



Speaker's Profile: Evolving Naturally and Organically Grown Free Range Chicken in the Philippines

Dr. Erwin Joseph S. Cruz, D.V.M, Dip., PCPP

Free Range Poultry Specialist

Doctor of Veterinary Medicine, University of the Philippines, 1991

Diplomate, Philippine College of Poultry Practitioners

Director, Philippine Association of Free-Range Poultry Advocates, Inc.

Dr. Cruz is the pioneer consultant and only veterinarian in the Philippines who specialized in free range poultry farming. He has been practicing hands-on in this field of expertise since 1996, when the first free range colored chicken from Europe arrived in the Philippines. His practice includes, among others, standard farming methods in both *parent stock breeding production* for quality day-old chicks and *grow-out broiler free-range farming* for quality final product (free range chicken meat) for end consumers.

Dr. Cruz has extensive knowledge and vast experience in poultry breeding and broiler production.

He has personally handled and managed since 1992 the following breeder parent stocks: *Grimaud Freres France, SASSO France, Kabir Israel, Hubbard U.S., Cobbs U.S., and Arbor Acres U.S.* Dr. Cruz has authored technical papers and conducted numerous seminars on free-range chicken production all over the Philippine islands; and participated in conventions, exhibitions and poultry schools in Asia and in Europe.

Dr. Cruz has been advocating a system of free range, naturally-grown, antibiotic-free and synthetic-free chicken farming in the Philippines which he hopes to eventually transition into *organic free range chicken farming*.