

Incubation News

The decisive difference
in chick length

16

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HATCHTECH
INCUBATION TECHNOLOGY

Pre-announcement:

HatchBrood introduction at VIV 2010

HatchTech proudly announces the introduction of its revolutionary product HatchBrood. HatchTech researchers and developers have been working to develop the ultimate brooding system since 2002. After 7 years of in-company testing, evaluating, designing and commercial testing, HatchBrood is ready to maximize the poultry industries' bottom line results.

The introduction of HatchBrood will take place at the VIV Europe in the Netherlands, April 2010.

Critical points in the brooding period

Just like a perfect embryo temperature is crucial for superb incubation results, a perfect body temperature is crucial for chickens in their brooding period (0-4 days). During the brooding period a chicken can not regulate its body temperature. Globally the poultry industry has major difficulties to control crucial brooding factors such as floor temperature, air temperature and air velocity. This results in delayed start ups, non-optimum developed organs and weak immune systems. Bottom line, until today, the industry could not fully make use of the genetic potential of the today's high yield breeds.

Solution: HatchBrood

HatchBrood provides a fully controlled environment in which air temperatures

and air flow are controlled by perforated radiators (patented HatchTech technology). One-day-old chicks are placed in Cradles™ directly after hatch. In the Cradles™, the chicken has access to fresh water and feed. Per Cradles™, illumination and fresh air supply is provided.



Fully controlled environment by use perforated radiators

The system assures optimum body temperatures throughout the whole system. Due to this, the chickens will start eating and drinking directly after placement. After 4 days the chickens are transported to the



In the Cradles™, chickens have access to fresh water and feed

farm for the remaining of their production cycle.

Ultimate brooding control

HatchBrood fully controls all crucial brooding variables. Because it assures that each chicken can express its full growth potential, HatchBrood guarantees significant predictability of growth and uniformity of chick production.

By fully controlling ambient conditions during the brooding period, the industry has a big opportunity to maximize its bottom line results.

VIV Europe, April 2010

HatchTech invites you to see and experience the HatchBrood system at VIV Europe. HatchBrood will be officially opened by Mr. Tjitze Meter, Founder and President of HatchTech and Mr. Roel Mulder Secretary General of the WPSA.

HatchTech and AIMCO celebrate their fifth consecutive year of successful cooperation

1 **cm** At the VIV Europe 2010, HatchTech and partner Arabian Integral Ministration Co. "AIMCO" will celebrate their fifth consecutive year of successful cooperation in the challenging Arabian market.

Sheikh Ibrahim Ali Al-Thonnayan, President AIMCO: "Together with HatchTech, we have been able to really change the way people think about incubation. Today, the production of quality day old chicks is driving the industry. The cooperation with HatchTech has been very good for our industry as well as for us, as it fits perfect in our product portfolio."

Eng. Saleem Sajawal, Sales Manager AIMCO: "Within a period of three years major integrations within the Kingdom started to recognize the superb products of HatchTech, enabling them to maximize performance in their hatcheries and chick transport. Without exception, HatchTech has optimized bottom line results of its customers in our region."



Sheikh Ibrahim Ali Al-Thonnayan, President Aimco

Chicken meat consumption in Saudi Arabia stands at around 900,000 tonnes per annum. With an average capita consumption of more than 40 kg a year, the K.S.A. consumption of chicken is among the highest in the world. Approximately 60 % of Saudi consumption is supplied by the domestic poultry sector.



Eng. Saleem Sajawal, Sales Manager Aimco



2 One-O-Four and HatchTech: an excellent combination for Al Bayad Farms

Dr. Ahmad Al-Thonnayan, President, Al-Bayad Farms Company: "Producing a perfect layer starts with excellent incubation. It is the basis for uniform batches, satisfying FCR figures and increased growth rates. HatchTech and AIMCO have the technology, knowledge and service to deliver quality." ABFC is producing up to 350.000 Hisex layer chicks per week.

Besides a HatchTech hatchery, Al Bayad Farms Co. uses 6 HatchTravellers for their chick transport. After the first purchase of 3 HatchTravellers, they expanded their fleet with 3 more HatchTravellers.

Dr. Ahmad Al-Thonnayan: "Our customers notice huge differences between the d.o.c delivered in HatchTravellers compared to traditional trucks. Specially in this region, with extremes differences in temperatures and long haul drives, a good conditioned transportation system is of major importance. Often chicks are transported to Kuwait, a 10 hours drive in extreme circumstance. Results show substantially less mortality and a perfect maintained chick quality

Each HatchTraveller transports 58.000 doc in a truck body that measures just 6.4 m in length. The patented forced

laminar airflow is used to create the ideal chick transport system: a hatcher on wheels. Chicks are transported at the optimum temperature of 104°F.



Dr Ahmad Al-Thonnayan, President Al-Bayad Farms Company

Radwa Foods triples capacity with HatchTech

Radwa Food Production Company, a dominant player in Saudi Arabia, part of Al Taher Group, is tripling their capacity up to 90 million d.o.c's per year, to further strengthen and consolidate its share of the domestic market together with HatchTech.

Since 1982, the company's success and reputation have been earned by providing premium quality. Trade customers consistently acknowledge Radwa as being responsible for setting standards in the Kingdom, in each of the sectors in which it currently operates.

