

POULTRY NEWS

by **LOHMANN**

01/2023



Tagline becomes EGLine

The power of a slogan in
corporate communications



LOHMANN
BREEDERS



*It still takes a lot to crack
a LOHMANN egg –
now more than ever!*

**FOR EVERY MARKET
THE RIGHT EGG**



www.lohmann-breeders.com

BREEDING FOR SUCCESS... TOGETHER



LOHMANN
BREEDERS

WHICH CAME FIRST, THE CHICKEN OR THE EGG?



There are questions that have preoccupied us humans for what feels like an eternity, and one of them stands above all others: **Which came first: the chicken or the egg?**

This is a question that is as old as it is seemingly tricky. It's a difficult one to answer, but both are so essential that one couldn't exist without the other.

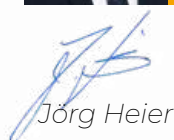
But let's not go into too much detail here, because both the chicken and the egg are important to us. This year, we've been putting our efforts into one particular aspect - our main objective is to provide a high-quality egg.

To accomplish this, we've taken on a range of activities, such as technical service, training, marketing and expertise support for you - our customers and business partners.

Learn more about our commitment and enjoy reading this issue of *Poultry News*.

Sincerely yours,




Jörg Heier



It's the egg

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Sometimes, however, we also...



LOHMANN LAB SCHOOL 2023

LOHMANN SCHOOL, LOHMANN SCHOOL CAGE FREE, HATCHERY COURSE... LABORATORY SCHOOL? Yes, that's right, it still exists, our LOHMANN LABORATORY SCHOOL. Due to the pandemic, it could only take...



VIV ASIA 2023 BACK IN BANGKOK

BACK TO OUR STRENGTH: DIRECT CUSTOMER CONTACT, DIRECT CUSTOMER SUPPORT

After a period of four years, it was finally time again for VIV Asia 2023. From 08 - 10 March, this unique trade fair took place...



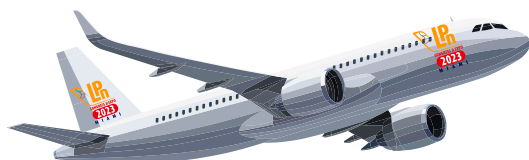
CAHE, CHINA ANIMAL HUSBANDRY EXPO 2023

The 20th China Animal Husbandry Expo (referred to as "CAHE") was held in Chengdu...





It's the egg



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LPN CONGRESS & EXPO MIAMI 2023

The Latin-American Poultry and Nutrition Congress took place the past October 17th to 19th in the MACC Miami and it was a great opportunity for....

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MARKETING, SALES & TECHNICAL SERVICE

TOGETHER
THROUGH THE
EXHIBITION
HALLS OF
THE WORLD

Of course, we have our own stand at the major international trade fairs. But it is also always a great pleasure....



GLOBAL EGG SCHOOL ZAMBIA

The IEF (International Egg Foundation) is continually committed to sharing the egg industry's collective knowledge and expertise, to empower...



AMEVEA 5TH INTERNATIONAL INCUBATION SEMINAR

Some Latin American countries have a unique organization named AMEVEA, which stands for Poultry Specialists Veterinarians Association which foster latest...

70 YEARS STEINSLAND & CO

PROFITABILITY
AND QUALITY.
STONE ON
STONE

Steinsland & Co recently celebrated a remarkable milestone, marking 70 years of success in the poultry business....

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On 29 March 2023, Bergvlei Chicks hosted an information day on the LOHMANN breed in Bronkspuit, Mpumalanga, South Africa. The aim of the day was to...



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ARCHERS POULTRY IN THE NATIONAL POULTRY SHOW

The last National Poultry Show took place before Covid-19 and Avian Influenza have affected poultry events in Ontario. So attendees and companies had to wait...

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BIG CHALLENGE AGRI-FOOD SECTOR AGAINST CANCER - ACTIVELY PRESENT TER HEERDT

As a BIG Challenge, the agri-food sector participates with a large number of teams in the annual Alpe d'HuZes event, which involves conquering the French mountain Alpe d'Huez by bike or on foot. The aim is to raise as...



TEWODROS FARMS NEW CUSTOMER IN ETHIOPIA

In autumn 2022, the first shipment of parent stock went to our new customer Tewodros Farms in Ethiopia.

Already there was a distinguished visitor: the Prime Minister of Ethiopia personally visited the facilities of...

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10TH OMMAT SCHOOL TOGETHER TO PRODUCE MORE EGGS

The Ommat School in Abu Dhabi, held from 15TH to 17th November 2023, brought together 50 participants representing most of...

EXPERTISE ON THE MOVE, NEXT STOP: GHANA!

LOHMANN expert knowledge and practical tips pay off also in Ghana! Viola Holik, Sales & Technical Service Africa, was pleased to travel to Ghana to participate as...



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NETWORKING IN MEXICO, LOHMANN AVICOLA DE MEXICO CONNECTS THROUGH

At the beginning of October, Lohmann Avicola de Mexico welcomed Dr Matthias Voss, Scientific Veterinary Director, and Matheus Bocchini Rodrigues Alves, Sales and Technical Service Latin America and Canada. Together they participated in...

CONTINUOUS GROWTH ENSURES GLOBAL SUCCESS

NEW EMPLOYEES AT LOHMANN BREEDERS

LOHMANN is known for always being innovative and up to date, be it in terms of...

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SUSTAINABILITY AT LOHMANN BREEDERS

Sustainability is a topic that is becoming more and more important for us. As one of the largest breeding companies in the world, we bear...

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THANK YOU SERGEY CHEREPANOV!

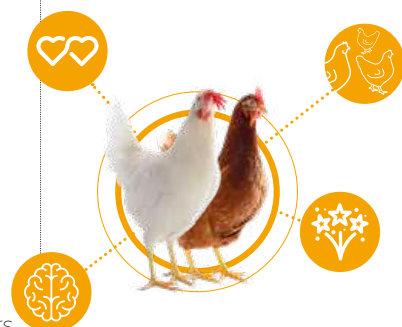
Our partner of many years, Sergey Cherepanov, who designed our calendars for years and turned them into unique pieces with his drawings and hidden humour, sadly passed away this year...



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THE STRATEGIC USE OF ENRICHMENT FOR MODERN LAYING HENS USING THE RISE CONCEPT

Enrichment plays a vital role in promoting the overall well-being of laying hens. Enrichment is the process of improving the quality of an animal's life by adding...





TAGLINE BECOMES EGGLINE

THE POWER OF A SLOGAN IN CORPORATE COMMUNICATIONS

Nicole Rehse
PR/Communication

A good tagline is a powerful tool for communicating a company's message and standing out from the competition. It can capture the essence of the brand and create a strong emotional connection with customers.

Developing a new tagline is an exciting process that requires creativity and collaboration. In this article, we take a look behind the scenes at the creation of the new slogan "It's the egg" and how it revolutionises the corporate message.

The process of creating a new slogan

The creation of a new slogan begins with an intensive brainstorming process. Who could be better suited for this than the people who deal with the “LOHMANN brand” on a daily basis? Our colleagues at LOHMANN BREEDERS were able to contribute ideas and suggestions.

The exchange of perspectives and experiences was crucial in order to develop a slogan that reflects the diversity of the company.

After all, our very own “biodiversity” is already evident in the company structure and the internationality of our employees.

Brainstorming among colleagues: Generating ideas and inspiration

No ideas are rejected during the brainstorming process. Every colleague at LOHMANN BREEDERS had the opportunity to contribute their thoughts and suggestions. The diversity of ideas is the key to discovering innovative and unique slogans.

From humorous to serious, from creative to factual - all ideas were welcome and served as a starting point for further discussions.

The selection process: narrowing down the options

After collecting a large number of ideas, it's time to narrow down the selection. Criteria are established to evaluate the slogans and identify those that best fit the corporate message.

Some of the criteria were relevance, memorability and originality. The selection team discusses and analyses each suggestion to reduce the list of options.



68 suggestions: A wide range of possibilities

A total of 68 suggestions were collected for the new slogan. Each suggestion was carefully scrutinised and evaluated. The wide range of possibilities reflects the creativity and diversity of the employees.

From playful and metaphorical slogans to direct and concise statements, there was a wealth of ideas for the selection team to choose from.

Selection of the 3 best proposals: Criteria and decision-making

After intensive discussions and evaluations, a shortlist of three proposals was made. These proposals met all the criteria and had the potential to communicate the corporate message effectively.

However, the decision as to which of the three proposals would ultimately be selected was not an easy one.

However, it became clear that most of the proposals focussed on the one essential thing.

Focusing on the egg: the central theme of the new slogan

Now the experts had to get to work. The advertising agency The Mine from Copenhagen, Denmark, helped us with the final fresh-up. All the shortlisted proposals centred on the egg as a symbol of creativity, potential and growth. The egg is a strong visual image that immediately attracts attention and arouses emotions.

