

# POULTRY NEWS

by **LOHMANN**

Special Edition



**LOHMANN -**  
YOUR  
HARBOUR  
OF SUCCESS  
**18. - 22.09.2023**



**WELCOME TO OUR**  
59<sup>TH</sup> FRANCHISE  
DISTRIBUTOR MEETING  
IN HAMBURG

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MEETING**

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# FDM 2023 Franchise Distributor Meeting is back!



**LOHMANN  
BREEDERS**



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a LOHMANN egg –  
now more than ever!*

**FOR EVERY MARKET  
THE RIGHT EGG**



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**LOHMANN**  
BREEDERS

# WELCOME TO OUR 59<sup>TH</sup> FRANCHISE DISTRIBUTOR MEETING IN HAMBURG

After a three-years break and an online FDM, we are pleased to welcome you back again in person. To get you in the mood, we have prepared a special edition of **Poultry News**. Travel back in time with us and get a foretaste of Hamburg and our this years' **Franchise Distributor Meeting**.

Under the motto **"LOHMANN - your harbour of success!"** we would like to offer you three seminar days with current topics. There should be something interesting for everyone and we are pleased to have attracted so many external speakers for our conference. If you are already curious, there is a small introduction of the speakers and their presentations in this edition.


When the venue is such a great city as **Hamburg**, you will of course want to get to know it. You will experience a harbour tour with us and we will also explore the city by bus and on foot. We have already compiled some interesting and curious things about Hamburg for you on the following pages. You can also find out where we will take you for the evening programme.

Enjoy reading our **Poultry News** and enjoy our **Franchise Distributor meeting**!



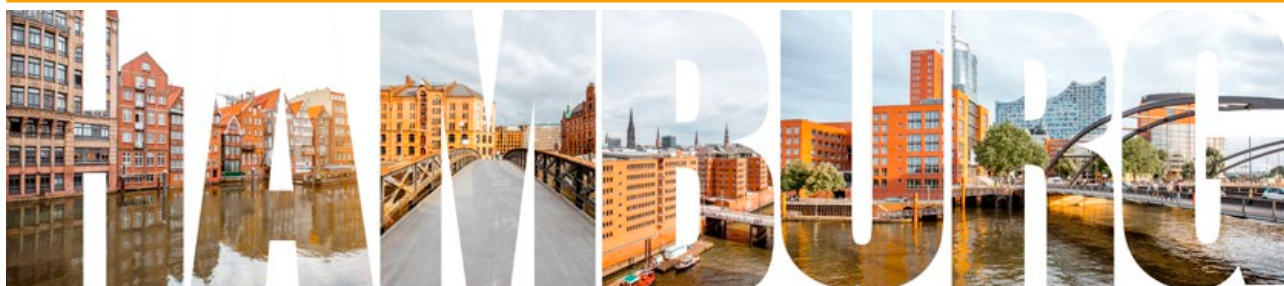
  
Christoffer Ernst



  
Jörg Heier



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that Hamburg has its own island in the North Sea?

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FROM MONDAY  
18<sup>TH</sup> SEPTEMBER  
TO FRIDAY 22<sup>ND</sup>  
SEPTEMBER

Get all the  
information here!







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## SPEAKERS

Dr. Matthias Schmutz

Prof. Dr. Georg Alois Thaller

Nan-Dirk Mulder

Paul Buisman

Prof. Dr. Timm Harder

Dr. David VAN GRIEKEN

Dr. Wolfgang Siegert

Prof. Dr. Gonzalo  
González Mateos

Jörg Hurlin

Dr. Kathrin Toppel &  
Anna Louisa Reimers

Bernardo Crespo Velasco



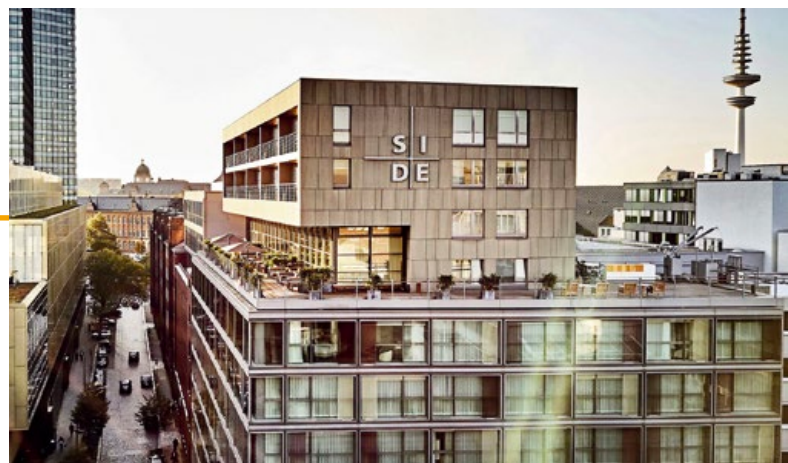
# 38

## SIDE

### THE DESIGN HOTEL IN HAMBURG

*Purism meets minimalism  
- welcome to the SIDE  
Design Hotel Hamburg!*

*Enjoy clear design and  
urban charm - both inside  
and out. The façade of  
natural stone and glass  
form the basic framework  
of the hotel in Hamburg's  
centre, which was built in...*



# 42

## BEST FLOCK AWARD

### WHO WILL BE THIS YEAR'S WINNER?

*The excitement is  
increasing, soon we  
will know who our  
winners of the Best Flock  
Award are this year.*

*Maybe you are  
one of them?*



# 44

## LOHMANN FDM APP

*Don't miss anything  
around the event and  
always be up to date  
with our FDM App.*

*If you haven't already  
downloaded it, be  
sure to do so now...*



# 1961



## FRANCHISE DISTRIBUTOR MEETING

### A STORY OF SUCCESS

INTERNAL | Franchise Distributor Meeting - A story of success



#### 1961 – the story began

The success story of the Franchise Distributor Meeting began in 1961 when a meeting of LOHMANN experts and distributors was gratefully received. Further event followed due to their popularity and the interest from the wider LOHMANN family.

**The meeting was traditionally held in Germany with the very first event being held in Hamburg before moving to the far north in beautiful Cuxhaven.**

#### Change of date

Regrettably these events were held at a not so beautiful time of year, normally in November.

**In later years and at the request of the participants, this fruitful event bursting with new information was moved to the equally fruitful springtime with the first event at this new time of year being held in 1995.**

#### Discovering new places

However, times change, and due to our ever growing and above all ever increasing international customer base, we carefully adapted the concept of our FDM to meet the demands of these new times.

**We ventured into uncharted territory and began to explore distant countries, not only in the business sense but also in the event sector.**

**And as LOHMANN has always stood for innovation we set our aspirations high for the very first conference we held abroad which was In Uruguay and Argentina.**



## Development of content

We also updated the concept of the content we deliver.

In the early years, the content of the conference was very clearly structured and traditional. Our own experts spoke on relevant topics such as genetics, animal nutrition and animal health. In addition, there was also a high-profile external speaker providing information on their own specialized subject.

**The range of topics became broader, and we adjusted the choice of guest speakers to fit better with the international audience. This allowed us all to view the topics from a wider perspective.**

**To date this has resulted in a nice balance between the contributions of our own experts, the guest speaker, and the audience.**



## Professional and cultural exchange – the key to success

What has always been and will continue to be an important part of the FDM is the professional and cultural exchange between the participants and the respective team of experts. The more international the audience, the more diverse the opinions and approaches to the discussion.

**We still maintain the content of the FDM as a mixture of lectures, followed by a question-and-answer session, but we have increasingly started to offer workshops on varied topics within the event.**

**This provides a good basis for discussions and exchange of experiences and opinions.**





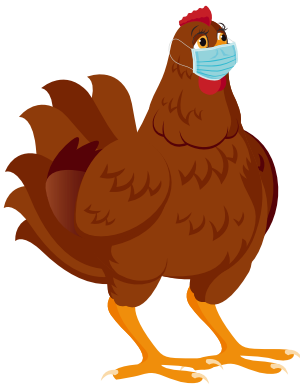
## Work and leisure time - a successful mix

Since the mixture of business and leisure has always been the FDM's recipe for success, we have tried to accommodate these aspects in an appropriate social program which allows our participants to mingle and create new friendships in a relaxed social environment.



