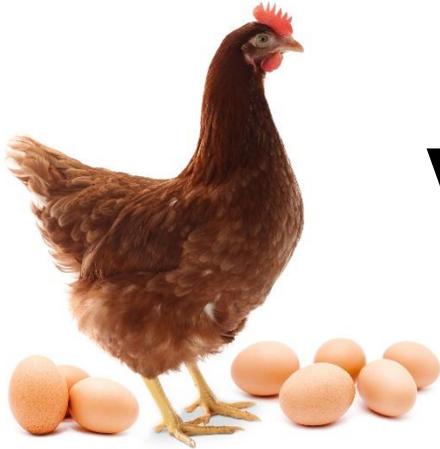


Issue 17– May 2022



Classic Versatility!



As markets move and the challenges we face differ on a day-to-day basis, many producers are looking to ensure they have versatility within their chosen breed.

The Lohmann Brown and LSL 'Classic' are market leading and well established for their egg size, shell strength and production levels all of which ensure that producers are able to maximise their return on investment.



However, as markets fluctuate the ability to source a breed that can be versatile must be a key consideration.

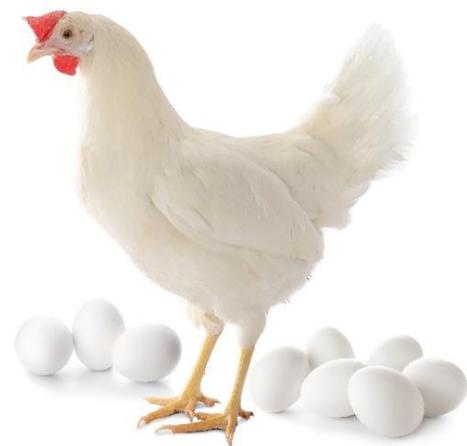
What if 'size is *NOT* all that matters', what if medium eggs become the desired size for the market?



Working in conjunction with your Breed Company, Rearing Company and Feed Supplier; can allow you to adapt the Lohmann 'Classic' to your requirements while maintaining performance and shell strength.

We are all of us constantly learning. Different inputs, controls and management practices can affect the outcomes on our everyday processes, and this is no different with the 'Classic', each flock provides us and you with information and ideas on how we can meet the requirements set out in front of us and adapt to the ones that are around the corner.

Versatility will be a word that becomes more prominent in our minds going forward, the challenges that we face today and tomorrow will require us and our farms to be adaptive, whether this be the requirement for large egg, medium egg, feed efficiency, egg numbers, shell strength or combination of all of the above.



The Lohmann Brown and LSL 'Classic' can meet all of these needs but also combines a versatility that allows her to be flexible to a varying market and customer requirements.



Lohmann GB Welcome James Atrill to the Technical Team.

Lohmann GB Ltd are pleased to welcome James Atrill to the Technical Team supporting our customers in the UK and Ireland.

James is a familiar face within the poultry sector and will be known to many of you, James has previously served with Cobb Europe, Country Fresh Pullets and Lohmann.

James will be covering the Midlands, South Wales, Northern Ireland and Ireland and working in conjunction with the other Technical Managers from around the UK.

When James is not at work, he spends a lot of time with his family on their small holding in the Peak District renovating the farmhouse. James is supported by his wife Nichola and their two children Isabelle (14) and Adam (20) along side a number of sheep, horses, cats and dog.

Kenny Shaw (MD) stated "we are very pleased to have secured a very experienced individual within the day-old division with James but also someone who comes with experience of the broiler breeder sector. I look forward to working with James on developing his areas of the UK and Ireland."

It Is Back!!

We look forward to seeing all our customers new and old for a Bacon Roll, Coffee and good conversation!

See
us on
stand
244

**BRITISH PIG &
POULTRY FAIR**

10-11 MAY 2022, STONELEIGH

Tickets from www.pigandpoultry.org.uk