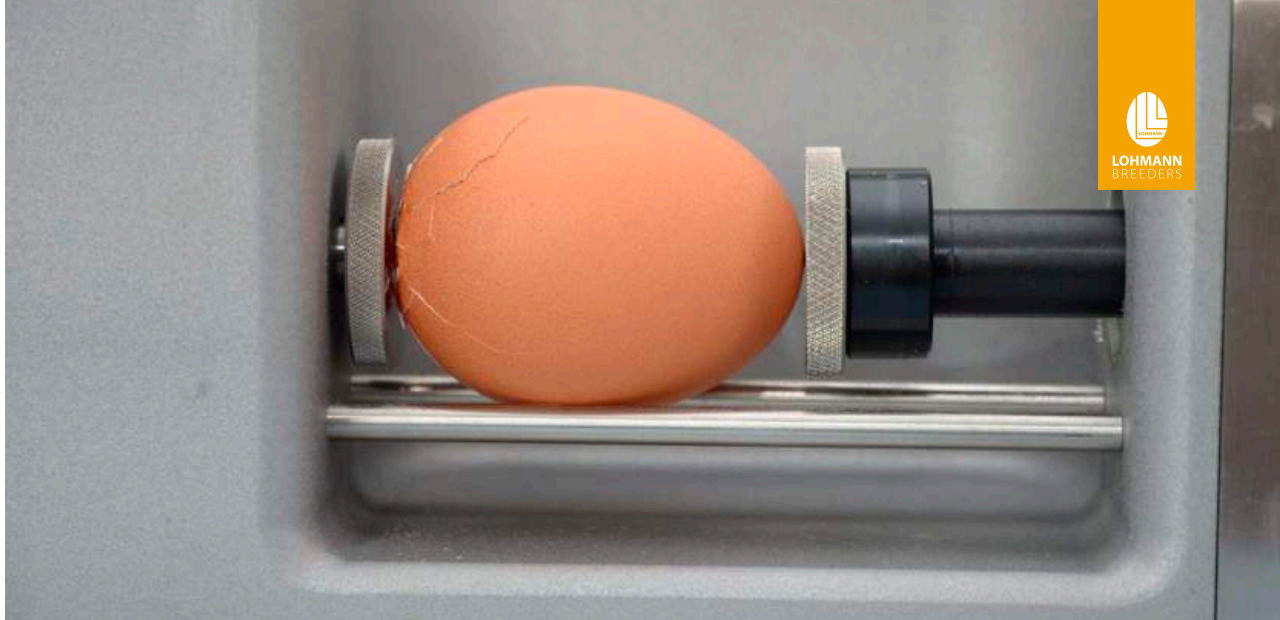


LOHMANN
BREEDERS

LOHMANN BREEDERS is the breeding company that has focused on egg quality from the very beginning. This is also reflected in the company logo. A unique selling point that should not be ignored here.

Our egg quality has been unrivalled for years, be it shell colour, uniformity or breaking strength. It's the LOHMANN egg.





The characteristics of a good slogan: catchy, concise and impressive

A good slogan is characterised by certain features. It should be catchy and easy to remember. A concise slogan is short and precise in order to convey the message quickly and effectively. In addition, the slogan should leave a lasting impression on the reader or listener and arouse emotions.

"It's the egg" fulfils all these characteristics and has the potential to leave a strong impression on customers.

It expresses the company's conviction that there is potential for something great in every person and in every idea.

Implementing the new slogan: integration into branding and marketing

Once the new slogan has been selected, it is important to integrate it seamlessly into the company's branding and marketing.

The slogan should be present in all communication channels, be it on the website, in social media or in advertising campaigns.

Consistent use of the slogan strengthens brand recognition and association with the corporate message.

Conclusion: How “It’s the egg” revolutionises the corporate message

A good slogan can revolutionise the corporate message and leave a strong impression on customers. “It’s the Egg” is a slogan that impresses with its simplicity and clarity. It conveys the company’s message in a memorable and emotional way.

The development of this slogan was a creative and collaborative process that reflects the diversity and potential of LOHMANN BREEDERS.

“It’s the egg” is now used as a central part of our communication to strengthen the brand and build a strong connection with customers.

So we are looking forward to next year, when our new slogan conquers the world.

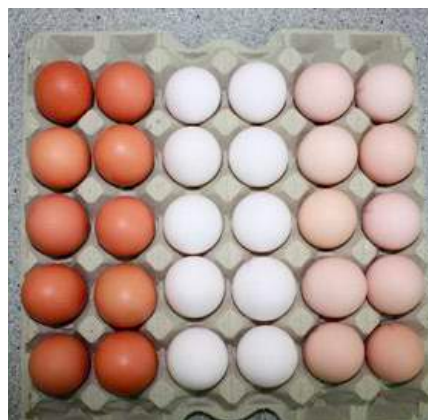
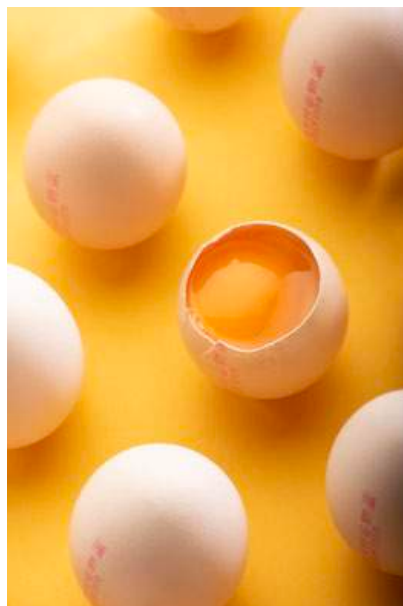
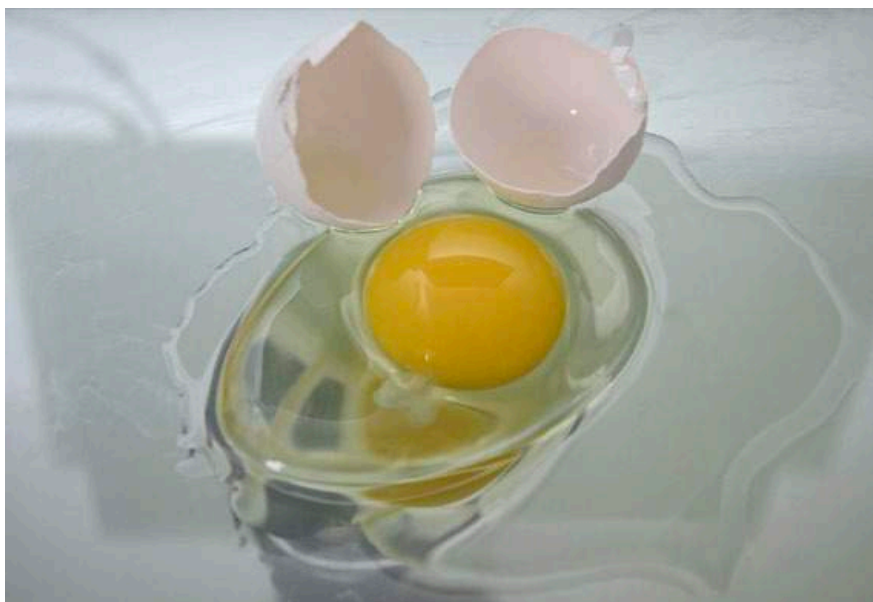
But don’t worry, LOHMANN stands for innovation, but also for high quality standards that always remain based on our fundamental principles and that our customers can rely on:

For every management the right hen, for every market the right egg
Breeding for Success....Together!

Focussing on the essentials that concern us all:



It’s the egg





LOHMANN
BREEDERS



LOHMANN -
YOUR
HARBOUR
OF SUCCESS

FRANCHISE DISTRIBUTOR MEETING 2023

And there it is over again, our absolute highlight of the year - our very special event - our LOHMANN Franchise Distributor Meeting!

For our first Franchise Distributor Meeting after the long pandemic-related break, we chose a very special city for us: Hamburg.

Hamburg is not only generally known as the gateway to the world, no, Hamburg is also the gateway to the world for LOHMANN in a certain respect, because our very first Franchise Distributor Meeting took place here in the year 1961.

This was the beginning of our worldwide success and also the great success of our so popular FDM, which has become a real long-running event.

Nowadays, of course, everything is more modern, bigger, more international. Always with the latest technology. And yet we have retained a family character and it is not only a meeting with customers and business partners, but also always a meeting with old and new acquaintances and friends.



What we have retained over the years is the always up-to-date and challenging selection of topics. Always in line with what moves and interests the poultry industry.

As LOHMANN always stands for innovation, we have once again examined certain topics from a different perspective.

We succeeded particularly well in doing so this year, as there was a wide range of topics and excellent internationally recognised speakers that we were able to attract to our event.

Many thanks for this!