**We also take great care in the choice of venue and try to be as versatile as possible by choosing locations that bring the respective culture and cuisine of the host country closer to our guests and participants. Of course, we also return to our roots in Germany at regular intervals.**

**The social program is now a popular and integral part of the FDM from the culinary experience to cultural trips and informative visits.**



## Recent Developments

Nowadays at our FDM event we have about 180 guests from 40 different countries, so we can really speak of the large LOHMANN family that comes together once a year for a family reunion.

**Unfortunately, due to the general pandemic restrictions, the FDM had to be cancelled for a few years and took place once as an online event instead.**



**But now we are all together again, back to the roots, back to Germany, back to Hamburg!**

**Always remaining true to our motto: Breeding for success – together!**







**LOHMANN -**  
YOUR  
HARBOUR  
OF SUCCESS  
18. - 22.09.2023



**40.** Vermehrertagung  
Franchise Hatchery Meeting  
**2000**











# FACTS & FIGURES ABOUT HAMBURG



Hamburg, officially the Free and Hanseatic City of Hamburg (country code HH), is a city state and a federal state of the Federal Republic of Germany.

With around 1.85 million inhabitants, Hamburg is the second largest city in Germany and the third largest in the German-speaking world. With around 755 square kilometers, Hamburg is the second largest municipality in Germany.

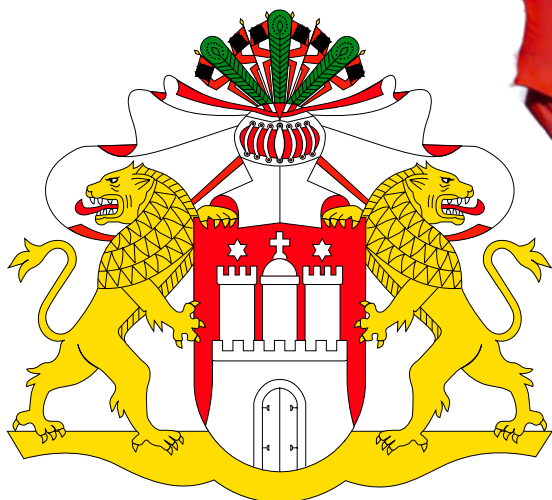
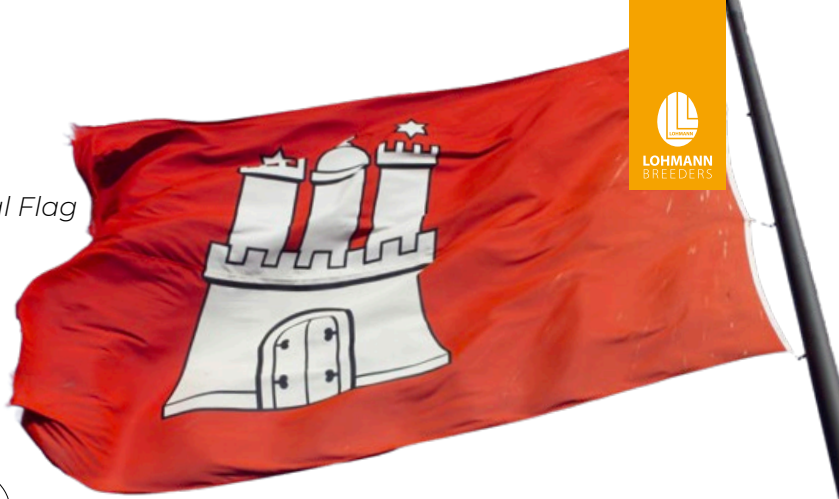


The Port of Hamburg is one of the largest transshipment ports in the world and, together with the international airport, makes Hamburg an important logistics location.



Economically and scientifically, the metropolis is particularly important in the fields of aerospace technology, life sciences and information technology, as well as for the consumer goods industry and as a media location.

National Flag



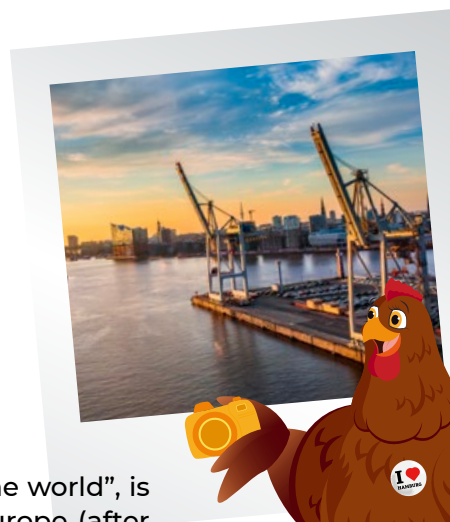
City Emblem

## The Port of Hamburg

The Port of Hamburg, also called “Germany’s gateway to the world”, is the largest seaport in Germany and the third largest in Europe (after Rotterdam and Antwerp, as of 2016).

**Globally, the Port of Hamburg ranks 15<sup>th</sup>. For some special goods, for example carpets, it is the largest transshipment port in the world.**

**The port’s largest turnover comes from container handling. The port area covers about 7399 hectares (usable 6480 ha), of which 4331 hectares (usable 3412 ha) are land areas.**



Facts & Figures about Hamburg

VENUE

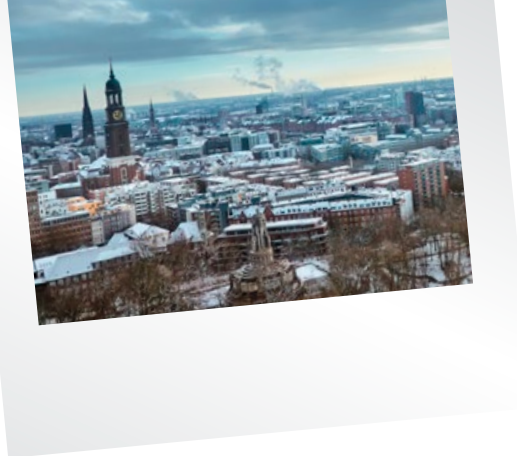
## Air traffic

Hamburg International Airport (HAM) - own name Hamburg Airport (since 2016 with the nickname Helmut Schmidt) - is the fifth largest airport in Germany by passenger volume and the oldest still in operation.

**It was opened in 1911 in Fuhlsbüttel near Hamburg and is located about 11 km north of the city centre.**







## Climate

Hamburg lies in the cool temperate climate zone and is characterized by a maritime climate. Due to the maritime influences of prevailing westerly winds, the climate is milder in winter and cooler in summer than in the eastern hinterland.

**The average annual temperature is 9.4°C. The warmest month is July with an average of 18.1°C, the coldest January with 1.6°C**

**Temperatures around 28°C are not uncommon in high summer. The climate is humid all year round.**

## “Hamburg salutation”

According to legend, the Hamburg salutation “Hummel, Hummel”, answered with “Mors, Mors”, originates from the water carrier Johann Wilhelm Bentz, who was nicknamed “Hummel” and lived in Hamburg until his death in 1854.

When he passed by, the children called him mockingly “Hummel, Hummel”. He responded angrily with “Mors, Mors” (shortening for “Klei mi an’n Mors”).

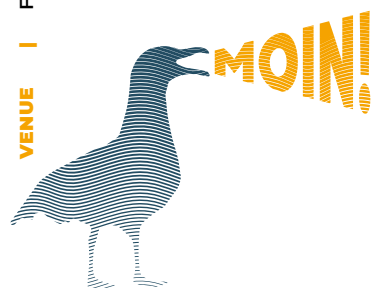
**The Hamburg greeting, however, is more commonly used outside Hamburg as a sign of recognition or, as in football, as a battle cry.**

**The more common greeting in parts of northern Germany is “Moin”, for example, or “Tschüss” when saying goodbye.**

## Eel soup

Eel soup is a soup or stew of northern German cuisine made from eel, vegetables and other ingredients such as herbs and flour dumplings.