Dr. Scott, Managing Director of Radwa Food Production: "We have selected HatchTech to improve chick uniformity,

which is a prerequisite to optimum farm management and achieving the lowest possible F.C. rates. HatchTech meets this requirement. Key features of HatchTech include laminar airflow in combination with optimum air temperatures via patented radiators.

Besides the hatchery, Radwa selected One-O-Four as preferred supplier for day old chick transport. In 2009, four HatchTravellers arrived in Jeddah. Farm Managers already notice the differences between the traditional and the new concept, chicks start up easily in the houses".

HatchTech's Sales Manager, Mr. Mathieu Woltring. "After a

successful introduction of HatchTech in the Kingdom we are looking forward to support the continuing growth and success of this committed and innovative company, as it strengthens its position in what is clearly a very dynamic and forward-looking market."



CEO Dr. Scott, Radwa Food Production and Int. Sales

Manager M. Woltring, HatchTech

Expansion of Latin American Distribution Network

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At the recently held Latin American Congress in Poultry Farming in Cuba, HatchTech signed two agreements for expansion of its Latin American distribution network.

The expansion fits in the strategic scope of locally active commercial, and service organisation. The agencies will be supported out of the HatchTech regional office in Brasil. This region office, with a complete spare parts ware house, will service customers with Spanish/Portugese speaking technicians and chick quality specialists.

A presentation of our new colleagues:

Nueva Amsterdam, located in Uruguay since 2007, will represent HatchTech in Uruguay. Among others, Nueva Amsterdam represents Stork Food

Systems, and Van Aarsen International.

Besides this, they also are specialist in import and export, and work with foreign investors for this region. Founder of Nueva Amsterdam, Mattijn Heijne, with specialism in marketing and sales, has years of experience in Spain and Latin America (Mexico and Argentina). More information: info@nuevaamsterdam.com



Solano & Cia will represent HatchTech in Peru. The company was founded in 1985 in Trujillo, Peru, by Mr. Alejandro Solano.

It represents acknowledged companies such as Alltech, Basf, Bayer, Degussa and Ceva. Recently the company also aquired the representation of GSI group. Working with the highest quality products, supported by outstanding service, has transferred Solano & Cia into a market leading company in Peru.

More information:

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Who's next!?!

A selection of current HatchTech projects under construction

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Russian based **Chicken Kingdom Ltd** and HatchTech started a turn key broiler hatchery for 43 million eggs/year. The project includes 20 MicroClimer setters 126720 and 15 MicroClimer hatchers 42240. The incubators will be equipped with HatchTech CyCleans™, HatchTech U-Vaporators™, a energy efficient cooling and heating system and a pressure controlled ventilation system for the complete facility. HatchTech will provide supervision installation by its experienced Russian speaking team of engineers.

The Russian **OJSC Vasilyevskaya Poultry Farm** will build a HatchTech hatchery equipped with 45 MicroClimer Setters 126720 and 24 MicroClimer Hatchers 42240, including U-Vaporators™ and CyCleans™. HatchTech was elected for its expertise in turn key hatchery constructions. The cooperation and communication between OJSC Vasilyevskaya Poultry Farm and HatchTech is executed in cooperation with Praxis Engineering, HatchTech agent in Russia.

In october, HatchTech installed a complete ventilation project at **Granja Alvorada**, in Brazil. Among others, HatchTech supplied HatchTech U-Vaporators™, and pressure and temperature controllers. The system will be linked to an online HatchView system, which will make it possible to steer and advice from distance.



The hatchery staff of **UKL-Arree**, France, conducted the first part of the HatchTech Training course in october. The first part of the course contains theoretical and practical training for all necessary skills to run a hatchery and achieve optimum performance with superb chick quality. After installation of the new hatchery, UKL-Arree hatchery staff will follow an on-site training. More information about training possibilities? sevice@hatchtech.nl or visit our website.

In september **La Carridad** in Venezuela started up their new PS hatchery. Mr. Willem van den Oetelaar M.Sc, HatchTech Training Consultant, was onsite to accompany the first hatches and conduct on site training. The hatchery staff was satisfied about the first results and chick quality.

In September **GAP Resource** has officially opened its 2nd HatchTech hatchery. The hatchery with a capacity of 80 million eggs per year is one the biggest hatcheries in Russia. The management of GAP Resource welcomed a big delegation from HatchTech: Mr. Tjitze Meter, CEO, Mr. Michiel van Veldhuisen, ISM and Praxis Engineering, the agent of HatchTech in Russia. President of GAP Resource Mr. Victor Nauruzov states "The new hatchery showed top results performing 89% hatch what is more than 3% than what we calculated".



- **Saudi Agro Food 2009**
Riyadh, Kingdom of Saudi Arabia
1 November 2009
- **XVI Congress of the World Veterinary Poultry Association**
Marrakesh, Morocco
8-12 November
- **International Poultry Expo**
Atlanta, USA
27-29 January 2010
- **VIV Europe 2010**
Utrecht, The Netherlands
20-22 April, 2010
- **AveSui**
Florionópolis, Brazil
11-13 May 2010

In september another big festivity followed at the opening of the turn key hatchery of **Stavropolskiy Broiler** equipped with a complete set of HatchTech equipment and technology, with a capacity of 66 mln eggs/year. General Manager of Stavropolskiy Broiler Dmitriy Aveltsov: "We are looking forward to increase our production capacities up to 80 million eggs per year extending the current hatchery with more HatchTech machines and technology"