■ TUESDAY
19th SEPTEMBER 2023

HOST
Jörg Heier
Managing Director Operations

Dr. Matthias Schmutz
Director of Research
& Development



Prof. Dr. Georg Thaller
Head of AG Animal Breeding and
Pet Genetics / Executive Board

HOST
Christoffer Ernst
Managing Director Sales

Nan-Dirk Mulder
Senior Global Specialist
Animal Protein



Paul Buisman
Head Of Innovation
at Moba Group

■ WEDNESDAY
20th SEPTEMBER 2023

HOST
Dr. Matthias Voss
Veterinary Scientific Director

Prof. Dr. Timm Harder
Head of the National Reference
Laboratory for Avian Influenza
at the Federal Research
Institute for Animal Health,
Friedrich-Loeffler-Institute



Dr. David van Grieken
Veterinarian at Hubbard

HOST
Juan Valle
Global Technical Service Nutrition

Dr. Wolfgang Siegert
Deputy for the professorship in
animal nutrition physiology at
the Georg-August-University
Göttingen, Germany



Prof. Dr. Gonzalo González Mateos
Professor of Animal Production
at UP Madrid and Co-Founder of
FEDNA

■ THURSDAY
21st SEPTEMBER 2023

HOST
Mark Allen
Global Technical Service Flock Management

Jörg Hurlin
Managing Director, Agri
Advanced Technologies
GmbH, Germany



**Dr. Kathrin Toppel¹
& Anna Louisa Reimers²**
¹University of Applied
Sciences Osnabrück
in the field of animal
husbandry and
poultry welfare
²Research Associate
at the University of
Applied Sciences
Osnabrück

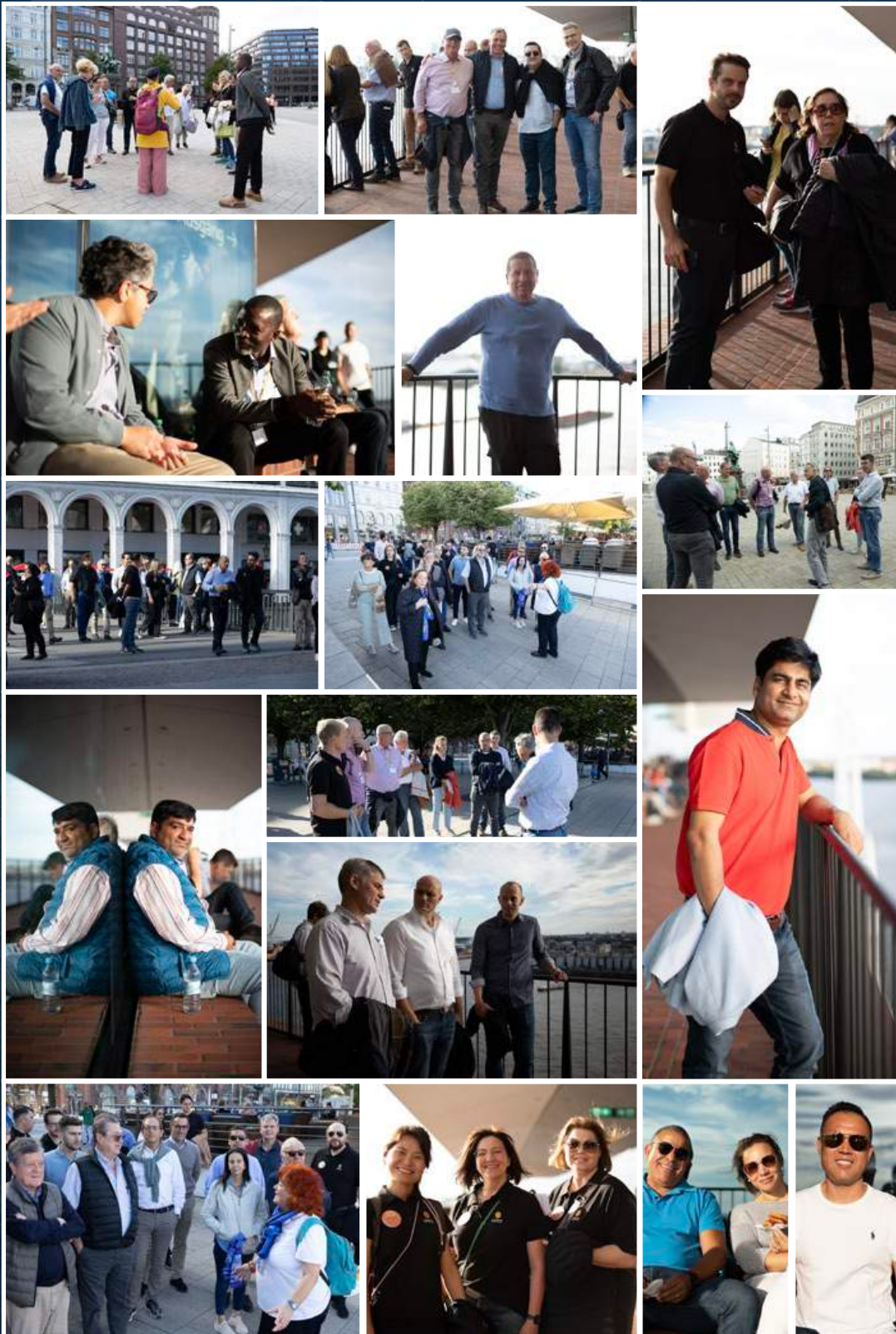
HOST
Farhad Mozafar
Director of Global Technical Service



Bernardo Crespo Velasco
CEO of Quantum Markethink
Academic Director in Digital
Transformation at IE Business
School, Executive Education

At the end of each topic there was enough time to ask questions and discuss. After all, the exchange of experiences is always our first priority at this event.



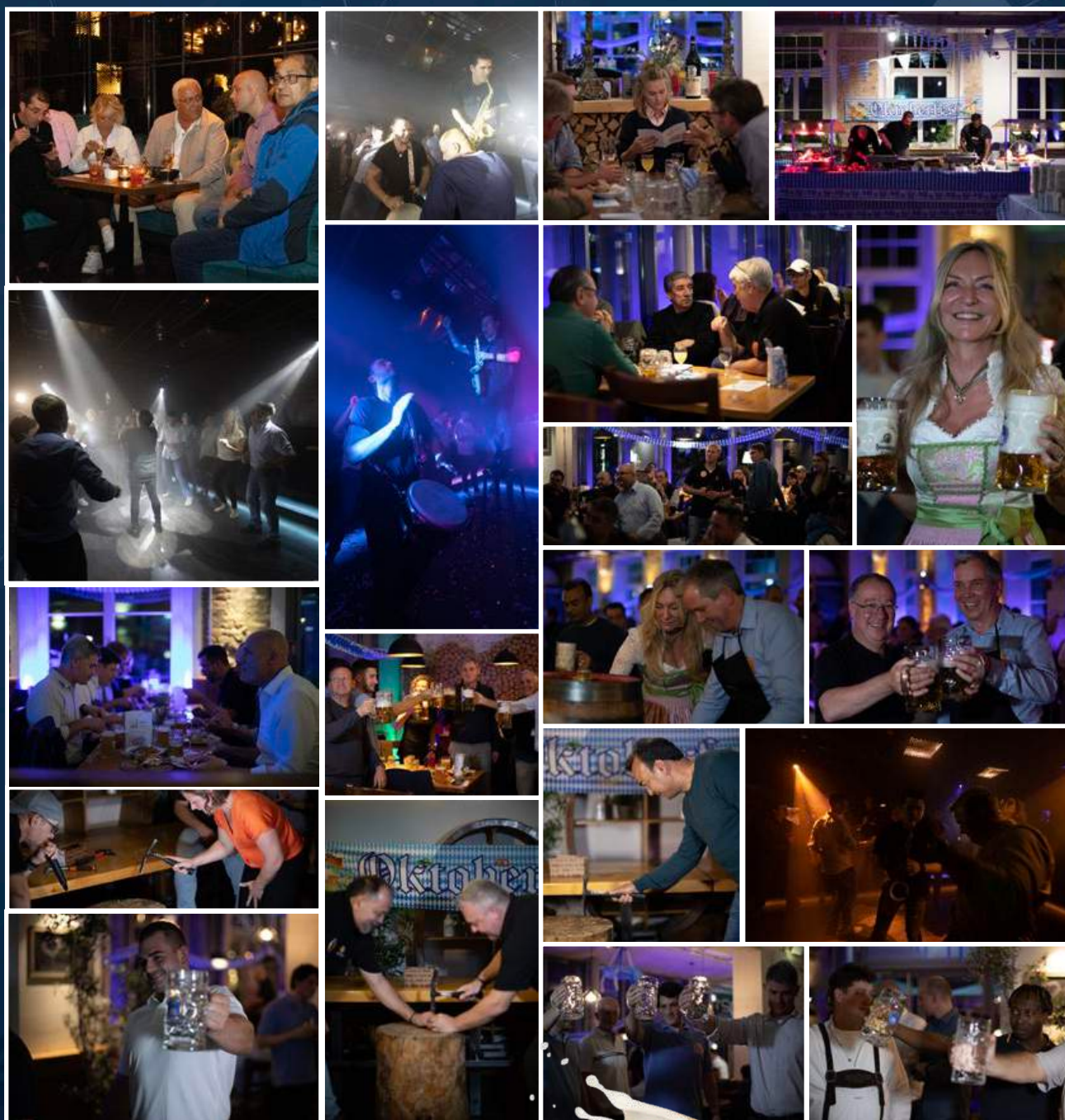


And there was plenty of time for this exchange of experiences outside the conference because you also have to explore a city like Hamburg. And this is what we all did together, on water and on land!