**The particularly rich Hamburg eel soup, which contains baked fruit and thus has a sweet and sour note, is known nationwide. It is served as a main course.**



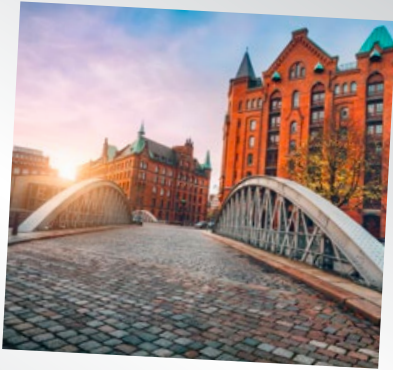
## Bridges

With around 2,500 bridges, the city is considered to have one of the highest numbers of bridges in Europe. This high number is due to the city's location in the inland delta of the Elbe and the lowlands of the Alster and Bille along with numerous tributaries and canals.

Added to this is the expansion of the harbour and its connection to a dense road and railway network that bridges the many watercourses.

**Another special feature is the underground railway, which was developed as an elevated railway and runs for the most part above ground and thus over numerous bridges through the city.**

**The actual number of bridges is not known. Counting bridges is considered difficult because there are different definitions of a bridge.**







## FUN FACTS DID YOU KNOW...

that the port of Hamburg is almost  
as big as Copenhagen?

Many of you have probably been to Copenhagen, Denmark's capital.

**But you probably wouldn't have guessed that Copenhagen  
fits 8.5 times into Hamburg.**

that Hamburg has its own island in the North Sea?

The island of Neuwerk belongs to Hamburg and is within sight of our  
company headquarters in Cuxhaven!

**You can even reach it on foot at favourable tide times.**





that Blankenese is the quarter with the most stairs in the world?

The Treppenviertel (staircase quarter) is part of the Blankenese district.

**Due to the low trafficability of the streets, the majority of the houses can only be reached on foot - via more than 5,000 steps, which are distributed over various staircases.**

that every ship receives a special greeting when it enters the port?

The Port of Hamburg is not called the "Gateway to the World" for nothing. Shortly after the state border with Schleswig Holstein, the ship welcoming facility "Willkomm Höft" greets the arriving ships and bids farewell to the ships sailing towards the North Sea.

**If the ship exceeds 500 gross tonnes, the national anthem is played and the appropriate flag is hoisted.**

that Hamburg is the winner in the Europe-wide bridge comparison?

2500 bridges span the numerous canals, rivers and canals in and around Hamburg.

**This makes Hamburg the city with the most bridges in Europe, with more bridges than Venice, Amsterdam and London combined.**

that the "Hanse Marathon" takes place once a year in Hamburg and is one of the ten most important marathons in the world?

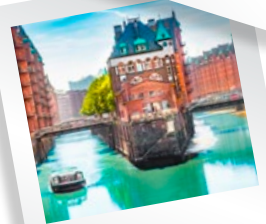
After all, up to 15,000 participants show themselves sporty and master the long way.

that the career of the greatest band of all time began in Hamburg?

From August 1960 onwards, the Beatles played daily at the Indra Club on Hamburg's infamous Grosse Freiheit and eventually made their breakthrough in 1962.

that Hamburg has the biggest, the most gigantic, the most awesome...model railway?

Nowhere is there a bigger model railway than in Hamburg's "Wunderland" (wonderland).



Did you know that...?

FUN FACTS

# AGENDA

<b>MONDAY 18<sup>th</sup> SEPTEMBER 2023</b>		
<i>Arrival Day</i>		
19:30	Welcome Reception at the SkyLounge in the hotel	<b>8<sup>th</sup> floor</b>

## MOTTO OF THE DAY: LOHMANN - the harbour of success

<b>TUESDAY 19<sup>th</sup> SEPTEMBER 2023</b>		
8:30 - 9:30	Registration	
9:30 - 9:45	Welcome "Moin in Hamburg"	Christoffer Ernst & Jörg Heier
9:45 - 11:15	<b>Session: Genetics - an innovative and wide field for successful breeding</b>	Host: Jörg Heier
	<b>LOHMANN Genetics: Setting the course for the future</b>	Dr. Matthias Schmutz
	<b>Perspectives of accelerated genetics in livestock breeding</b>	Prof. Dr. Georg Thaller
	Discussion	
11:15 - 11:45	Coffee Break	
11:45 - 13:15	<b>Session: Global economy from different perspectives</b>	Host: Christoffer Ernst
	<b>Global Egg Market Outlook</b>	Nan-Dirk Mulder
	<b>How new developments in egg grading will have an impact on the production chain</b>	Paul Buisman
	Discussion	
13:15 - 14:15	Lunch at the Hotel	
14:30	Bus transfer	Meeting Point: Hotel Lobby
15:00 - 18:30	<b>Hamburg by water: Exclusive Hamburg harbour tour</b>	
18:30	Bus transfer back to the hotel	
20:00	Bus transfer	Meeting Point: Hotel Lobby
20:15 - 2:00	<b>GAGA CLUB - NIGHTLIFE in Hamburg</b>	
00:30 / 1:15 / 2:00	Bus transfer to the hotel	

## COMPANION PROGRAM

9:00	Bus transfer	Meeting Point: Hotel Lobby
09:30 - 11:15	<b>CHOCOVERSUM - Hamburg's chocolate museum</b>	"CHOCOVERSUM - Meßberg 1, 20095 Hamburg"
11:15 - 12:15	Coffee Break	
12:15	Bus transfer to the hotel	



# AGENDA



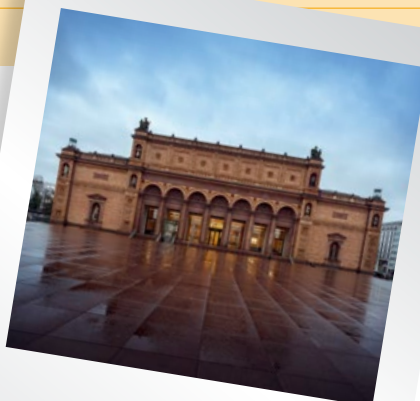
## MOTTO OF THE DAY: Harbour of the future: Avian Influenza & Feed

### WEDNESDAY 20<sup>th</sup> SEPTEMBER 2023

10:00 - 10:15	Welcome of the day	Dr. Matthias Voss & Juan Valle
10:15 - 11:45	<b>Session: Avian Influenza - insight, outlook and a solution in sight?</b> <b>New challenges posed by highly pathogenic avian influenza (HPAI) require strategic responses</b> <b>HPAI in France: evolution and perspectives</b> <i>Discussion</i>	Host: Dr. Matthias Voss Prof. Dr. Timm Harder Dr. David van Grieken
11:45 - 12:15	Coffee Break	
12:15 - 13:45	<b>Session: Feed and feeding - a proven topic but always up-to-date</b> <b>Increasing precision of the protein supply of laying hens – current possibilities and perspectives</b> <b>Recent advances in laying hens production. Main problems and management and nutritional strategies</b> <i>Discussion</i>	Host: Juan Valle Dr. Wolfgang Siegert Prof. Dr. Gonzalo González Mateos
13:45 - 14:45	Lunch at the Hotel	
15:30 - 20:00	Hamburg by land: Exclusive city tour and ride	Meeting Point: Hotel Lobby
20:00	North meets South "Bavarian Night"	Q21 Gasthaus - Fulhsbüttler Str. 405, 20354 Hamburg
23:59	Bus transfer to the hotel	

### COMPANION PROGRAM

10:00	Walking to the Art Gallery "Hamburger Kunsthalle"	Meeting Point: Hotel Lobby
10:45 - 12:15	Guided visit "Hamburger Kunsthalle"	Hamburger Kunsthalle - Glockengießerwall 5, 20095 Hamburg
12:15 - 13:30	Walking back to the hotel	





