



## EFFICIENCY, EFFICIENCY, EFFICIENCY!

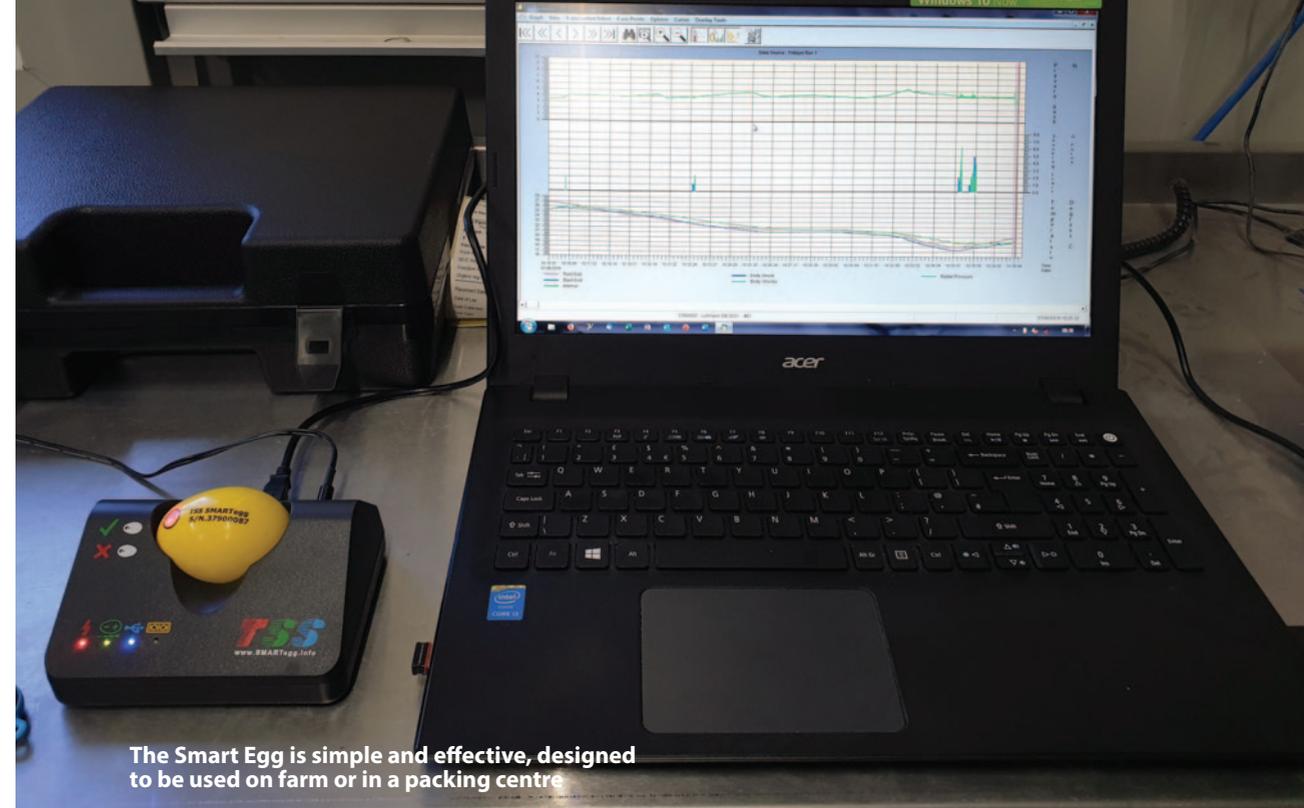
**As the markets for BFREPA members products become more competitive; providing a high quality product for reduced costs mean that efficiency has taken an increasing centre stage to ensure a return on investment and the hard work that are put into UK flocks. Can technology help in this process?**

Many would argue that the UK Free Range market is the best in world with global leading standards and ingenuity. This desire to be 'the best' has now led to a focus towards reducing seconds within UK flocks.

The simple truth is that 'Seconds' are money and reducing them can put money back into the pocket of the producers, this is not a new truth but a new target area for producers to ensure they continue their drive towards the 'best' UK flocks can achieve.

Lohmann GB Ltd have taken the technological step in the desire to support the UK producers with the aim of reducing seconds and providing the producers with more Class A Eggs.

Assuming average egg price of 84p/doz for Firsts, 14p/doz for Seconds. A 32K flock laying on average 330 eggs/bird to 76w = 880K doz eggs			
<b>At 7% seconds</b>	818.4K doz Firsts = £687,456	61.6K doz Seconds = £8,624	<b>£696,080 Total Egg Income</b>
<b>At 5% seconds</b>	836K doz Firsts = £702,240	44K doz Seconds = £6,160	<b>£708,400 Total Egg Income</b>
<b>2% reduction = £12,320 Increased Profit</b>			



The Smart Egg is simple and effective, designed to be used on farm or in a packing centre

Kenny Shaw (Managing Director, Lohmann GB Ltd) states that “investment in technical support for the Lohmann Breed is key to maintaining and developing our market share”. “This not only comes in the form of support for the technical team by ensuring they have the most up to date and relevant training and information but also investing in and using technology that helps us to support our customers”.

Both acquisitions are designed to aid in reducing seconds from a production system and allowing producers to maximise returns in the form of Class A eggs sent to the packing stations. Ironically one system is designed to stop cracks and the other is specifically designed to crack an egg, all will be explained.

**SMART Egg**

The Smart Egg is simple and effective, designed to be used on farm or in a packing centre. The simple fact is that the Smart Egg travels the life of any egg laid in the house

but is designed to collect and record data on the journey of the eggs from the nest to the packing room on farm.