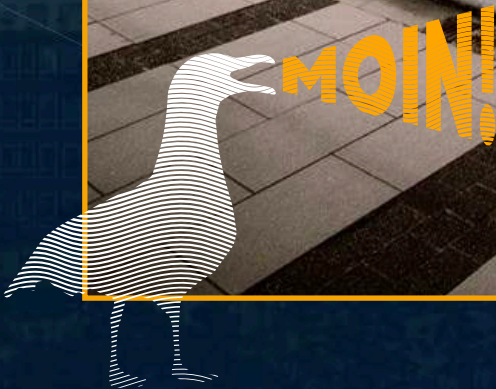
As LOHMANN is always good for a surprise, there was something special on all three evenings: On Tuesday a visit to the Reeperbahn, an absolute **MUST in Hamburg**. On Wednesday we brought the good and internationally known **Oktoberfest** to Hamburg with Bavarian food, drinks and games. Last but not least there was a breathtaking panoramic view of the most beautiful city in the world and a little North German singing performance at the gala dinner on the last evening.





Once again, we would like to thank all our guests and guest speakers. It was only because of them that this event became something very special.





Enjoy the North Enjoy Hamburg!



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BREEDERS



**Download the
FDM APP!**



Available on the iPhone
App Store

ANDROID APP ON
Google play



LOHMANN SCHOOL

2023

LEARNING, TEACHING AND EXCHANGE OF EXPERIENCE GO HAND IN HAND

Nicole Rehse
PR/Communication

From 9 to 13 October 2023, the time had come once again: 40 enthusiastic participants from 21 countries spent a week at the LOHMANN training centre in Cuxhaven.



Topics ranging from genetics to veterinary medicine, parent animal management and, of course, the ever-popular topics of feed and feeding found their way into our training room and into the minds of the participants.

Our team of experts drew on a wealth of experience and provided pure knowledge.

No question was left unanswered and even spontaneous topics were dealt with in a well-versed manner.

Expertise at its best!



As is standard practice at our schools, there was always enough time after the presentations and during the breaks to exchange ideas. Because even our experts still like to learn from customers' experience reports.

LOHMANN
BREEDERS

A friendly atmosphere among the participants naturally contributes to this exchange of experiences.



Therefore, there was of course plenty of opportunity to get to know each other better.

Be it at a bowling contest on the first evening or joint dinners during the week.

The highlight here, of course, as with every LOHMANN school, was the ceremonial presentation of the graduation certificates in a festive setting.



On the last day, the theory was over and we went on an excursion. Goodbye Cuxhaven and hello Vechta.

Big Dutchman opened its doors to us once again.

Since 1938, Big Dutchman has been designing and building feeding and housing systems for modern pig and poultry farming.

Getting to know practical and forward-looking solutions that are economically and ecologically viable was therefore on the agenda for this day.

A worthy close to an informative week.

Thus, we were able to offer a successful LOHMANN SCHOOL with a good and well-founded programme again this year. New contacts were made and our large LOHMANN family was able to grow further.



Many thanks to all participants for taking part with so much joy and enthusiasm!



LOHMANN HATCHERY COURSE 2023



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BREEDERS

FROM EGG TO CHICK

Nicole Rehse

PR / Communication

The merry month of May generally symbolises the awakening of nature and the emergence of new life. So it's the perfect month to organise our LOHMANN HATCHERY COURSE. Because before the chick comes the egg.

As we all know, the handling of the eggs within the hatchery is the be-all and end-all for good chick quality. As this is such an extensive area, we were once again able to fill an entire week with hatchery-related topics.



The mix of different countries is also a particularly interesting challenge for our experts, as it brings to light very different questions and problems that need to be answered and solved. It's a win-win situation for everyone.

EVENTS | **LOHMANN HATCHERY COURSE 2023** From egg to chick



What made this year's programme particularly special were the external speakers who accepted our invitation.

Special thanks go to Lotte Hebbink (Pas Reform), Mohamed Sobhy (Petersime), Rui Silva (Jamesway) and Prof R. Preisinger (EW Group).



We can therefore look back on a very successful week in which all important aspects within the hatchery were discussed.

At the end, we were able to present all participants with their certificates and send them back to their workplaces around the world with new insights and accentuated knowledge.





Take your notes



LET'S GO TO THE FAR NORTH OF EUROPE: LOHMANN NORDIC SCHOOL 2023

Nicole Rehse
PR/Communication

Our training events such as the LOHMANN SCHOOL, LOHMANN HATCHERY COURSE, LOHMANN SCHOOL CAGE FREE etc are traditionally held at our headquarters in Cuxhaven.

Sometimes, however, we also take the opportunity and organise training courses in other countries in order to be able to invite as many customers as possible from a region and to cover topics specific to that area.

However, we have never been to the far north...



A trip to Copenhagen

So it was time to go to Copenhagen, Denmark - after all, the Danes are known for their hospitality.



In cooperation with LOHMANN DENMARK, LOHMANN SVERIGE AB, STEINSLAND & CO, LSK POULTRY OY, our Marketing Department and Technical Service put together and presented an informative programme.

Diversity wins through

From 07 - 09 June, everything revolved around genetics, feed, poultry diseases, rearing and management, but also other topics such as piling and egg shell stability were handled.

In addition, the economic aspects were not ignored and our Managing Director Christoffer Ernst closed the conference with an interesting lecture on the global egg market.

Of course, our popular quiz was also used again at the beginning of the conference. Especially in Europe, quiz shows enjoy great popularity and therefore we at LOHMANN also keep up with the times and engaged our all-round quiz master **Mark Allen**, because after all he is never at a loss for an answer and can accordingly also be used as a joker.



Christoffer Ernst
Managing Director



Mark Allen
Global Technical Service Flock Management

LOHMANN Team

Other experts present were **Björn Andersson, Ron Eek, Juan Valle Díez, Dr. Andreas Bublat** and of course our Managing Director **Christoffer Ernst**, who was particularly pleased that a school was hosted in his home country Denmark.

We would also like to thank Charlotte Frantzen Bjerg from DANAEGG, who was a guest speaker on the topic of "Eggshell Strength LOHMANN Breeds".



Björn Andersson
Deputy Director of Research & Development/Genetics



Ron Eek
ELD Key Account Manager Flock Management



Juan Valle Díez
Global Technical Service Nutrition



Dr. Andreas Bublat
Global Technical Service Veterinary Specialist



LOHMANN NORDIC SCHOOL

Breeding for success... together!

**07th - 09th JUNE 2023
COPENHAGEN**



**LOHMANN
BREEDERS**




Our marketing team ensured that everything ran smoothly before and during the event, so it was also a complete success. Because you can always rely on our events, no matter in which country of the world they take place.



Breeding for success...Together!



LOHMANN LAB SCHOOL

Nicole Rehse
PR/Communication

LOHMANN SCHOOL, LOHMANN SCHOOL CAGE FREE, HATCHERY COURSE.... LABORATORY SCHOOL? Yes, that's right, it still exists, our LOHMANN LABORATORY SCHOOL. Due to the pandemic, it could only take place for the second time, but whoever thinks that we are only experts in the field of poultry, i.e. breeding, management, feeding, was proven wrong again this year.



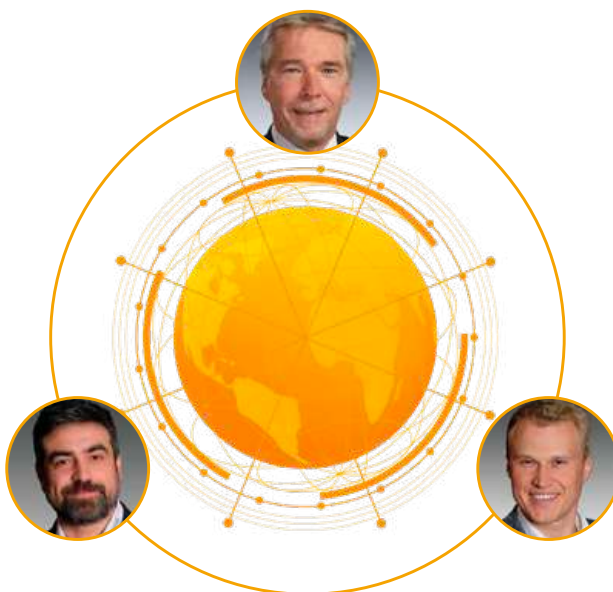
The second edition of our LABORATORY SCHOOL took place from 17 - 21 April 2023. Since our know-how is not limited to poultry breeding and husbandry.