# AGENDA

## MOTTO OF THE DAY: Harbour of innovation: Animal welfare & New Technologies

### THURSDAY 21<sup>st</sup> SEPTEMBER 2023

10:00 - 10:15	Welcome of the day	Mark Allen & Farhad Mozafar
10:15 - 11:45	<b>Session: Technology and development - progressive ideas drive success</b>	Host: Mark Allen
	<b>The challenge of <i>in ovo</i> sexing – what's up in Europe?</b>	Jörg Hurlin
	<b>Meet the needs - Current aspects on lighting in layer housing systems</b>	Dr. Kathrin Toppel & Anna Louisa Reimers
	Discussion	
11:45 - 12:15	Coffee Break	
12:15 - 13:45	<b>Session: Innovation - the current path to the future</b>	Host: Farhad Mozafar
	<b>Human-machine collaboration: the augmented intelligence paradigm</b>	Bernardo Crespo
	Discussion	
13:45 - 14:45	Lunch at the Hotel	
14:45 - 19:00	FREE TIME	
19:45	Walking to the venue	Meeting Point: Hotel Lobby
20:00	Gala Dinner at Panoramadeck	

### COMPANION PROGRAM

10:00	Bus transfer	Meeting Point: Hotel Lobby
10:30 - 12:30	Speicherstadtmuseum (old warehouse district)	Speicherstadtmuseum - Am Sandtorkai 36, 20457 Hamburg
12:45	Bus transfer to the hotel	

### FRIDAY 22<sup>nd</sup> SEPTEMBER 2023

Departure Day



# Enjoy the North Enjoy Hamburg!



LOHMANN  
BREEDERS



**Download the  
FDM APP!**



Available on the iPhone  
**App Store**

ANDROID APP ON  
**Google play**





# DR. MATTHIAS SCHMUTZ

**Chief Geneticist / Director R & D LOHMANN BREEDERS GmbH**

Dr. Schmutz completed his university degree in animal breeding in 1991 and PhD study in 1995 at the University in Kiel, Germany, with the evaluation of data from the breeding of swine herdbooks.

In 1999, Dr. Schmutz started working for LOHMANN BREEDERS (former LOHMANN TIERZUCHT). Since then, he has always been working in the genetics team and has been actively involved in decisions related to breeding strategies.

In 2006, the main responsibility for the daily breeding work at LOHMANN was handed over to Dr. Schmutz.

Effective October 2016, he took over the position of “Director of Research and Development and Chief Geneticist”.

Until today he guarantees the successful breeding programs of LOHMANN and leads the genetics team.

**19<sup>th</sup> September / 09:45 – 11:15 hrs**

**„Genetics - an innovative and wide field for successful breeding“**

Dr. Matthias Schmutz will do the first presentation during the session:

### **LOHMANN Genetics: Setting the course for the future**

Genetic work within LOHMANN BREEDERS is since ever focused on economic important traits. In the past this was mainly productivity in terms of egg number, egg mass feed conversion and egg quality.

**With increasing focus on cage free housing systems, more and more focus is put on robustness traits like livability, feather cover and resilience.**

**This genetic pressure for more robustness is also helping producers in the still predominant cage production flocks to improve economic results.**







# PROF. DR. GEORG ALOIS THALLER

**With Prof. Dr. Thaller, a true Bavarian is coming to Hamburg in the far north.** However, he is by no means a stranger to northern Germany, as Prof. Thaller has been Professor of Animal Breeding at the Institute for Animal Breeding and Husbandry at Christian Albrechts University in Kiel since 2005.

He is a graduate engineer in agricultural sciences and studied at the Technical University of Munich-Weihenstephan.

His professional career has been marked by various profound scientific activities, for example at the Department of Dairy Science, Virginia Polytechnic Institute and State University.

He also holds numerous functions, such as Dean of the Faculty of Agricultural and Nutritional Sciences and Scientific Director of Animal Breeding Research Bavaria.

Prof. Thaller is married and has 4 grown-up daughters. In his free time, he enjoys cycling tours lasting several days, hiking in the mountains, cross-country skiing or travelling by camper van.

**19<sup>th</sup> September / 09:45 – 11:15 hrs**

**„Genetics - an innovative and wide field for successful breeding“**

Prof. Dr. Thaller will do the second presentation during the session:

Since structured breeding programs have been established a series of novel tools and strategies have been developed and implemented to enhance genetic gain.

**These improvements were strongly driven by parallel and corresponding advances in genetics and biotechnology.**

**Genomics and beyond opened the door to accelerated progress in the coming future.**



# NAN-DIRK MULDER

**Senior Global Specialist Animal Protein.**

**Nan-Dirk Mulder is a senior global specialist animal protein covering the industry from a value chain perspective.** He is based in Rabobank's headquarter in the Netherlands and works already more than 20 years for Rabobank. Before his appointment at RaboResearch Food & Agribusiness, Nan-Dirk worked for the Product Boards for Livestock, Meat and Eggs (PVE), Wageningen Economic Research and was member of Dutch Commissions at Management and Expert Committees for Livestock, Meat and Poultry at the European Commission.

Since joining Rabobank, Nan-Dirk advises the bank on global commitments in the animal protein sectors. He has been involved in the bank's many advisory and research activities in these sectors and has been specializing in strategic issues. Nan-Dirk has advised and participated in projects on all continents of the world. He is a regular speaker at conferences and seminars all over the world.

Nan-Dirk graduated in agricultural economics, marketing and market research from the Netherlands' Wageningen Agricultural University in 1996.

**19<sup>th</sup> September / 11:45 – 13:15 hrs**

**„Global economy from different perspectives”**

Nan-Dirk Mulder will do the first presentation during the session:

## Global Egg Market Outlook

**The presentation will provide an update on short-term and long-term market perspectives for the global egg industry. In the short term, the key market themes for 2023/2024 will be presented on a global and regional base including a perspective on the economy, egg prices, and input costs.** In the long-term section, a perspective will be provided on future market demand for eggs. It will include the rising importance of emerging markets, social-driven investment themes like cage-free and gender selection, the rise of the digital value chain, as well as changing consumer demand in terms of shell eggs, egg products, and alternative proteins.





# PAUL BUISMAN

## Head of Innovation at Moba b.v.

Paul Buisman is an electronic engineer and in this role he started at Moba 37 years ago. After working in the R&D department for 15 years, he got the opportunity to start the product management department within Moba, something that did not exist at that time.

Paul is proud to have contributed to the famous Moba Omnia XF, FT and PX egg graders and their peripherals. This is proof that the product management concept works, resulting in a worldwide market share fluctuating between 60% and 70% over the last 2 decades. With the company growing steadily, it was concluded that product marketing and innovation should become separate activities and since 2022 he is focusing on the long-term future of Moba.

In his free time Paul very much enjoys cycling, photography, camping and do-it-yourself home improvements.



**19<sup>th</sup> September / 11:45 – 13:15 hrs**

**„Global economy from different perspectives“**

Paul Buisman will do the second presentation during the session:

**How new developments in egg grading will have an impact on the production chain**

**In fact, a grader for consumption eggs is a measurement instrument that is checking the final result of the production chain.** Until recently, the interpretation of results was limited to the egg packing station itself. Modern technology not only measures more and more aspects of eggs, but also enables the gathering, comparison and benchmarking of data of millions and millions of eggs in a blink of an eye.



# PROF. DR. TIMM HARDER

**Head of the National Reference Laboratory for Avian Influenza at the Federal Research Institute for Animal Health, Friedrich-Loeffler-Institute**

**Acad. degree: Dr. med. vet. (Hanover), PhD (Rotterdam), Habilitation (Kiel)**

Timm Harder is a veterinarian and virologist with a broad interest in influenza viruses. His research areas range from diagnostic optimisation, molecular epidemiology and viral pathogenicity to applied control measures. He is a graduate engineer in agricultural sciences and studied at the Technical University of Munich-Weihenstephan.

His work focuses on influenza viruses in animals, particularly poultry, wild birds and pigs. He is head of the National Reference Laboratory for Avian Influenza at the Federal Research Institute for Animal Health, Friedrich-Loeffler-Institute, Insel Riems, Germany.

