



**PRESSRELEASE**

**FOR IMMEDIATE RELEASE**

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## **Aviagen Increases Donation to CPRC**

*Long-term collaboration leads to valuable research and development for Canadian poultry industry*

**April 28, 2020 – HUNTSVILLE, Ala.** – Aviagen® is committed to the Canadian poultry industry, and research is the foundation of growth and success in Canada and beyond. That's why the company has been a regular supporter of the Canadian Poultry Research Council (CPRC) since 2012. Aviagen regularly contributes \$25,000 USD to the organization, often with a portion of the funds earmarked for poultry science student scholarships.

This year, Aviagen Canadian Business Consultant Scott Gillingham announced that the company will donate an additional \$5,500 to the CPRC. This amount was originally slated to sponsor the Canadian Poultry & Egg Processors Council's (CPEPC's) annual convention. Due to COVID-19 restrictions, the event was cancelled, and the sponsorship funds have been redirected to the CPRC. As a CPRC member, the CPEPC will also benefit from the support.

"The CPRC plays a valuable role in sustaining the industry throughout our country," remarked Gillingham. "We share with this worthwhile organization the value of seeking and sharing knowledge that results in continuous improvement for the poultry industry."

Dr. Bruce Roberts, Executive Director of the CPRC, explained that the additional funds will be dedicated to vital research in the areas of antibiotic-free poultry production, food safety, the sustainability of our planet and others.

"We value our longstanding relationship with Aviagen, as well as its expertise in areas that are of primary importance to poultry biosecurity, health and welfare. We regularly collaborate with Aviagen specialists on current issues facing our industry,

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and look forward to our continued work for the benefit of Canadian poultry producers and consumers,” concluded Roberts.

### **About Aviagen**

Aviagen® is a global poultry breeding company that develops pedigree lines for the production of commercial broiler chickens under the Arbor Acres®, Indian River®, and Ross® brand names. The Rowan Range® and Specialty Males® are specialty breeding stock from Aviagen that offer greater flexibility for customers to meet specific or niche market requirements. The company is based in Huntsville, Alabama, USA with a number of wholly-owned operations across the United Kingdom, Europe, Turkey, Latin America, India, Australia, New Zealand, and the U.S.A., and joint ventures in Asia. Aviagen employs more than 5,000 people and has a distribution network serving customers in more than 100 countries.

For further information, please visit [www.aviagen.com](http://www.aviagen.com).

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