

**AgScience Poultry Science Course**  
**Introduction to Poultry Science and Industry**  
**Section 1**  
**Problem Set**

1. Describe, in detail, vertical integration for commercial poultry production. Include in your explanation, how vertical integration began and how it has evolved to present day levels. Also, include benefits and detriments for the farmer and the integrator.
2. There are three major segments of the commercial poultry industry. What are these segments and name the breed of poultry typically used in these segments?
3. Describe some of the major marketing milestones that changed the course of the poultry industry and the products that it has produced over the decades.
4. Describe the relationship between consumer demand and products produced.