

# PHILLIP A. MAXWELL KEYNOTE LECTURE

## ***INNOVATION IN POULTRY AND AG: A Necessary Opportunity***



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While the poultry and Ag industries have successfully adopted a wide range of new technologies, innovation remains a critical element in ensuring the viability of these industries moving forward. This lecture will present current and emerging technologies such as robotics and artificial intelligence, and their applications for the poultry and Ag sectors. The discussion will also focus on defining innovation, and sharing some of the key conditions that foster transformational innovation, all within the context of poultry and Ag. In the end, we hope that you will agree that innovation is truly an necessary opportunity.

**FRIDAY, APRIL 5, 2024 - 10:00 AM EST  
CREIGHTON HALL, ROOM 1011**

THE MAXWELL LECTURE WILL BE LIVESTREAMED ON ZOOM

<https://purdue-edu.zoom.us/j/99733985137> Meeting ID 99733985137



Animal Sciences