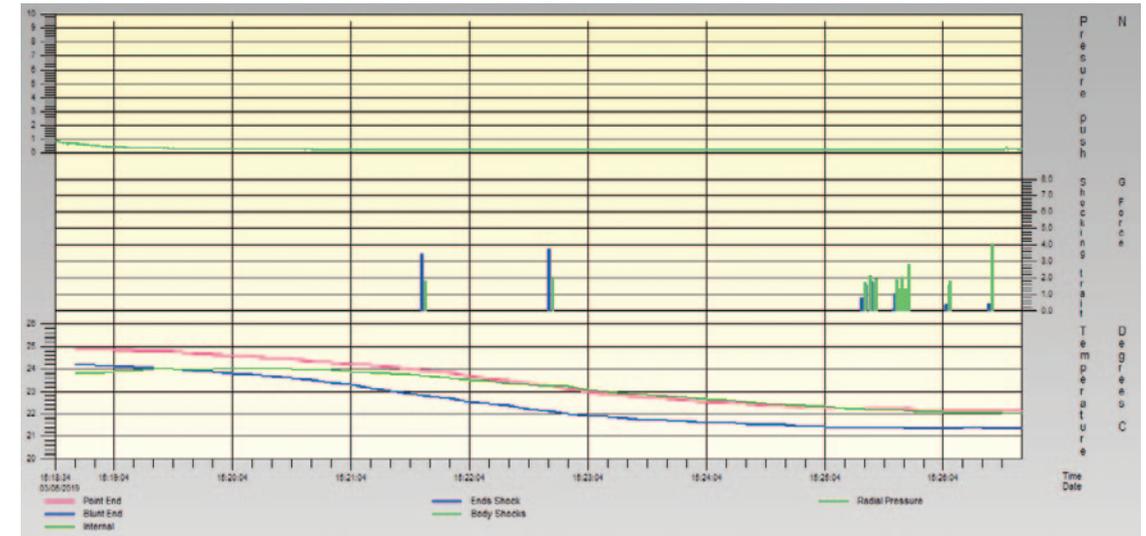
The Smart Egg collects data on 3 key areas:

- Impacts (G Forces)
- Pressure (Newtons)
- Temperature (°C)

The graph on the next page can be produced from a run of the Smart Egg through a system.

This data is recorded for the cycle of the test being completed this can then be downloaded and reviewed on site with the farmer. This ‘on farm’ data review allows the producer to see quickly where issues may be occurring and then adjust and re-test to see what improvements have been made.

Most producers that have used the Smart Egg on their farms are keen to review the impact data and where this has occurred. Where multiple impacts occur the graphs that are



produced can be 'zoomed' in on to provide a clear and more detailed review of the event.

What has come from the initial testing has been the fact that the results are very interesting but as one customer put it "it made me look at my eggs, we probably would not have noticed the issue for a while longer without the use of the Smart Egg with Lohmann." The Smart Egg forces you to focus on systems and procedures that you may take for granted every day.

As Richard Jones of Lohmann GB said "looking at and following a bright yellow egg through the system shows what an egg may go through to reach the packing area and this allows you to see areas that you may not notice".

Demand to use the Smart Egg has been high and Kenny Shaw feels that this justifies the investment that Lohmann GB have made. "This is not a one hit wonder we will look to work with our customers on a regular basis to ensure that are able to achieve maximum return on their investment in the Lohmann breed."

#### Shell Strength Tester

Lohmann Brown 'Classic' and 'Lite' are both well known for their market leading shell

strength through current performance and also independent testing.

The aim of the 'Shell Strength' unit is to back this up and show producers the current shell strength they are achieving.

With the desire to take flocks longer in the laying cycle, shell strength is the key to this and ensuring that producers maintain the benefits of having the birds for longer. Shell strength is a product of a multi factorial system that needs a team effort from the producer, breed, rearer and feed supplier as all these different inputs will have an impact on the shell quality throughout the laying cycle and the ability of the bird to maintain it.

When looking at the technology needed to support and promote shell strength there was only one option, we would invest in the same machine as used by the Genetics Department of Lohmann Tierzucht.

Investing in this technology means that we can ensure that our data is comparable to the data promoted and published by our genetics company.

The tester can be used as a standalone unit



The aim of the 'Shell Strength' unit is to show producers the current shell strength they are achieving

with the use of pen and paper to record the data or linked to a PC for the recording and comparison of data.

The tester or 'Egg Crusher!' (as it has become known in the Lohmann GB office) is highly sophisticated but simple in its method. The egg is placed on the rails and the egg is then squeezed until it cracks, the unit calculates the force required which in turn provides a Newton (N) strength of the shell.

This can be repeated over hundreds of eggs to produce an average shell strength for the flock at that time. Working with our customers we can then reassess the flocks at specific periods to monitor and maintain shell strength. The unit can also help identify issues where shell strength is starting to reduce and what remedial action can be taken to support the flock.

The recording system used allows for additional data to be added to the results, such as flock age, ration, additives, production system etc. All of these allow for a detailed analysis of the

flock and comparable data over the period of time testing has been completed.

The old saying goes – 'Prevention is better than cure'. This is a key factor in flocks of today and for the future. This mantra also encapsulates the ethos behind Lohmann GB and our desire to support our customers and producers in their need to maintain and take their flocks longer.

The Smart Egg allows us to review and spot areas where cracks may occur within systems and the Egg Shell Tester (Egg Crusher) supports and quantifies shell strength. Both of these allow producers to ensure they maximise the number of Class A eggs they produce and are paid for which in turn promotes an efficient use of their resources and investment.