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### **Zinpro sponsors first-ever broiler production field book**

*Professor Sergio L. Vieira offers practical advice for preserving carcass quality*

EDEN PRAIRIE, Minn., (March 25, 2009) – The poultry industry now has a comprehensive resource on assessing and addressing production and processing factors that can adversely affect broiler carcass quality.

The book, *Broiler Carcass Quality, An approach from the production sites*, was authored by highly regarded poultry production expert Dr. Sergio L. Vieira. It was published in March by Zinpro Performance Minerals and is being made available by the company to the international poultry industry.

Vieira, who holds a Ph.D. in poultry science from Auburn University, is currently an associate professor at the Federal University of Rio Grande do Sul in Brazil, where he also works closely with the Brazilian poultry industry. Vieira explains that the idea for the 64-page book came about as a way to compile existing knowledge into an easily understandable and readily applicable resource. Some 60 references are cited within its pages.

“The subjects are always related to visual carcass quality, focusing on failures in the production system that generate losses,” Vieira adds. “Whenever possible we use science and research to detail solutions for these failures.”

An abundance of photography is used to visually identify the origin of carcass defects and also demonstrate proper handling and processing techniques. Additionally, some 35 pages are dedicated to detailing common carcass defects, their likely causes and suggested remedies. Topics ranging from nutrition to housing to processing techniques are detailed.

Zinpro Performance Minerals Area Manager, South America, Marco Costa says this book was published as part of the company's commitment to the poultry and livestock industries. "We strive to be a partner of the industry – collaborating to solve problems – and this book is a good example," he says. "We are proud to sponsor this publication, and it is our hope that it becomes an important reference on carcass quality."

As the leader in trace mineral nutrition, Zinpro is committed to delivering the products and educational tools needed to help customers improve the performance and profitability of their operation. For more information on how to obtain this valuable resource, visit [www.zinpro.com](http://www.zinpro.com) or call 952-983-4000.

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