOULTRY Sets 2026–2028 Research Priorities to Address Emerging Industry Challenges

The U.S. Poultry & Egg Association and its Foundation (USPOULTRY) have announced its 2026–2028 Research Priorities, establishing a focused research agenda to address emerging challenges and advance innovation, sustainability, poultry health and food safety across the poultry and egg industries.

USPOULTRY’s research priorities are developed through an industry-driven process that brings together poultry producers, veterinarians and other industry professionals to identify critical research needs. The USPOULTRY Foundation Research Advisory Committee plays a central role in this process, drawing on the expertise of industry professionals to identify research needs and evaluate proposals.

“Research plays an important role in helping our industry anticipate challenges, improve practices and identify solutions that can make a difference at the farm, plant and industry levels,” said Dr. Denise Heard, vice president of research programs for USPOULTRY. “These priorities help connect the expertise of the research community with the real-world needs of the poultry and egg industries, ensuring our investments remain relevant, practical and innovative.”

The 2026–2028 priorities address key areas across the broiler, turkey, layer and breeder sectors, including food safety; poultry health and disease prevention; nutrition; processing; production and management efficiency; animal welfare; environmental management; and other emerging issues.

Updated every two years, the priorities allow USPOULTRY to remain responsive to advancements in science and technology, evolving production practices, regulatory developments and emerging industry threats. They also provide researchers with greater insight into the areas where applied, science-based research can have the greatest impact.

The priorities will help guide USPOULTRY’s research funding programs and provide strategic direction for researchers seeking funding. While proposals that align with identified priorities are encouraged, USPOULTRY will continue to consider innovative research that addresses significant or emerging industry needs.

USPOULTRY has a long history of supporting research that delivers practical benefits to the poultry and egg industries. Research proposals that promote or advance a specific commercial company or product are generally unlikely to receive USPOULTRY funding.

The complete USPOULTRY 2026–2028 Research Priorities can be found [here](#). More information about research funding opportunities is available on the USPOULTRY [website](#).

About USPOULTRY

U.S. Poultry & Egg Association (USPOULTRY) is the All Feather Association progressively serving its poultry and egg members through research, education, communications and technical services. Founded in 1947, USPOULTRY is based in Tucker, Georgia.

About USPOULTRY Foundation

The USPOULTRY Foundation's mission is to support the recruitment and training of the brightest students, seek and fund scientific research, foster student scientists and promote careers in the poultry and egg industry.