The laboratory is an active member of international networks of the World Health Organisation for Animal Health (WOAH, OFFLU) and the Food and Agriculture Organisation of the United Nations (FAO) for research, diagnosis and control of influenza in animals.

**20<sup>th</sup> September / 10:15 – 11:45 hrs**

**„Avian Influenza - insight, outlook and a solution in sight?“**

Prof. Dr. Timm Harder will do the first presentation during the session:

**New challenges posed by highly pathogenic avian influenza (HPAI) require strategic responses**

In the last two years, the epidemiological framework for HPAI of the goose/Guangdong lineage has changed in two ways:

**The causative viruses occur almost worldwide throughout the year and, due to their widespread distribution, increasingly infect wild and domestic carnivores.**

**This calls for adapted strategic guidelines for combat and prevention.**





# DR. DAVID VAN GRIEKEN

## Veterinarian

**Hubbard Breeders - LE FOEIL - France.** David graduated as a Veterinarian from the University of Veterinary Medicine in Ghent (Belgium) in 1996. After different experiences as a veterinarian throughout France, he became a partner of a group of veterinarians in Laguiole in the Massif Central where he worked as a field vet for more than 10 years.

Looking for new challenges, he moved to Brittany (France), where he worked for the in ovo vaccination and hatchery automation industry and was in charge of customers worldwide for several years. David joined Hubbard Breeders in 2020. Together with his colleague, he oversees the certification for exports, sanitary follow up of internal farms and customer veterinary support. He is also actively involved in the export and sanitary commissions of the French and European Hatchery associations.

David lives with his wife and three kids in north-western Brittany where they enjoy the beauty and pleasures (sports and seafood) of the Celtic Sea. Whenever they have a chance, they escape to the mountains for some hikes.



## 20<sup>th</sup> September / 10:15 – 11:45 hrs

### „Avian Influenza - insight, outlook and a solution in sight?“

Dr. David van Grieken will do the second presentation during the session:

## HPAI in France: evolution and perspectives

**HPAI impacted the poultry production in France over the last few years. Reinforced biosecurity, stamping out procedures and dedensification reach their limits.** To complete the range of tools to prevent HPAI outbreaks and maintain production and export capacity, France decided to start controlled preventive vaccination of ducks.



# DR. WOLFGANG SIEGERT

**Wolfgang Siegert currently is the deputy for the professorship in animal nutrition physiology at the Georg-August-University Göttingen, Germany** and, apart from the period in Göttingen, is a graduated scientist at the Department of Animal Nutrition at the University of Hohenheim, Germany. He obtained a diploma degree in Agriculture at the University of Applied Sciences in Triesdorf, Germany and a master degree in Agricultural Sciences at the University of Hohenheim, where he also completed his doctor degree.

His research focuses on long-term food security and reducing the environmental impact of farm animal husbandry by providing protein and phosphorus more precisely according to the needs of the animals. He is eager to increase knowledge on the nutrient supply with the feed and on the precise requirements of the animals. These core topics are reflected in his habilitation, which he finished in 2022.

Apart from these activities, he is dedicated to his family of four and brewing own beer.

**20<sup>th</sup> September / 12:15 – 13:45 hrs**

**„Feed and feeding - a proven topic but always up-to-date“**

Dr. Wolfgang Siegert will do the first presentation during the session:

**Increasing precision of the protein supply of laying hens – current possibilities und perspectives**

**Recent advances in knowledge on precise protein supply in different types of poultry have enabled to considerably decrease dietary crude protein and the nitrogen output.** This presentation will complement knowledge obtained from laying hen studies with knowledge transferred from other types of poultry.



# PROF. DR. GONZALO GONZÁLEZ MATEOS

**Universidad Politécnica de Madrid.**

Gonzalo G. Mateos – holds a BS in Animal Production for the Universidad Politécnica de Madrid, a PhD in Veterinary Science for the Universidad Autónoma de Barcelona, and a PhD in Animal Science (Poultry) and a post-doc tenure for Iowa State University.

He has published 145 papers in SCI Journals and given more than 480 seminars, lectures, communications, and posters at International congresses in more than 45 countries.

He was Editor in Chief of the Scientific Journal Animal Feed Science and Technology (2005-2013) and a member of the Editorial Board of Poultry Science and Animal Feed Science and Technology, in recent years.

Currently, he is involved in the development of sustainable animal projects in depopulated rural areas of Spain.

**20<sup>th</sup> September / 12:15 – 13:45 hrs**

**„Feed and feeding - a proven  
topic but always up-to-date”**

Prof. Dr. Gonzalo González Mateos will do the second presentation during the session:



## Recent advances in laying hens production. Main problems and management and nutritional strategies

**At the presentation he will expose, for discussion, current topics on laying hen production, emphasizing the need of working together in the fields of genetics, management, and nutrition.** The talk will focus on those areas in which multifactorial components might:

**Increase the incidence** of feather pecking, cannibalism, prolapses, fatty livers, and smothering.

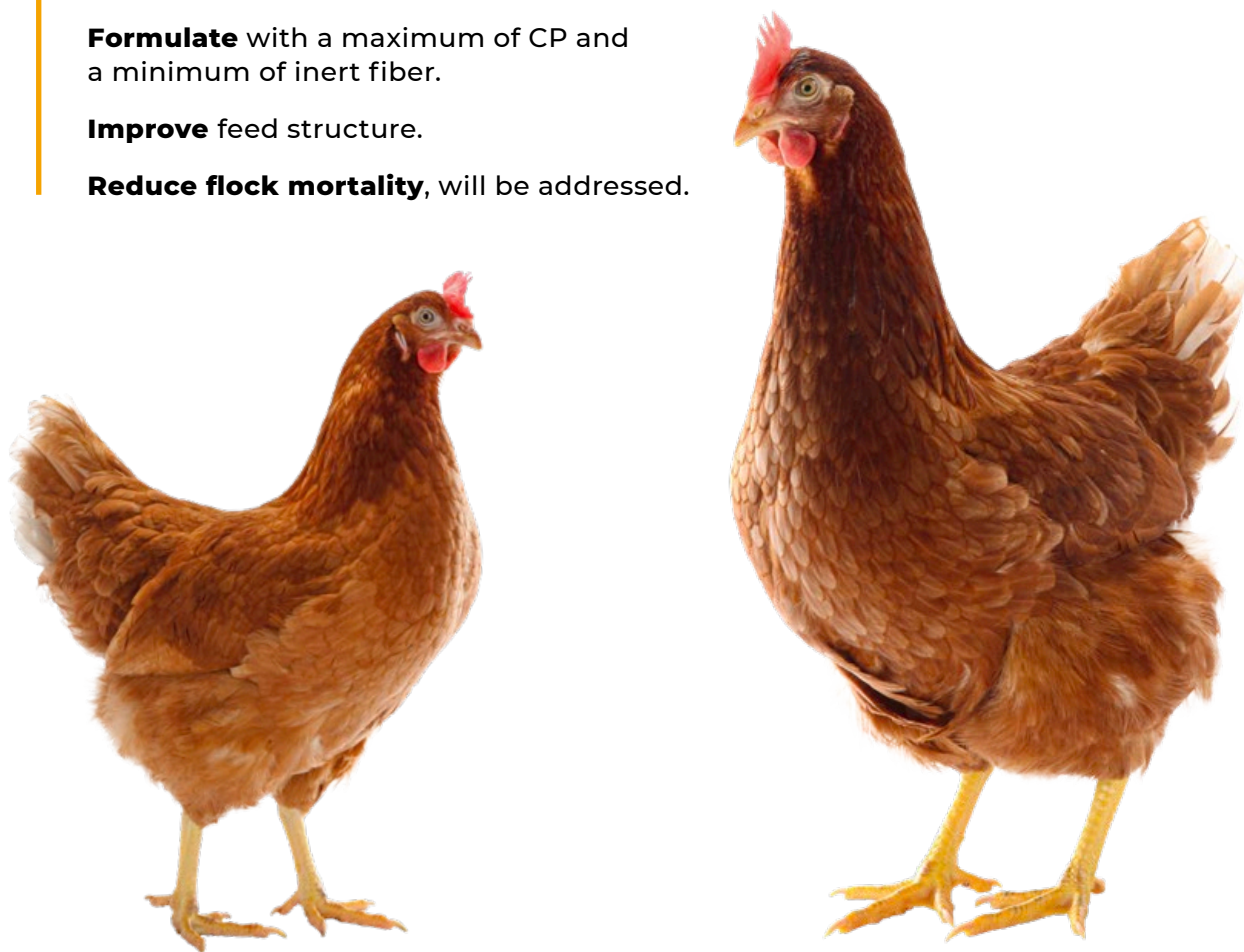
**Affect egg production and size and egg shell quality** during long lay production cycles.

