



LOHMANN BREEDERS

AT PAMED POULTRY EXHIBITION 2026 STRENGTHENING PARTNERSHIPS IN TUNISIA

A Strong Presence in a Key Market

Between 26 and 30 April, the Pamed Poultry Exhibition took place in Hammamet, Tunisia – one of the most important meeting points for the poultry sector in North Africa. As has long been tradition, **LOHMANN BREEDERS was present together with its customers**, underlining its close collaboration with the Tunisian poultry industry.

Tunisia is a **whiteegg market**, and it is here that the LOHMANN LSL CLASSIC has demonstrated its outstanding performance over many years. Thanks to its reliability and productivity, the LOHMANN LSL CLASSIC has achieved a **100% market share during the past five years**, making it the undisputed reference breed in the country.

Growing Together with Strong Partners

The success of the LOHMANN LSL CLASSIC in Tunisia is closely linked to the commitment of the country's leading multipliers.

POULINA, CHAHIA and SOTAVI continue to grow steadily and are gaining further market share with the LOHMANN LSL CLASSIC, reinforcing LOHMANN BREEDERS' strong position in the region.

With the support of these partners, the **LOHMANN BREEDERS Africa team** organized a dedicated seminar alongside the exhibition. The event brought together more than 120 breeders and stakeholders from across the poultry sector, creating an excellent platform for exchange, networking and technical discussion.



Focus on Data, Performance and Benchmarking

Beyond the technical topics presented, LOHMANN experts highlighted a key factor for future success: the value of data sharing. Participants were introduced to the analytical possibilities enabled by **LOHMANN BREEDERS' data collection and evaluation systems**.

The clear message resonated with the audience. Breeders recognized the benefits of data exchange and the potential to further improve performance by benchmarking their results against global LOHMANN data. This approach not only supports individual farm management but also strengthens the overall competitiveness of the poultry sector.



Looking Ahead

The seminar was met with very positive feedback and proved to be a great success for all involved. Building on this momentum, **a similar event is already planned for 2027**, continuing our commitment to knowledge transfer and long-term partnerships in the region.



Thank you!

The week in Cuxhaven reinforced how valuable it is to combine regional expertise with a shared LOHMANN mindset: practical, solution oriented and focused on long term partnerships.

LOHMANN BREEDERS – It's the egg

The success of the Pamed seminar once again underlined what defines LOHMANN BREEDERS worldwide: **close partnerships, knowledge sharing and a clear focus on innovation.** By combining proven genetics, data-driven insight and long-term collaboration with customers, LOHMANN BREEDERS continues to support sustainable progress in the poultry sector. Events like this seminar in Tunisia perfectly reflect our philosophy – because at the heart of everything we do is one simple focus:

LOHMANN BREEDERS - It's the egg.

