



CASE STUDY

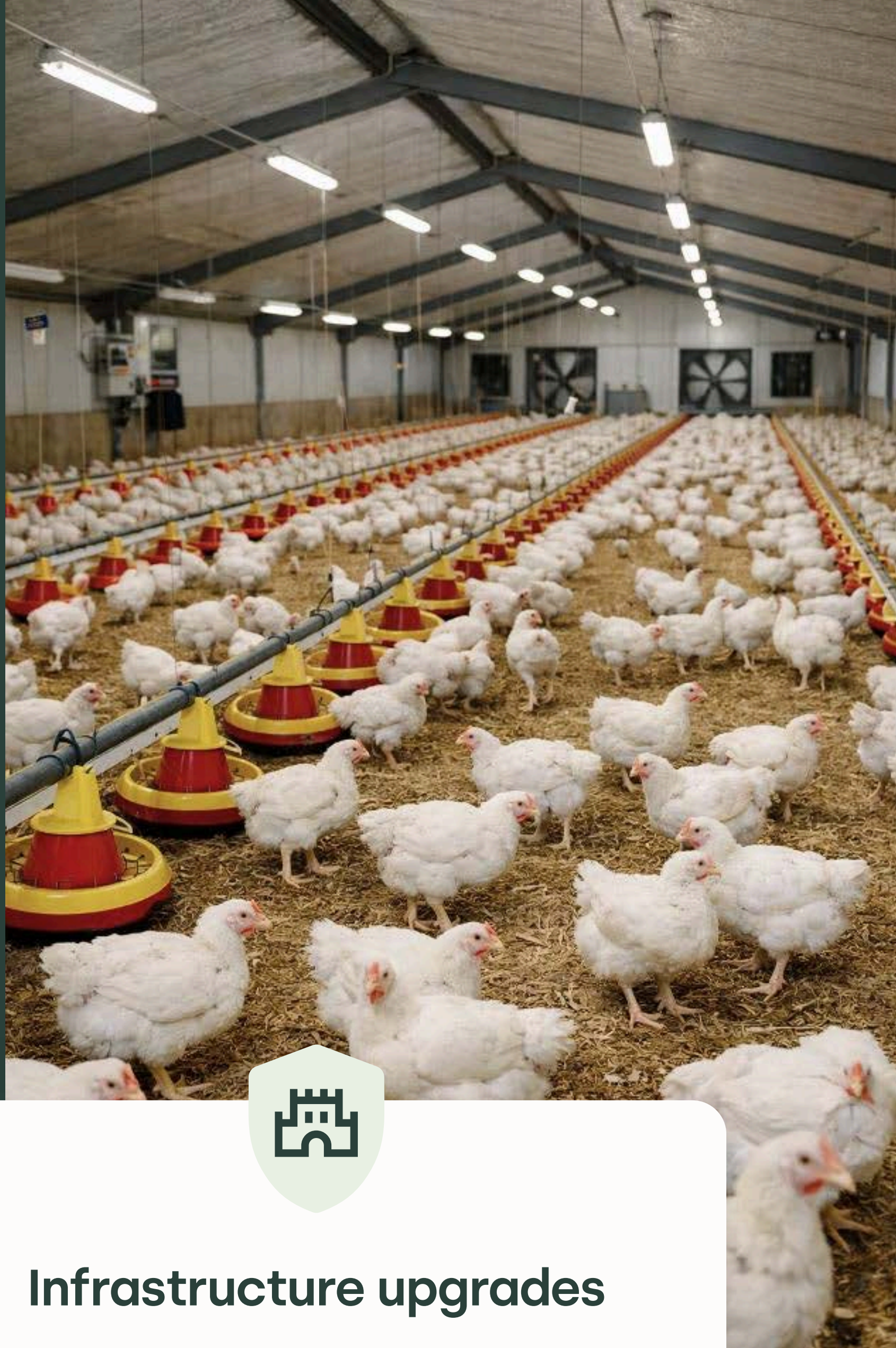
How one poultry farmer saved £45,000 during an AI outbreak

When an **Avian Influenza outbreak** hit James Baxter's farm in 2023, having a **contingency plan** in place made all the difference. With everything prepared in advance, he was able to respond quickly, reduce losses and navigate a highly stressful situation with greater clarity.

This ultimately helped protect his business and resulted in a saving of **over £45,000**.

What changed after the outbreak

Reflecting on the outbreak, James highlights the importance of **planning for something you hope will never happen**. Since 2023, he has strengthened his approach by improving biosecurity, infrastructure and on-farm processes.



Biosecurity improvements

Preventing wild birds from accessing sheds and tightening controls across the site has **become a key focus**.



Infrastructure upgrades

Investment in infrastructure has **improved how the farm operates** under both normal conditions and during high-risk situations.



Stricter controls

Clearer processes and tighter site access controls **help reduce risk and improve consistency** across the farm.



Greater preparedness

A deeper understanding of outbreak procedures ensures a **faster, more confident response** if the situation arises again.

“ You protect your flock with good biosecurity, and your business with a **contingency plan**. ”

James Baxter, BFREPA Chairman and Farmer

THE IMPACT →

**£45,000 +
saved**

Having the **correct documentation ready** allowed authorities to act rapidly.