In our Global Technical Service Team there are three veterinary specialists, Dr Matthias Voss, Dr Andreas Bublat and Marco Magrini.

Together with our subsidiary Laboratory Diagnostics Germany, we were able to put together an interesting training programme for the laboratory sector as well, with Dr Matthias Voss as the main person responsible.

Dr. Matthias Voss
Veterinary Scientific Director

Marco Magrini
*Global Technical Service
Veterinary Specialist*



Dr. Andreas Bublat
*Global Technical Service
Veterinary Specialist*



For 17 participants from 9 different countries, the week was then all about serology, bacteriology, poultry diseases, molecular biology, the evaluation of test results and quality management in the laboratory.

Our own experts as well as external speakers offered an insight into the laboratory field and everything that belongs to it.

Of course, a visit to the premises of Laboratory Diagnostics Germany was not to be missed.

In order for each participant to get the most out of the event, questions or topics to be addressed were welcome to be submitted in advance. Controversial or unclear test results were also appreciated to be analyzed and discussed.

A bit of leisure time was also not to be missed. A very interesting excursion for all bird lovers was the catamaran trip to Helgoland. Helgoland is an island in the German Bight area of the North Sea.

The deep-sea island is one of the places in Europe where a particularly large number of bird species have been recorded; by 1985, there were already over 370 species.

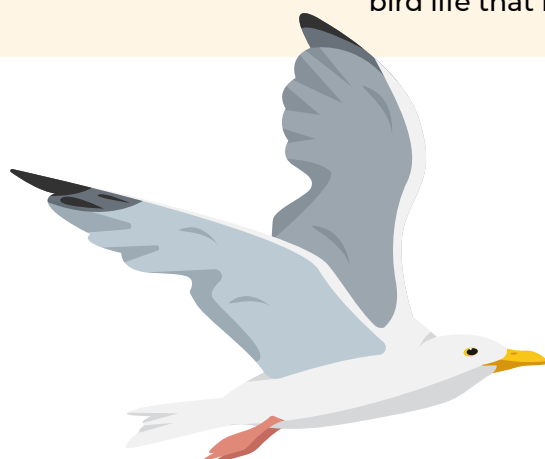
During migration in spring and autumn, flocks of migratory birds use the island as a resting place and are ringed and recorded at the Helgoland ornithological station.

Since then, new first records of bird species have been made again and again. With 432 recorded species (as of June 2014), the island has been described as “probably the most species-rich place in Europe”; at the very least, Helgoland is considered the richest place in Central Europe in terms of bird species.

Ms Anne-Kathrin Schink
Veterinarian at the LDG



The new veterinarian at the LDG, **Ms Anne-Kathrin Schink**, guided the group around the island of Helgoland and gave an interesting insight into the history of Helgoland and, of course, gave a very vivid description of the bird life that lives there.





LOHMANN
BREEDERS

After this nice excursion on Wednesday, the last day of training could be taken, where the certificates of participation were distributed in the evening at a nice final dinner.

We, the entire LOHMANN team, would like to thank all participants and also our external speakers, because they made the event something special.



Thank You!





VIV ASIA 2023



BACK IN BANGKOK

BACK TO OUR STRENGTH: DIRECT CUSTOMER CONTACT, DIRECT CUSTOMER SUPPORT

Nicole Rehse
PR / Communication

After a period of four years, it was finally time again for VIV Asia 2023. From 08 - 10 March, this unique trade fair took place in one of the most exciting and pulsating cities: Bangkok. VIV Asia is the largest and most comprehensive feed to food trade shows in Asia. With around 45,000 visitors from over 120 countries and almost 1,200 exhibitors, VIV ASIA is a real top event for the industry.

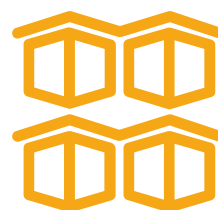
45,000
Visitors



120
Countries



1,200
Exhibitors





VIV ASIA 2023
BANGKOK, THAILAND, IMPACT
8-10 MARCH



Our stand – our flagship

As an internationally successful company, we could not miss one of the most important exhibitions worldwide. So it was a done deal that we want to be present with our own booth at the exhibition and thus also on the international market.

The result of the detailed and intensive preparations of the LOHMANN BREEDERS marketing department could be proud of! An absolute success!

Our team – our key strength

And finally, it was here, the long-awaited first day of the fair. Our team was ready and waiting for the first interested visitors. And they came in huge numbers, since, as is generally known, personal contact and exchange of experience with customers and competent advice on all important issues of poultry management are the absolute strengths of LOHMANN BREEDERS.

Therefore, our sales and technical service team could hardly wait to welcome the visitors at our stand.

As always, our marketing team took care of the smooth running and the culinary needs at the booth.



Above the rooftops of Bangkok - LOHMANN SPECIAL EVENING

Numerous guests accepted our invitation and spent an extraordinary evening with us above the rooftops of Bangkok - on the evening of the first successful day of the fair.

With more than 100 customers, business partners and friends, we looked back on the opening of the trade fair, with culinary delights, a good drink, interesting conversations and, of course, a breathtaking view of Bangkok.



With our trade fair presentation we have once again proven that we at LOHMANN BREEDERS still fully stand behind our principle even after 65 years:

Breeding for Success ... together!





CAHE, CHINA ANIMAL HUSBANDRY EXPO 2023

Xinye Yang
Marketing

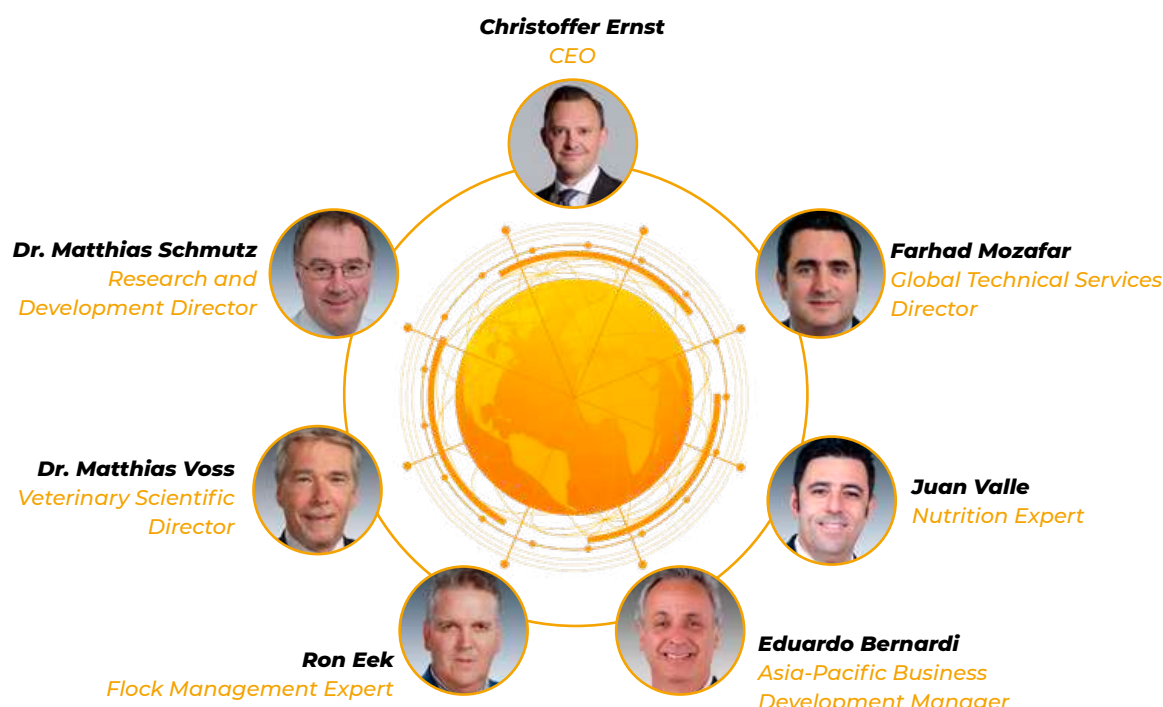
The 20th China Animal Husbandry Expo (referred to as “CAHE”) was held in Chengdu from May 18th to 20th, 2023. This exhibition attracted over 1,500 participating companies and covered an exhibition area of 210,000 square meters, making it the largest in scale since its inception in 2003.



As the first exhibition in China, the company attached great importance to this event and sent out its strongest team to make a grand appearance in Chengdu. On May 15, 2023, LOHMANN experts from around the world arrived in Chengdu.

The LOHMANN team included: CEO Christoffer Ernst, Research and Development Director Dr. Matthias Schmutz, Global Technical Services Director Farhad Mozafar, Director of Veterinary Scientific Director Dr. Matthias Voss, Nutrition Expert Juan Valle, Flock Management Expert Ron Eek, and Asia-Pacific Business Development Manager Eduardo Bernardi.