**Results in poor development of the skeleton and reduce gastrointestinal tract health.** Strategies such as a) reduce bird stress, b) increase voluntary feed intake, c) improve flock uniformity at early ages.

**Formulate** with a maximum of CP and a minimum of inert fiber.

**Improve** feed structure.

**Reduce flock mortality**, will be addressed.





# JÖRG HURLIN

**Managing Director, Agri Advanced Technologies GmbH, Germany**

Jörg Hurlin is working for the EW GROUP Holding as a “Group Coordinator Technical Solutions” since the beginning of 2015. In addition, as Managing Director he is responsible for the subsidiary Agri Advanced Technologies (AAT), which is a sister company of LOHMANN BREEDERS.

Within AAT the main field of activity is the development of specialized application technologies for poultry breeding, for example machines for *in ovo* sex determination or grading and vaccination devices for breeders. Besides the product development Jörg is proud that until now 9 sex determination units in different European layer hatcheries and have over 40 grading units running in breeder farms around the world could have been placed.

After achieving the Master of Science degree in agricultural engineering at the University of Goettingen Jörg's career has started with Big Dutchman International in 2008. During this time, he has been working three years in the product management of alternative layer systems, before he became the head of the technical development and sales support department for “poultry meat and animal feeding systems”.

Over ten years of experience have given Jörg a good overview about the different fields and requirements in the poultry business around the globe, and several changes in productions systems he has experienced at first hand. With this knowledge, he and his team is now preparing within AAT the change to free of chick culling on hatchery level through the supply chain and the roll out of advanced technologies.

Jörg is married with his wife Maria and they have two children. They are outdoors sporting enthusiastic. Both of them go hunting, fishing and mountain climbing.



**21<sup>st</sup> September / 10:15 – 11:45 hrs**

**„Technology and development - progressive ideas drive success“**

Jörg Hurlin will do the first presentation during the session:

## **The challenge of *in ovo* sexing – what's up in Europe**

### **Current situation in Europe**

The current situation in Europe is characterized by more and more countries banning the culling of day-old chicks within the next years. Mainly in Western Europe, where the egg producing sector gets under particular pressure, alternatives to the long-term practice have to be found.



**There is no EU-wide regulation at the moment, but in Germany the culling of day-old chicks is prohibited by law since 2022.**

**In France, the ban is in force since 1<sup>st</sup> of January 2023 and in Italy the law is decreed at the end of 2026**

**Other countries like Austria and Switzerland rely on voluntary arrangements to phase out chick-culling.**

This leads to the question of how to fulfil these laws. Three main approaches are discussed:

**Growing of males of the laying hybrids (brothers of laying hens).**

**Change from specialized breeds to dual purpose lines.**

**Gender sorting of embryos in the incubated egg.**





# DR. KATHRIN TOPPEL

**University of Applied Sciences Osnabrück in the field of animal husbandry and poultry welfare**

Dr. Kathrin Toppel comes from Saxony-Anhalt.

She was one of the founders of the Osnabrück Poultry Academy.

Thanks to an interdisciplinary doctoral program, Dr. Toppel specialized in Animal Welfare in intensive livestock production. Her most recent research is focused on welfare indicators and indoor climate parameters such as ammonia, litter, and light.

Kathrin knows how to disconnect by going hiking and spending time with her family of 3.



# ANNA LOUISA REIMERS

**Research Associate at the University of Applied Sciences Osnabrück**

Anna Louisa Reimers was born in Kiel, Germany.

Her most recent research is focused on the effects of light on poultry. She got the opportunity to make surveys of the status quo of the light conditions in turkey husbandries. In addition she has analyzed the influence of light spectra on laying hens.

On her free time, Anna Louisa can be found enjoying nature. Walking with her dog or gardening are some of her favorite activities.

**21<sup>st</sup> September / 10:15 – 11:45 hrs**

**„Technology and development - progressive ideas drive success“**

Dr. Kathrin Toppel and Anna Louisa Reimers will do the second presentation during the session:

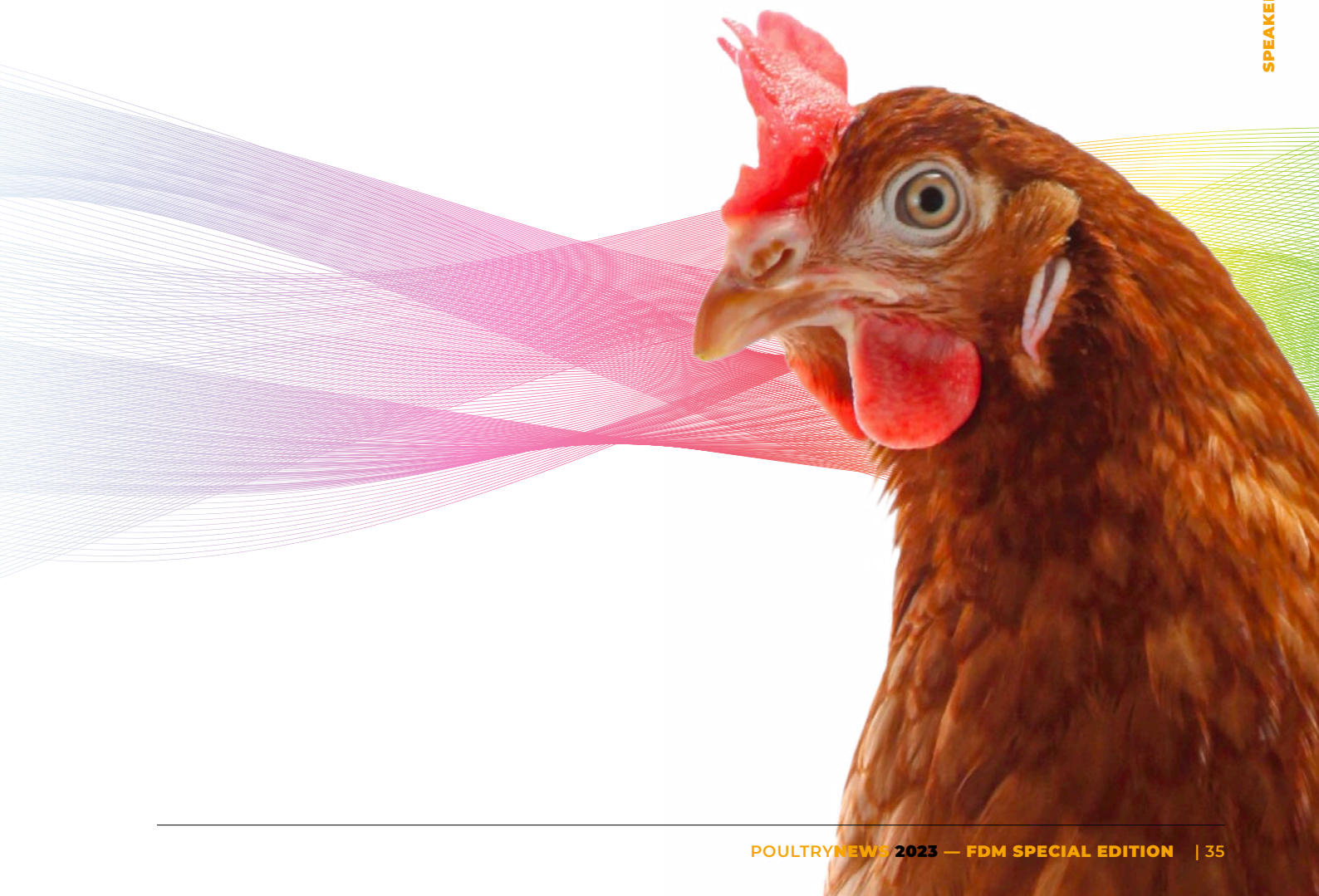
### **Meet the needs - Current aspects on lighting in layer housing systems**

Birds have an extraordinary perception of light e.g. the perception of UV-A-light or light flickering that is invisible to humans.