This reduced delays, limited further losses and ensured a smoother, more controlled process.

“ *Our contingency plan was absolutely critical because everything was planned out beforehand.* **”**

James Baxter, BFREPA
Chairman and Farmer



A practical framework for managing AI risk

Effective contingency planning helps reduce uncertainty, improve response times and protect both flock and business. Livetec's 4P approach provides a clear structure for preparing for an outbreak before it happens.



Prediction

Stay informed on **disease risks**, monitor local outbreaks and understand how Avian Influenza could impact your farm.



Planning

Develop a contingency plan, including site maps, contacts **and documentation** required during an outbreak.



Preparedness

Ensure everything is ready in advance, from PPE and disinfection procedures to clearly defined processes for **rapid response**.



Prevention

Maintain strong day-to-day biosecurity, reducing the likelihood of **disease entering and spreading** across your farm.

Be prepared before an outbreak happens.

Put the right plans in place to protect your farm, your flock and your business. From **clear documentation** to rapid response processes, preparation ensures you're ready to act when it matters most.

[Build your contingency plan →](#)

Bringing contingency planning to life

01 The Challenge

Despite maintaining **strong biosecurity**, one shed on the farm became infected. The situation required a fast and effective response to limit losses, manage the process and meet strict regulatory requirements.



02 Planning Ahead

James had a **bespoke contingency plan** in place before the outbreak, including clearly defined control points, PPE, disinfection processes, site logistics and all required documentation to support a structured response.

03 Prepared in Advance

Having everything **prepared in advance** meant the response could be carried out quickly and with clarity, helping reduce uncertainty and allowing the situation to be managed more effectively under pressure.



Livetec Biosecurity



Biosecurity Advisory Service

Our Biosecurity Advisory Service provides you with an on-farm visit with a biosecurity expert. Our on-farm discovery sessions make us a supportive partner, **helping you to minimise risks** and imparting knowledge so that you can better protect your farm from disease incursion.



Contingency Plan

Our Contingency Plans encompass every aspect of farming businesses, risks and emergencies that could arise in the future. We help you to **design strategies to manage the impact** of these concerns. A comprehensive package, this helps make you compliant and insurable.



Emergency Response Plan

An Infected Premises Response plan or, as we call them, an Emergency Response Plan, significantly enhances your preparedness and is designed to cover everything that APHA and insurance brokers require if and when they visit your farm business. This plan holds all the **necessary critical information, in one place**, putting your mind at rest during a time of crisis.



Cleansing and Disinfection Plan

Our Cleansing and Disinfection plan is designed to give you the framework for all of the measures you need to take, with **clear instructions that comply with APHA requirements**.



Cost of Depopulation Report

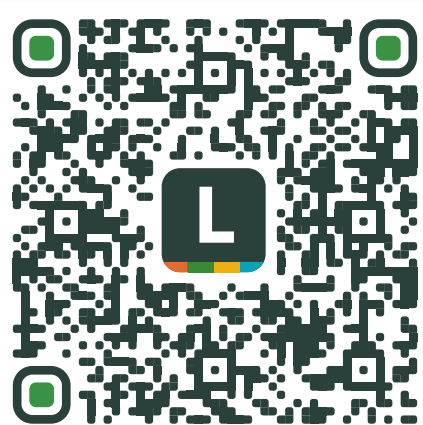
Our Cost of Depopulation calculator will help you **accurately assess all catching and disposal costs** related to depopulation, assisting you in gaining the correct level of insurance.



National Outbreak Plan

Free on the Livestock Protect App

Our National Outbreak Plan has been designed to comply with the regulations and requirements set by the UK government, providing bird owners with **everything you need to know** should you be impacted by a disease outbreak or fall within a restriction zone.



Livestock Protect App

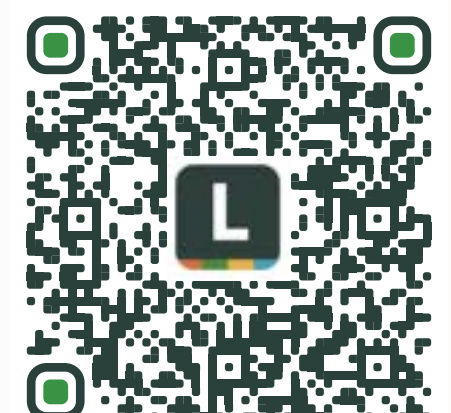
Scan QR Code to learn more

You can stay ahead of bird flu outbreaks with **real-time alerts from across the UK** delivered to your phone. So, if there's an outbreak near your premises you can be proactive and protect your poultry — whether the threats come from wild birds or neighbouring premises.



Livestock Protect Platform: Digital Biosecurity365

Livestock Protect is Livetec's powerful, subscription-based platform built specifically for poultry producers like you. It puts control back in your hands — delivering the **insights and tools needed** to manage biosecurity, disease risk, and site compliance all in one place.



To find out more about how our plans can help your farming business, please visit www.livetecsystems.co.uk/plans or email us more information sales@livetecsystems.co.uk

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