The gathering of this strong team not only demonstrated LOHMANN's attention to this exhibition but also highlighted the importance of the Chinese market.



As a global leader in the breeding industry, LOHMANN made a remarkable presence at the exhibition by showcasing two of its exceptional products: LOHMANN BROWN - LITE and LOHMANN PINK. The exhibition also saw the participation of domestic distributors of LOHMANN, including Sichuan SunLohmann Agricultural Technology Co., Ltd., Hebei Jinming Poultry Co., Ltd., and Jiangsu Nongbang Poultry Co., Ltd. The LOHMANN booth became a hub of activity as visitors flocked to engage in discussions with experts about product development and industry trends.

Notably, the booth also garnered attention from leading companies in the breeding industry, fostering valuable exchanges with outstanding practitioners and contributing to the overall development and progress of the breeding industry.



Seizing this valuable opportunity, LOHMANN orchestrated a technical meeting at the exhibition venue. Experts delivered captivating speeches encompassing a wide range of subjects, including feed formulation, disease prevention and vaccination, genetic processes, and poultry rearing.

The audience was enthralled as they received insightful answers to their most pressing inquiries, creating a vibrant and dynamic atmosphere. The attendees expressed their utmost admiration for this intimate and knowledge-rich exchange, underscoring its immense value and impact.

As the exhibition came to a close, LOHMANN's story continues, and more exciting things are yet to come. We look forward to writing the future together with you!

LOHMANN BREEDERS, Breeding for success...together!



LPN CONGRESS & EXPO MIAMI 2023

Maria Micaela Montedoro
Marketing

The Latin-American Poultry and Nutrition Congress took place the past October 17th to 19th in the MACC Miami and it was a great opportunity for LOHMANN BREEDERS to welcome customers and friends.





This event organized by AgriNews LLC brings together professionals of the poultry and animal feed industry from Latin-America, with a 16.000 m² expo area and four conference rooms simultaneously: monogastric nutrition, poultry meat, egg laying and porcine.

On top of that, the attendees have the chance to visit a beautiful city such as Miami.

As in previous years, LOHMANN BREEDERS was present with its own booth and the representatives of the sales and service team:

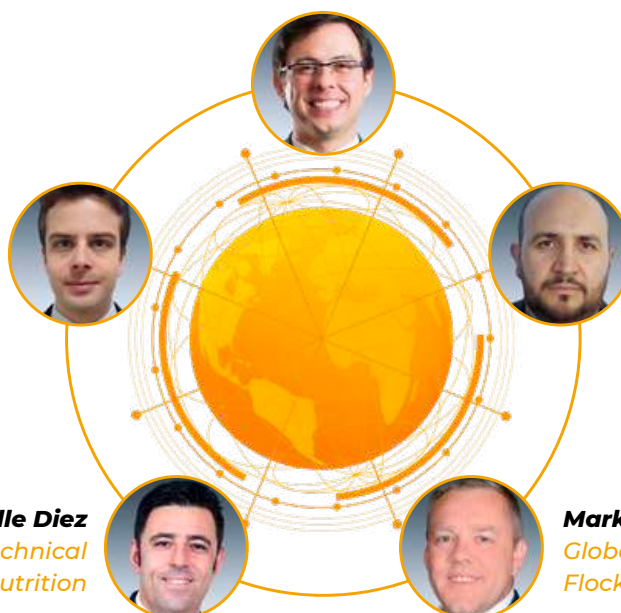
Thomas Abdo Calil
Product Manager

**Matheus Bocchini
Rodrigues Alves**
Sales & Technical
Service Latin America

Braulio J. Ruiz Poblete
Sales & Technical Service
Latin America

Juan Valle Diez
Global Technical
Service Nutrition

Mark Allen
Global Technical Service
Flock Management



DAY 1

On the first day, LOHMANN presented a workshop in the egg laying room on **“Updates on sustainability, genetics and nutrition of laying poultry”**, moderated by **Thomas Calil** with the participation of **Juan Valle Diez** and two external speakers, **Dra. Priscilla Koerich** from Elanco and **Mr. Diego Garcia Valencia** from Cargill.

MODERATOR
Thomas Abdo Calil
Product Manager



Juan Valle Diez
LOHMANN BREEDERS



Dra. Priscilla Koerich
Elanco



Mr. Diego Garcia Valencia
Cargill



DAY 2

On Wednesday, during the second day of congress, our team hosted two conferences: **“Critical points on cage-free management”** by **Mark Allen**, and **“Where do we come from and where are we going on the egg production of LATAM and Brazil”** by **Thomas Calil**.

Mark Allen
LOHMANN BREEDERS

Thomas Abdo Calil
LOHMANN BREEDERS



After the technical program, we were ready to welcome our customers at our booth with a nice “Ham & Wine” reception.

We enjoyed the afternoon with a good Spanish wine and Ibérico ham, by sharing interesting conversations and spending some time with our customers, business partners and colleagues.



DAY 3

Juan Valle Diez
LOHMANN BREEDERS



On Thursday, the third and final day, our nutritionist and member of the Technical Service, **Juan Valle Diez** gave a presentation on **“Reaching the maximum productive potential with the adequate daily contribution of nutrients”**. Of course, after all technical sessions, there was enough time to answer the questions of the audience.

Many thanks to the organisers and visitors of this great event. We would be glad to participate again!





Take your notes



MARKETING, SALES & TECHNICAL SERVICE TOGETHER THROUGH THE EXHIBITION HALLS OF THE WORLD

Nicole Rehse
PR/Communication

Of course, we have our own stand at the major international trade fairs. But it is also always a great pleasure for us to support our customers at their trade fair appearances with advertising material and marketing advice. It is only natural that our sales and technical service staff are on site.

Here is a short trip around the world:



PAMED 2023, Tunisia



SIPSA, Algeria





ZIPEX, Zambia



AVI Africa, South Africa



Avicola Porcinos, Argentina



VIV, Turkey





International Poultry & Livestock Expo, Nigeria



Poultry India Show, India





Take your notes



GLOBAL EGG SCHOOL ZAMBIA

Nicole Rehse
PR/Communication

The IEF (International Egg Foundation) is continually committed to sharing the egg industry's collective knowledge and expertise, to empower vulnerable communities to unlock the full potential of the egg.

One of the related projects are the Global Egg Schools, which have been supported and accompanied by LOHMANN BREEDERS from the beginning.



Global Egg Schools

Training not only enables the expansion of local production and consumption of eggs but also creates new jobs and supports disadvantaged individuals to become sustainable operators in the value chain.

Attendees of IEF Global Egg Schools gain the ability to self-maintain their farms and pass on their knowledge to other egg farmers, encouraging project sustainability and extending positive impacts into the wider community.

In 2019, the first IEF Global Egg School took place in Nampula, Mozambique, providing technical training to 30 agricultural students and 40 local producers. Already in the first year LOHMANN BREEDERS was there with a team of experts to support this great project.

This invaluable exchange of knowledge allowed participants to develop better, more sustainable sources of high-quality nutrition for their families and communities.

First Global Egg School in Zambia

IEF (International Egg Foundation) has organized a farmer training program in Zambia with the cooperation of Heartland's Farm in Livingstone, Zambia and invited the LOHMANN team to participate.

Farhad Mozafar, Director Global Technical Service and Viola Holik, Sales & Technical Service Africa were happy and proud to accept the invitation.

The training included farm visits and workshops for layer rearing and production management over a period of 3 days with around 60 farmers and Heartland's staff.

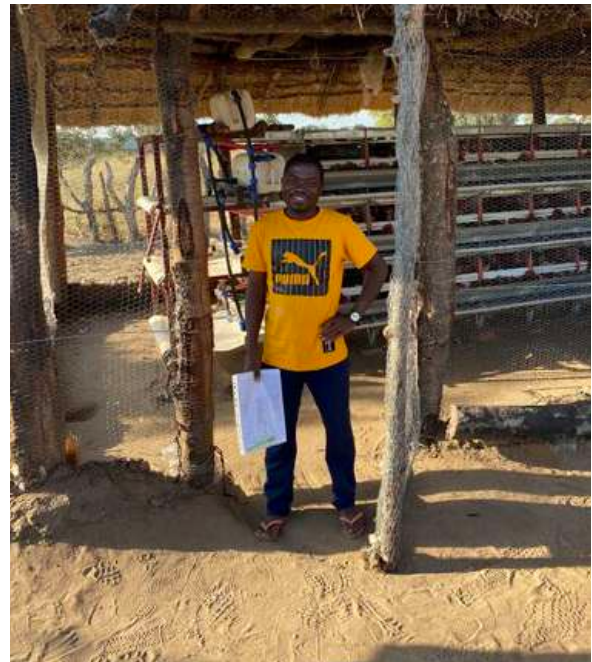


Farhad Mozafar
Director Global
Technical Service



Viola Holik
Sales & Technical
Service Africa

The IEF Zambia Global Egg School team had the pleasure of visiting with Heartlands Best farm site in Livingstone as well as their village-based satellite layer out-growers. This out-grower initiative for eggs started with an initial 6 out-growers over 2021 and 2022.





