ATRP is conducted in cooperation with the Georgia Poultry Federation with input from an external Advisory Committee consisting of representatives from leading poultry companies and allied organizations. Annual funding is provided by the State of Georgia.
Recognized as one of the leading programs of its kind in the country, the Agricultural Technology Research Program (ATRP) works closely with Georgia agribusiness, especially the poultry industry, to develop new technologies and adapt existing ones for specialized industrial needs. These innovations are designed to maximize productivity and efficiency, advance safety and health, and minimize environmental impact.

**CORE RESEARCH AREAS**

**Robotics and Automation Systems**
Robotics/automation research studies focus on “intelligent” automation systems, which incorporate advanced sensors, robotics, and computer simulation and control technologies in an integrated package.

**Advanced Imaging and Sensor Concepts**
Advanced imaging and sensor concepts research studies focus on the design of systems for grading, inspection, and animal health monitoring. The systems employ audio as well as stereo 3D, time-of-flight, visible, IR, and UV imaging modalities.

**Environmental and Energy Systems**
Environmental and energy research studies focus on emerging technologies that help to reduce water usage and waste generation, while also facilitating the recovery of waste heat and valued-added byproducts from processing operations.

**Food Safety Technologies**
Food safety research focuses on technologies to improve process control and product quality.

**EDUCATION INITIATIVES**
ATRP provides a training ground for talented undergraduate and graduate science and engineering students who will be needed in tomorrow’s industry. Researchers and staff also participate in K-12 STEM education initiatives through demonstrations and virtual lab exercises.

**TECHNICAL ASSISTANCE**
ATRP provides no-cost technical assistance to Georgia-based firms and individuals in the poultry industry. These assists range from simple inquiries regarding information or help needed to address a problem to extensive on-site consultations in which researchers collect data and provide a report on their findings and recommendations. In-plant energy usage/cost assessments and workplace safety evaluations are also offered.

**OUTREACH ACTIVITIES**
ATRP co-hosts a national conference on workplace safety in the poultry industry with the U.S. Poultry & Egg Association; exhibits at a range of industry events to provide information on research activities; and coordinates “Poultry World,” an exhibit designed to promote the poultry industry and its importance to Georgia at the Georgia National Fair. The program also publishes PoultryTech, an award-winning newsletter that highlights ATRP’s research endeavors and emerging technology trends.

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