

# MAIN DIRECTIONS FOR ASSESSING THE EFFECTIVENESS OF INNOVATIVE ACTIVITIES IN POULTRY FARMING

Introduction. In proportion to the growth of the world's population, the development of poultry farming plays an important role in providing food products in terms of volume and quality. Because poultry meat has a special place as a source of high-quality protein and fats in the food supply system. Therefore, poultry meat is the main contribution to the volume of meat produced in the world. With this trend continuing in the future, according to the FAO, "... the annual volume of poultry production is expected to increase by 13 percent by 2026." This, of course, is directly related to the availability of mechanisms to support the cultivation of ecologically clean and natural products based on the increase of types of poultry products, the use of fertile nutrients.

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