After this visit the IEF Global Egg School training started with LOHMANN BREEDERS, supported by Nuffield Scholar and animal nutrition specialist Sylwia Sobolewska.

The training day focused on improving efficiencies and outcomes at the farm and the “why we do what we do” concentrating on effective layer management, feed nutrition, biosecurity, heat stress and eggs in human nutrition.

The training was provided at supervisor level, enhancing local egg production knowledge whilst training the trainer.

In addition, specialist technical workshops were held on rearing with the LOHMANN-BREEDERS Team, as well as a feed provided by Nuffield Scholar **Dr Sylwia Sobolewska**.

Tremendous Turn out

In conclusion, it can be said that we had a tremendous turn out for the IEF Zambia Global Egg School on the “Fundamentals of Successful Egg Production” with rural egg farmers of up to 2000 birds, as well as final year agricultural students from Ebenezer.

The enthusiasm for egg farming and learning was awe-inspiring amongst this group, who are, and will be a great asset to the egg farming community in South Zambia.

Farhad Mozafar summarized: “Awesome experience in amazing country of Zambia with most lovely and smart audience, Big thanks to International Egg Foundation Cassy Price and our remarkable hosts!”



V SEMINARIO Internacional de INCUBACIÓN 2023

16 17 18 DE MAYO

www.amevea.org



AMEVEA

5TH INTERNATIONAL INCUBATION SEMINAR

Thomas Calil
Product Manager

Some Latin American countries have a unique organization named AMEVEA, which stands for Poultry Specialists Veterinarians Association which foster latest knowledge on all aspects of poultry sector.



On May 16th, Amevea Colombia hosted the **“5th International Incubation Seminar” in Bogota** and among several experts of many countries, LOHMANN BREEDERS was represented by **Thomas Calil**, who gave two lectures to the 350 people audience.



Thomas Calil
Product Manager

First, he covered the topic “Hatching Egg and Chicks Storage”, highlighting the important aspects to keep embryos alive and able to fully express their development at best as well as to keep chicks under their homeostatic conditions until placement.

Then, the hatch window and ways to calculate and interpret it have been extensively discussed with practical field examples to measure and improve it under either single or multi stage condition, assuring a high level of hydration our chicks deserve so they can express the full LOHMANN genetic potential.



We thank Amevea Colombia for the invitation to speak once again in one more of their well-attended events.



LOHMANN
BREEDERS

70 YEARS STEINSLAND & CO

PROFITABILITY AND QUALITY. STONE ON STONE

Nicole Rehse
PR/Communication

Steinsland & Co recently celebrated a remarkable milestone, marking 70 years of success in the poultry business.





STEINSLAND & CO



A look back

Norvald Steinsland started out as a farmer in 1947. With two empty hands and manual labour, he laid the foundations for the company that has become Steinsland & Co. today.

In 1953, production began in the company's first own hatchery, marking the start of a successful family business. In 1990, Steinsland & Co signed a letter of intent for the exclusive right to import LOHMANN to Norway.

4 years before the borders were opened for imports, Steinsland & Co secured the future co-operation with one of the most successful poultry breeding companies in the world, which has now lasted for 30 years.

In 1993, the time had finally come: the first LOHMANN parent stock flock was imported by Steinsland. From then on, forward-looking investments and an ever attentive eye on the requirements of the Norwegian market ensured Steinsland's current success.

1947

1953

1990

1993

Philosophy

By focusing on state-of-the-art solutions in its own facilities and implementing an optimised operating plan, the company has grown steadily to this day.

The company's philosophy and objective is to produce laying hens of the highest quality as the basis for optimum profitability - for the company itself and for its customers.

This also includes advising customers and partners at a high professional level and providing access to high-performance breeds. LOHMANN is the right partner for both.





30 years of Breeding for success - Together!

As a proud sales partner of LOHMANN BREEDERS for the last 30 years, this anniversary is of particular significance. To celebrate this success, Steinsland & Co organised a major seminar attended by 250 customers, experts and partners.

The event served as a platform to recognise the invaluable partnership between Steinsland & Co and LOHMANN BREEDERS, which has been instrumental in their growth and successes.

It was a momentous occasion to toast their journey and the successful collaboration that has characterised their success.

Thinking about tomorrow today

Creating the right conditions for the future today means.

Running a hatchery and breeding operation requires large investments that must be amortised over a long period of time.

The second and third generations, Nils & Brit, Tone & Nash, are currently running Steinsland with a strong focus on quality and profitability.

The aim is to run the business in such a way that future generations have the right conditions to continue to be proud egg lovers. Because we all know now:



It's the egg

**CONGRATULATIONS AND ALL THE BEST
FROM THE ENTIRE LOHMANN TEAM.**

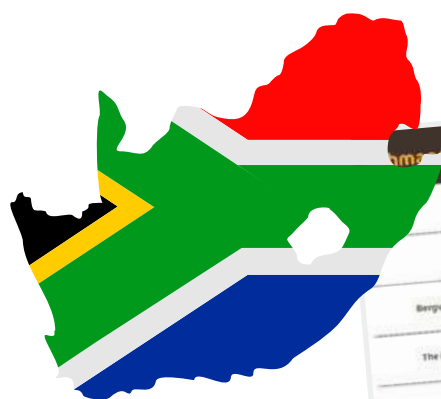




BERGVLEI CHICKS LOHMANN INFORMATION DAY

Nicole Rehse
PR/Communication

On 29 March 2023, Bergvlei Chicks hosted an information day on the LOHMANN breed in Bronkonspruit, Mpumalanga, South Africa. The aim of the day was to share the latest industry information and genetic developments on LOHMANN with Bergvlei Chicks' current and potential customers.



BERGVLEI CHICKS

LOHMANN BREEDERS

QUANTUM FOODS

LOHMANN Information Day Program

09H00 - 09H30:	Registration
09H30 - 09H40:	Opening and Bergvlei Chicks branding - J. Makuaboni
09H40 - 10H00:	Bergvlei Chicks business structure and business model - M. Louwme
10H00 - 10H40:	The impact of load shedding on the Agriculture Sector - Mande Sibiwe, Agbiz
10H45 - 11H00:	TEA BREAK
11H00 - 11H45:	Lean business management practices - Dr Fanny Sarachera, mba business school
11H45 - 12H30:	Latest development in terms of the Lohmann Brown Genetics and the future - Mohammed Chairi, Lohmann Breeders
12H30 - 12H45:	Closing - A. Sollek
13H00:	LUNCH

SWITCH & SAVE

Survive the high raw material storm!

Raw material prices are approximately **50% higher than before** and keep rocketing. High feed costs are a threat to sustainability and profitability of a layer operation.

There is no better time than now to get more out of a bird with less feed, using a Lohmann bird will minimize the risk of feed wiping off your margins through long persistent, high production and efficient feed conversion.

Switch and save 3% or more on feed cost per dozen.

WhatsApp us:
066 583 7505
www.bergvleichicksa.co.za

Of course we couldn't miss out on such a day and **Viola Holik**, **Sales & Technical Service Africa** and **Mohammed Chairi**, **Business Development Manager Africa & Middle East** were very happy to accept the invitation.

They shared the latest developments of the LOHMANN BROWN breed with the numerous guests of Bergvlei Chicks.

We would like to thank Bergvlei Chicks for organising this very special LOHMANN day and for the continuous good cooperation!



Mohammed Chairi
*Business Development
Manager Africa &
Middle East*



Viola Holik
*Sales & Technical
Service Africa*



Bergvlei chicks held the **LOHMANN BREED INFORMATION DAY** on the 29th of March 2023 in Bronkonspruit, Mpumalanga, South Africa. The objective of the day was to share the latest industry information and genetic developments of the Lohmann breed with current and prospective Bergvlei Chicks customers. **Approximately 60% of the invitees attended.**

Bergvlei Chicks hereby thank LOHMANN BREEDERS GMBH for their continuous support through **Mohammed Chairi and Viola Holik.**



ARCHERS POULTRY IN THE NATIONAL POULTRY SHOW

▲ **Left to right.**
*Greg Brown, Devin
 Hanna, Chris Wright,
 Kristin Carpenter,
 Shawn Platt,
 Andrew Carpenter.*

Matheus Alves
*Sales & Technical Service
 Latin America*



The last National Poultry Show took place before Covid-19 and Avian Influenza have affected poultry events in Ontario. So attendees and companies had to wait a long time for this event that is one of North America's premier poultry trade shows.

Archer's Poultry Farm, the LOHMANN BREEDERS' distributor in the province of Ontario, was present in the National Poultry Show with its experienced and excellent sales and technical service team to welcome customers during these days from February 8th to 9th.