**In regard to, higher welfare standards and cage-free housing systems, lighting in poultry production needs to be improved.**

**The presentation focuses on new technical developments and consequences on physiological aspects.**

**SPEAKERS** | Dr. Kathrin Toppel & Anna Louisa Reimers





# BERNARDO CRESCO VELASCO

**CEO of Quantum Markethink**

**Academic Director in Digital Transformation at IE Business School, Executive Education**

**Bernardo Crespo is an accomplished entrepreneur, startup investor, and advisor to data and tech-driven companies from AI, to distributed ledger technologies and also process analytics.** With a solid track record, he has served as the Academic Director for IE Business School's Digital Transformation Executive Program for eleven consecutive editions. Previously, Bernardo held notable positions as the Digital Transformation Leader at Merkle Spain and Head of Digital Marketing at BBVA in Spain.

**During his tenure at BBVA, Bernardo led a successful data-intensive initiative centered around Gamification mechanics.** This initiative gained recognition from esteemed technology firms such as Gartner and Forrester, making it a prominent case study. Bernardo completed the final year of his undergraduate degree in Business Administration at the University of St Andrews in Scotland and obtained a BBA from UCLM in Spain. He also holds a certification as an ontological coach from Newfield Network.

**Based in Spain, Bernardo has been acknowledged as one of the top 50 influencers in Digital Transformation by Expansión newspaper in 2016.** In addition to his professional pursuits, he enjoys various hobbies such as cooking, reading, drawing, and writing. He is also a proud father to his 13-year-old son, Mateo. In 2022, he co-authored the book "The Data Mindset Playbook" alongside Gam Dias, a compilation of 52 data stories tailored for individuals seeking an accessible approach to understanding data.



**21<sup>st</sup> September / 12:15 – 13:45 hrs**

## „Human-machine collaboration: the augmented intelligence paradigm“

Bernardo Crespo will do the presentation during the session:

*“I’m scared. I’m scared, Dave. Dave, my mind is going. I can feel it. I can feel it. My mind is going. There...”*

[2001: A Space Odyssey (Stanley Kubrick, 1968) - final scene between HAL 9000 and Dave Bowman].

In a context where humans are unable to discern synthetic solutions created by machines (text, code, images or even music) and where algorithms are available to all thanks to open source generative solutions, what is the role of a top level decision maker to make the most of their teams and available technology, how can we co-create with AI to envision the next strategic phase of our companies?

Perhaps Dave and HAL 9000 in 2001 Space Odyssey will help us today to chart a different roadmap for transforming data into a source of value generation and differentiation and learn to co-create value peacefully with ubiquitous AI.

In 50 words: *“Delve into the challenges of discerning machine-generated solutions and the role of top-level decision-makers. Discover how to harness the potential of teams and technology, co-create with AI, and chart a transformative roadmap for leveraging data as a source of value and differentiation in today’s ever-evolving landscape.”*



# SIDE

## THE DESIGN HOTEL IN HAMBURG

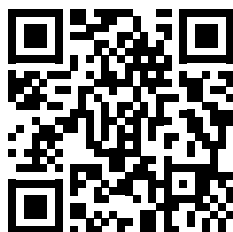
Purism meets minimalism - welcome to the SIDE Design Hotel Hamburg!

Enjoy clear design and urban charm - both inside and out. The façade of natural stone and glass form the basic framework of the hotel in Hamburg's centre, which was built in 2001.

At the beginning of 2018, the SIDE was completely modernized by designer Matteo Thun and equipped with the latest technology.

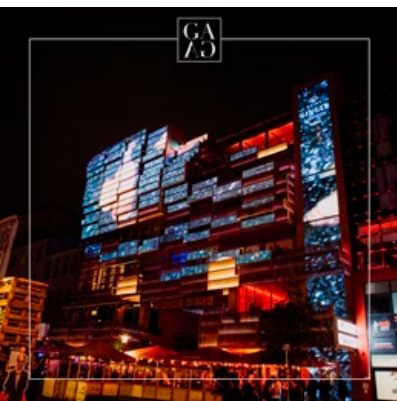
The absolute highlight is the 28-metre-high atrium, which is transformed into a special kind of spatial experience by changing lighting pulses.

Look forward to an extraordinary stay in the middle of Hamburg's artists' quarter.



◀ **Link to SIDE Design  
Hotel Hamburg**





## First Evening Reeperbahn/GAGA CLUB

We invite you to the **Reeperbahn** to the exclusive **GAGA CLUB**!

The Reeperbahn is more than just a red light district. It is the central street in the entertainment area of Hamburg's St. Pauli district. It is about 930 metres long and is lined with restaurants, bars, theatres, discos and nightclubs.

The city's best-known nightlife street, including its side streets, is the first port of call for many night owls and offers plenty to see. The large number of bars, nightclubs and discos, but above all the red light milieu concentrated there, has earned it the nickname "the most sinful mile in the world".

***A visit to the GAGA is an unforgettable experience for every guest.***

**A glass lift takes guests to the 5<sup>th</sup> floor. There you enter a breathtaking designer location with a terrace that offers a spectacular panoramic view of the Reeperbahn. The emphasis here is on stylish party evenings. There is no official dress code, but the guests, with an average age of 30 and over, seem to have agreed on a chic style of dress.**

**By the way: Gaga means not only crazy but also cage. So it's worth taking a look at the ceiling or the walls.**

**Enjoy great food, live music and a successful party evening with us!**



▲ [Link to GAGA CLUB](#)







## Second Evening *Q21 Gasthaus*

Although we are in the far north of Germany, we don't want to deprive you of a touch of Bavaria, probably the most famous area in Germany.

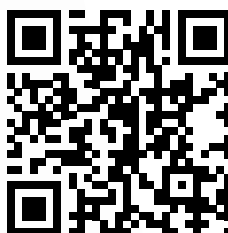
There are many places for a delicious meal, but only once this ambience!

**What awaits you in the Q21 Gasthaus in the restored Wasserturmpalais (water tower) of Hamburg-Barmbek?**

**An impressive ceiling height of 8 metres. Light-flooded halls. Sturdy steel beams and historic clinker bricks.**

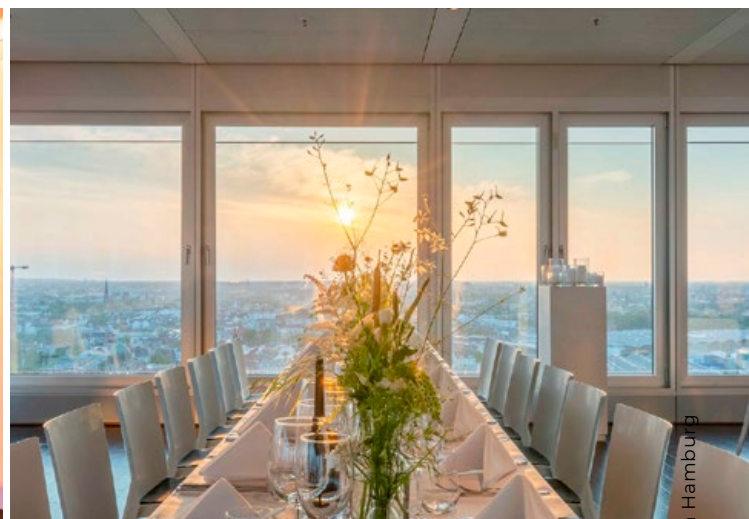
**So let's get a taste of Alpine air and enjoy hearty food, good beer and cheerful music.**

By the way, the 'Barmbek' beer served is brewed especially for this pub.



