

## **Abstract by Victor Olori - Data recording and profitability in livestock breeding: Lessons from poultry breeding**

The goal of any livestock breeding program is to earn a return on investment and help their clients be more profitable. Success depends on efficiency of the breeding program and its ability to supply genetically superior stock on a continuous basis to customers. The most important element is the availability of accurate information for making timely breeding decisions. Data collection and analysis is thus central to the profitability of commercial livestock breeding programs.