

## FACTORS, REDUCING THE BIOLOGICAL POTENTIAL OF POULTRY IN THE CBD

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*In recent years, one of the most intensive sectors of the agro-industrial complex in the Russian Federation has become poultry farming. The same position is occupied by this industry in the Kabardino-Balkar Republic.*

*The reason for the sharp transition from cattle breeding to broiler poultry farming with the predominance of the latter is primarily its precocity and low production costs.*

*The study and comparison of biological characteristics of introduced forms of broilers in Kabardino-Balkaria on the basis of LLC "Veles-agro" and other enterprises of different forms of ownership in order to identify the causes that reduce the biological potential of poultry.*

*In order to maintain and improve the biological potential of broilers, poultry farmers need to comply with certain zootechnical and veterinary and sanitary standards. It is possible to get high indicators on productivity and quality only from a healthy bird, and it is achievable at stable maintenance of epizootic wellbeing. The analysis revealed that the main factors that reduce the biological performance of birds are not only various diseases, but also the lack of compliance with the procedures for fattening and growing broilers cross "Ross-308".*

*Studies have shown that there are many factors that reduce the development of poultry farming, but some of them are manifested in the same way in all the studied farms. It is a disease of an infectious nature, caused by different viruses. The biggest threat to all poultry farmers is infectious rhinotracheitis or swollen head syndrome. At this stage, no method of treatment for this disease has been developed.*

*Studies have shown that not all antibiotics are effective to combat this disease due to the high adaptive capacity of the pathogen.*

*A veterinary specialist is very important factor in the industry, with his knowledge of the use of veterinary drugs. Uncontrolled and improper use of antibiotics has a negative impact on the bird's body, which leads to disruption of metabolic processes and deterioration of the immune status. As a result, the cost of growing and treating poultry increases, as the quality and safety of products decreases. Compliance with the established conditions of microclimate, biosecurity at enterprises, properly delivered veterinary work determine the success in achieving the ultimate goals of fattening broiler poultry and ensuring the needs of the population with poultry products.*

**Key words:** infectious bovine rhinotracheitis, biological products, micro-climate, epizootic situation, biosecurity, broiler, disinfection.

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