

NAHMS Poultry 2025 Small Enterprise Study

Study Launch

Overview

In October 2025, the U.S. Department of Agriculture's (USDA) National Animal Health Monitoring System (NAHMS), in collaboration with the National Agricultural Statistics Service (NASS), will conduct a national study of the U.S. small enterprise poultry industry. This study will take an in-depth look at small enterprise poultry operations and provide new and valuable information regarding management and biosecurity practices for this segment of the U.S. poultry industry.



Approximately 5,000 small enterprise table egg layer, broiler, or meat turkey poultry operations in 50 States will be asked to participate.

NAHMS collaborated with poultry veterinarians, university researchers, and extension agents to define the most critical information needs and knowledge gaps related to small enterprise poultry production.

Study Objectives

The NAHMS Poultry 2025 Small Enterprise Study will:

- Establish baselines for animal health and management practices on U.S. poultry operations with 300 to 74,999 table egg layer inventory, 300 to 199,999 broilers sold or moved annually, and 300 to 59,999 meat turkeys sold or moved annually.
- Describe producer preparedness for animal health emergencies, including highly pathogenic avian influenza.
- Describe management and biosecurity practices of small enterprise operations with a focus on operations in areas of high poultry density, and given the outcome of the sampling, operations in close proximity (less than a one-mile radius) to larger commercial operations.

What Participation Involves

Participation in the study is voluntary, but important for the industry. If an operation is selected for the Poultry 2025 Small Enterprise Study, and decides to participate, their answers will represent many other producers in their State.

In September 2025, selected producers will receive a letter explaining the study. This will be followed with a questionnaire in October 2025. The questionnaire can be completed on paper and mailed back or online. A NASS representative will call those selected producers who do not complete the survey by paper or web to request their time to complete the survey by phone.

"The interest in small-enterprise poultry has seemingly increased substantially in recent years. To better understand and support this segment of the industry, it is crucial to have up-to-date and accurate information from these operations. The data collected from this survey will help guide regulators, researchers, and veterinarians in better serving this growing sector of the poultry industry."

Kayla Niel, DVM, MS, DACPV
Avian Diagnostic and Outreach Veterinarian
Penn State University

Scientific Approach

NAHMS was established to collect accurate and valuable information on animal health and management in support of U.S. poultry and livestock industries. Since 1990, NAHMS has reported national estimates on disease prevalence and other factors related to the health of U.S. poultry, sheep, bison, beef cattle, dairy cattle, swine, goat, equine, and catfish populations.

NAHMS studies are national in scope, science-based, statistically valid, collaborative, voluntary, and anonymous.

Benefits of the Poultry Small Enterprise 2025 Study

Participating producers will receive:

- In-depth reports and information sheets that will enable study participants to compare their operations—including management decisions and practices—with other farms
- National estimates describing management practices on small enterprise table egg, broiler, and turkey farms

The poultry industry will benefit from:

- Benchmark data on important small enterprise poultry health management and biosecurity practices
- Improved understanding of disease preparedness on small enterprise poultry operations
- Information important for policy makers and industry stakeholders
- Identification of educational needs and research priorities



“I strongly encourage participation in this survey, which will provide valuable information for disease prevention and control measures. Small enterprise poultry flocks are an ever-growing segment of the poultry industry. The spread of diseases, reemergence of diseases, and mutation of common infectious diseases of poultry are continuing challenges. The information from this survey will be especially valuable for providing effective assistance to small enterprise poultry flocks in disease emergencies such as avian influenza.”

Sherrill Davison, VMD, MS, MBA, DACPV
Associate Professor of Avian Medicine and
Pathology
University of Pennsylvania
School of Veterinary Medicine

Confidentiality

NAHMS relies on voluntary participation. The privacy of every participant is protected. No name or contact information will be associated with individual data, and no data will be reported in a way that could reveal the identity of a participant. Data are presented in an aggregate manner only.

NAHMS is recognized as a statistical unit by the Office of Management and Budget. All information acquired for the NAHMS Poultry 2025 Small Enterprise Study will be used for statistical purposes only and treated as confidential in accordance with the Confidential Information Protection and Statistical Efficiency Act (CIPSEA). Data collected under CIPSEA are protected from Freedom of Information requests.

For More Information:

- Please visit www.agcounts.usda.gov/static/get-counted.html and sign up to be counted in future surveys. This ensures that we report the best information to support U.S. agriculture.

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