◀ [Link to Q21 Gasthaus](#)





## Gala Dinner *Panoramadeck*

And there it is, the last evening of the event and as always we come up with something special for the farewell. This time we're going up high!

**On the 23<sup>rd</sup> floor of the EMPORIO in the centre of Gänsemarkt, the panorama deck is not only one of the highest event locations in the city, but also a 360° view over Hamburg that will take your breath away and give our evening that certain something extra.**



◀ [Link to Panoramadeck](#)







## WHO WILL BE THIS YEAR'S WINNER?

The excitement is increasing, soon we will know who our winners of the Best Flock Award are this year.

Maybe you are one of them?









# LOHMANN FDM APP

Don't miss anything around the event and always be up to date with our FDM App.

If you haven't already downloaded it, be sure to do so now:



◀ Download de APP  
in your phone!

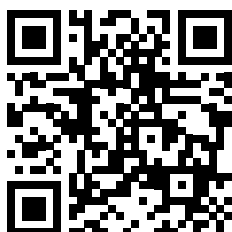


ANDROID APP ON  
**Google play**

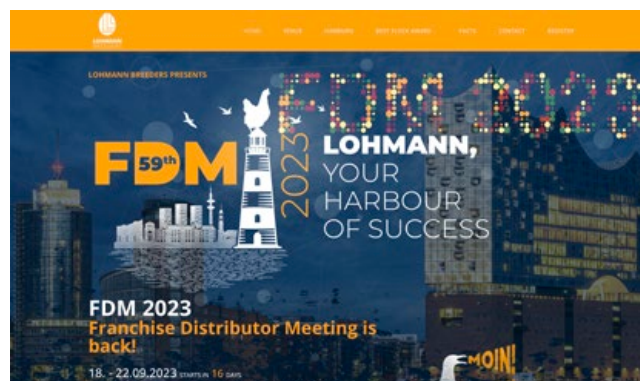


Available on the iPhone  
**App Store**

Of course, it is also worth visiting our website

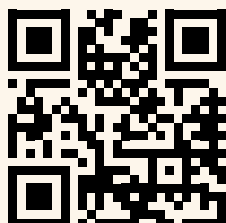


◀ Link to FDM Event website



You want to be well-informed about LOHMANN also outside of our Franchise Distributor Meeting?

A visit to our website is always worthwhile:



◀ Link to LOHMANN BREEDERS website



Or sign up for our newsletters:



**TOOLBOX:** our box with all the technical tools you need to succeed. Regular technical articles from our experts on specific poultry topics.



**INFOLOUNGE:** The LOHMANN information platform for all the latest news and activities about our LOHMANN family! Become a part of it!

You will receive one newsletter per month: either the latest article from our TOOLBOX or news from LOHMANN from our INFO LOUNGE!





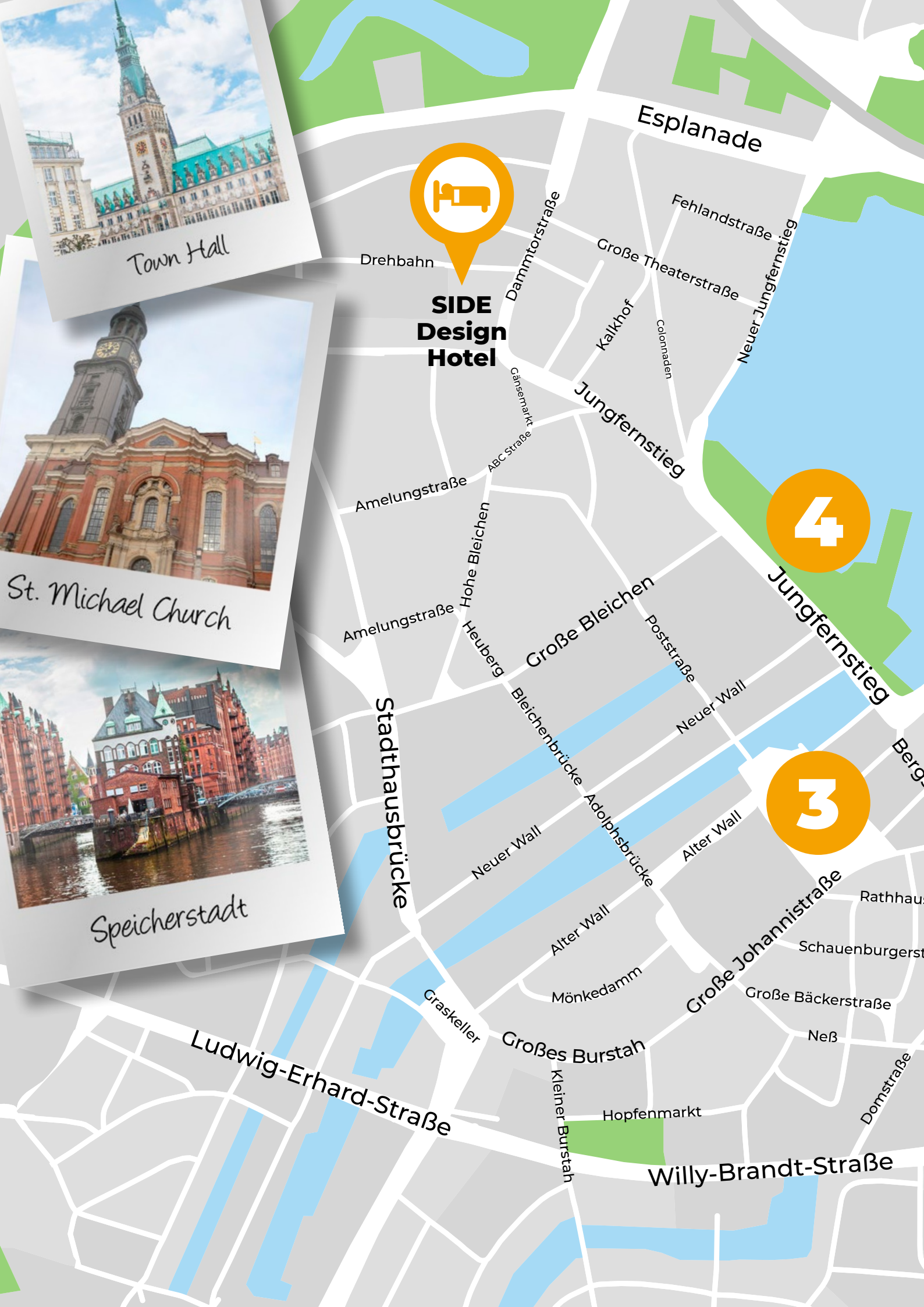
Town Hall



St. Michael Church



Speicherstadt



**SIDE  
Design  
Hotel**



Außenalster

**1 Kunsthalle Hamburg**

**2 Mönckebergstraße**

**3 Hamburg Rathaus**

**4 Jungfernstieg**

**1**



Binnenalster

Ballindamm

Ferdinandstraße

Brandsende

Raboisen

Gertrudensstraße

Rosenstraße

Spitalerstraße

Steintorwall

Kurze Mühren

Mönckebergstraße

Mönckebergstraße

**2**

Paulstraße

straße

sstraße

straße

Domstraße

Domplatz

Alter Fischmarkt



Landungsbrücken



Elbphilharmonie



Jungfernstieg



**LOHMANN**  
BREEDERS

## Imprint

Editor

**LOHMANN BREEDERS GmbH**

Am Seedeich 9-11

27472 Cuxhaven, Germany

Phone: + 49 (0) 47 21 505-0

Fax: + 49 (0) 47 21 505-222

**[www.lohmann-breeders.com](http://www.lohmann-breeders.com)**

E-mail: [info@lohmann-breeders.com](mailto:info@lohmann-breeders.com)