

## BOVANS LEADS THE WAY

**T**HE state owned test station has been testing poultry for 37 years and is unique in that it tests layers on floor system as well as cage. In the alternative system test the Bovans Goldline is more than 8 eggs per HH ahead of it's nearest rival. At 72 weeks of age the Bovans is still laying at the highest rate at nearly 83%. Good nest box use, great laying persistency and moderate egg size demonstrate its superior abilities on floor systems.

### USTRASICE CZECH BREED TRIAL 2008-2009

Results up to Wk 70

	Egg No HHA	Mort %	Seconds %	Egg Wt Cumulative
Bovans	316.2	3.75%	7.89	63.41
Isa Brown	307.7	1.25%	7.60	63.31
Lohmann	301.9	2.50%	5.89	64.36
Lohmann Lite	302.3	1.88%	7.00	62.50
Hy Line	276.9	0.63%	6.90	60.52

  

	Feed Consumption (Cumulative)	Floor Eggs %
Bovans	124.3	4.65
Isa Brown	120.3	1.77
Lohmann	123.5	7.78
Lohmann Lite	120.3	4.21
Hy Line	121.6	12.36

### FLOOR SYSTEM

## BOVANS ON THE MOVE!

### A Big Thank You to all our Loyal Customers

**I**N 2009 Joice and Hill saw a 20% increase in Chick sales year on year. Your feedback tells us that the strength and adaptability of the Bovans Goldline has been key to your breed choice. Egg size is there if required but it has been an easy bird to hold in more medium egg sizes.

Intensive producers love the high egg numbers and solid shell quality. Free range producers rely on it's excellent laying persistency and recovery from challenge. New diets from our colleagues in feed compounding have helped clients to achieve the slightly lower egg weight requirements and kept costs down.

For 2010, Fabien Gallea of primary breeder Hendrix Genetics will be on hand to give our clients greater technical assistance and ensure they remain in the top league of profitability.

## SUNRISE POULTRY

### A Forward Looking Success Storey

**S**UNRISE POULTRY was established in 1971 by Tony Crawley. Like a lot of intensive producers at that time their business was based on selling fresh eggs locally.

Since that time whilst they have not lost touch with that market they are also now a major supplier to a major supermarket.

Now the business is run by Phil and Ady Crawley with help from Chris Stocks on the marketing side and Grant Smith and Simon Street on the production side.

Currently there are 320,000 in cages and 125,000 birds on Free Range.

The demands from their customers is constantly changing. Multiple's are looking for smaller eggs to supply value lines but a lot of their traditional market are looking for larger eggs, a difficult balance to achieve!

They have always operated a policy of using most breeds available in the UK including a large percentage of Bovans Goldline.

"The beauty of the Goldline" stated Phil "is the way the Bovans responds to different feed regimes for our different egg size requirements".

Couple that with the birds robustness on a multi age laying farm and it's ability to bounce back from challenge plus on Free Range it's superb nest box utilisation makes the Bovans a bird that Sunrise farms have got used to relying on.

## FABIEN GALEA



to technical support. He has a wealth of experience in optimizing egg production, specializing in nutrition.

Fabien then worked 8 years for Glon-Sanders, a company leader in egg production in France. He started as researcher in layer nutrition and production (studies in experimental facilities and on the field) and after was in charge of technical support for egg organisations, feed plants and farmers mainly on nutrition (premix design, feed specification), management, and optimisation of egg production (breed/feed/management according to the production target). 90% of his customers were in France but he did work abroad several times for specific projects. Fabien joined the ISA company at the beginning of the year as technical manager and nutritionist to support the ISA customers in France, Spain the Benelux Countries and the UK.

**F**OLLOWING 5 years at university Fabien obtained a degree in animal production. Fabien then worked as a researcher for a leading French egg producer/packer before graduating