

Australian Poultry Award 2008 – Rowland (Rowly) Horn

CITATION

Rowly Horn has given a lifetime of dedicated service to the Australian Poultry Industry. Graduating from Hawkesbury Agricultural College in 1961, Rowly was employed by the poultry breeding company of E.J. Cooper. After several years of practical farming and management experience, including 2 years in the UK, Rowly joined the Poultry Branch of the NSW Department of Agriculture. His job involved advising and assisting poultry farmers to adopt new technologies, adapt to change and become more efficient in the production and marketing of their products. This he did with skill, empathy and enthusiasm for 20 years, during which time both the egg and chicken meat industries underwent dramatic change and development. With the deregulation of the egg industry in 1990, Rowly joined the staff of the newly formed Egg Producers Cooperative where he provided the organisation and its farmer members with an even wider range of technical and management support services. He now runs his own consultancy, *Rowly Horn Services*.

Rowly has demonstrated a great capacity to observe, listen and understand the situation faced by farmers, marketers and others in a rapidly changing industry. He has been able to offer useful advice and techniques to help people to respond to the difficult situations that they face. Above all, he has developed and maintained a data base of facts, figures, information and analytical techniques that have become widely used throughout the industry. Working in a rapidly changing and highly competitive industry, Rowly Horn demonstrated his ability to combine his technical knowledge and consultancy skills with personal integrity, ethics and confidentiality. Some of Rowly Horn's most significant achievements include –

- The initiation and extension of a National Farm Management Recording Scheme in the egg industry that provided benchmark data and a wealth of production and economic information to guide the farm management and marketing decisions of commercial egg producers.
- The design and demonstration of an automatic in-house chicken weighing device that was awarded the "New Equipment Award" in 1978 at the NSW Annual Poultry Industry Field Day.
- The conduct of a series of practical research trials and on-farm demonstration projects into the economic value of choice feeding, induced molting, different stocking rates and flock replacement strategies.
- The formulation of high-quality least-cost poultry diets for farmers and small stock feed manufacturers.
- The development of a computer program to help predict future national egg production, based on day old chicken sales and farmers' flock replacement plans, with the aim of assisting the industry to 'self regulate' and stabilize prices.
- The introduction, in NSW, of the practice of marketing eggs by weight (instead of by the dozen) and the implementation of a raft of quality control, food safety and customer service policies.

The industry has recognised the value of Rowly's work by providing funds to support several of his projects and overseas study tours. Throughout his career, Rowly Horn has made a real effort to keep abreast of local and overseas research. He is a member of the Advisory Committee of the University of Sydney's Poultry Research Foundation and an independent advisor to the University of New England's poultry research team. He is a regular speaker at poultry scientific and technical symposia, conferences and conventions in Australia and New Zealand, and has been a popular speaker at literally hundreds of producer group meetings, seminars and workshops

Rowly Horn has been a member of the World Poultry Science Association for over 40 years and served as Secretary of the NSW Sub Branch of the WPSA for 18 years. For his diverse and valuable contribution to the economic efficiency and overall development of the Australian Poultry Industry, Rowly Horn is clearly deserving of the 2008 WPSA Australian Poultry Award.

Dr Bob Pym
President WPSA Australian Branch
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