

WAYS TO INCREASE THE EFFICIENCY OF INNOVATIVE ACTIVITIES IN THE POULTRY INDUSTRY

Introduction. The development of the poultry industry plays an important role in providing food in proportion to the growth of the world's population in terms of quantity and quality. Since poultry meat occupies a special place as a source of high-quality proteins and fats in the food supply system. It is the main contributor to the world's meat production. According to the FAO, "... by 2026, the annual production of poultry meat will increase by 13 percent", this trend will continue in the future. This, of course, is due to the increase in the range of poultry products, the availability of mechanisms for effective support for the supply of environmentally friendly and natural products based on the use of productive feed.

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