Matheus Alves, Sales & Technical Service LOHMANN BREEDERS stated:

"This was my first time in National Poultry Show, it was an excellent and very interesting event! A great opportunity to meet Canadian egg producers and poultry professionals, exchange ideas and experiences with them together with Archer's team."





BIG CHALLENGE AGRI-FOOD SECTOR AGAINST CANCER - ACTIVELY PRESENT TER HEERDT

Nicole Rehse
PR/Communication



As a BIG Challenge, the agri-food sector participates with a large number of teams in the annual Alpe d'HuZes event, which involves conquering the French mountain Alpe d'Huez by bike or on foot. The aim is to raise as much money as possible for cancer research. For more information about this great action, please visit the website: www.bigchallenge.eu





On Wednesday 31 May and Thursday 1 June, the time had come again. 246 participants tackled the French mountain by bike or on foot. A great challenge for a good project.

We are very happy that we had the opportunity to support BIG Challenge team of Ter Heerdt again this year.

The interim total on Tuesday, 30.05.2023 was no less than a remarkable 1,213,019.50 euros. This amount will continue to rise in the coming months.

A mega donation for cancer research!

We thank Ter Heerdt for their active participation by giving us the opportunity to contribute financially to this great project. We are already looking forward to next year - and you?



TEWODROS FARMS

NEW CUSTOMER IN ETHIOPIA

Nicole Rehse
PR/Communication

In autumn 2022, the first shipment of parent stock went to our new customer Tewodros Farms in Ethiopia.

Already there was a distinguished visitor: the Prime Minister of Ethiopia personally visited the facilities of our new customer and informed himself about poultry breeding and of course also about LOHMANN BREEDERS, because the parent stock will now start laying in spring 2023.

The signs of the future are set for success! We look forward to a long and good business relationship with Tewodros Farms!





LOHMANN
BREEDERS



10th OMMAT SCHOOL TOGETHER TO PRODUCE MORE EGGS

Nicole Rehse
PR/Communication

The Ommat School in Abu Dhabi, held from 15th to 17th November 2023, brought together 50 participants representing most of the Gulf countries (Oman, Qatar, Bahrain, Saudi Arabia) as well as Emirates customers and ministry authorities. The conference aimed to foster collaboration and knowledge exchange among the attendees, with the motto "Together to produce more eggs."



Overview of the conference theme and goals

The Ommat School focused on **raising awareness** and facilitating the exchange of experiences among breeding farms to increase production and performance levels. The organizers aimed to create a platform where industry professionals could come together to discuss the latest advancements, challenges, and opportunities in the poultry farming sector.

Expertise is in demand

Where specialist knowledge is required, our experts are of course indispensable!

Dr. Maher Al Azab, one of our esteemed experts, responsible for sales in technical service Middle East, delivered an insightful session on the first day of the conference. He shed light on the topic of “Fatty Liver Hemorrhagic Syndrome”, a condition that affects poultry health and productivity. Dr. Al Azab shared his expertise and research findings, providing valuable insights to the attendees.



Dr. Maher Al Azab
Sales & Technical
Service Middle East

Another notable presentation was given by Eng. Mohamed Chairi, who discussed the “Genetic Improvements achieved during the past 5 years in poultry breeding”. His session highlighted the advancements and breakthroughs in genetic selection and breeding techniques, leading to improved performance and efficiency in the industry.



Mohamed Chairi
Business Development
Manager
Africa & Middle East

Both presentations were a significant highlight of the Ommat conference.



Raising awareness and increasing production

The Ommat customer conference **played a pivotal role** in raising awareness about the latest trends and best practices in the poultry farming sector. By bringing together industry experts, ministry authorities, and poultry men from different countries, the conference facilitated the exchange of knowledge and experiences. The conference served as **a platform to learn from each other** and implement innovative strategies into the daily business.

Key takeaways and future prospects for the Ommat School

The Ommat customer conference in Abu Dhabi was a resounding success, with attendees gaining valuable insights, fostering collaborations, and building connections. The sessions led by experts like **Dr. Maher Al Azab** and **Eng. Mohamed Chairi** provided attendees with a wealth of knowledge and inspiration to drive progress in the poultry farming sector. Looking ahead, the Ommat School is poised to continue its valuable contribution to the growth and development of the sector in Abu Dhabi and beyond.





EXPERTISE ON THE MOVE, NEXT STOP: GHANA!



Nicole Rehse
PR/Communication

LOHMANN expert knowledge and practical tips pay off also in Ghana! Viola Holik, Sales & Technical Service Africa, was pleased to travel to Ghana to participate as a speaker in a workshop with farmers and a training for the technical staff of our customer Koudijs.

The venue was provided by our partner Kuipers Breeder Ghana. Thank you very much!



Viola Holik
*Sales & Technical
Service Africa*





NETWORKING IN MEXICO, LOHMANN AVICOLA DE MEXICO CONNECTS THROUGH



Nicole Rehse
PR/Communication

At the beginning of October, Lohmann Avicola de Mexico welcomed Dr Matthias Voss, Scientific Veterinary Director, and Matheus Bocchini Rodrigues Alves, Sales and Technical Service Latin America and Canada. Together they participated in an important meeting with the members of the Poultry Farmers Association of Tepatitlán and Lohmann Mexico's customers. The fusion of their global vision with local expertise enriched the discussions and perspectives for the sector.

In today's competitive business environment, this type of networking plays a crucial role in staying ahead of the curve. By engaging with professionals from different fields and industries, we gain valuable insights and perspectives that can help us make informed decisions and drive innovation.

The visit from Dr Matthias Voss and Matheus Bocchini Rodrigues Alves enabled the participants of the meeting to benefit from their extensive knowledge and experience in the poultry industry and thus open up new opportunities for success.

The visit to the conference was followed by another opportunity for active networking:

International Egg Fair 2023 in Tepatitlán de Morelos - a complete success

The poultry industry plays an important role in global food security and economic development. One of the most important events in this sector in Mexico is the International Egg Fair, which took place this year on 13 and 14 October in Tepatitlán de Morelos.

The fair offered participants the opportunity to gain important knowledge and insights into the poultry industry and to hear successful success stories from the sector.



The importance of the poultry industry

The poultry industry is one of the most important sectors in food production. Poultry products such as eggs and meat are an important source of protein for people all over the world.

The industry also provides economic opportunities and creates jobs, especially in rural areas. The International Egg Fair 2023 in Tepatitlán de Morelos was a platform to highlight the importance of the poultry industry and share successful practices and innovations.

Outstanding organization of the event

The International Egg Fair was a joint event organised by the association and the Centro Universitario de Altos de la UdeG in collaboration with the government of Tepatitlán.

The Association of Poultry Farmers of Tepatitlán (Associazione Avicola di Tepatitlán) plays a key role in the promotion and development of the poultry industry in the region. The association is committed to improving production and processing methods, promoting the quality and safety of poultry products and representing the interests of poultry farmers.

The **Centro Universitario de Altos de la UdeG** is a renowned educational institution dedicated to research and education in the field of agriculture and animal production. The **government of Tepatitlán** supported the event financially and logistically to ensure that the fair was a complete success.

The successful organization of the International Egg Fair 2023 was the result of the close collaboration between the Centro Universitario de Altos de la UdeG and the government of Tepatitlán.

Keynote speaker at the International Egg Fair 2023

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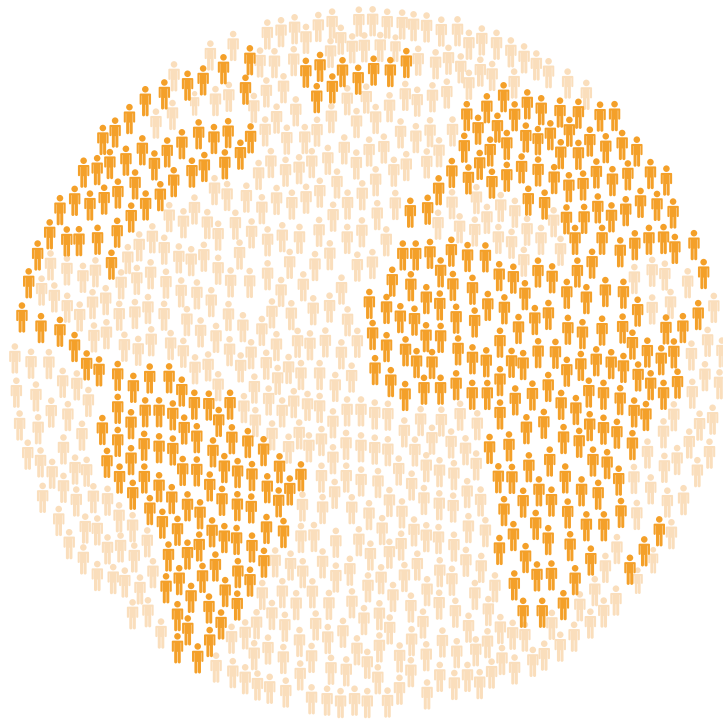


Thanks to the organisers

The International Egg Fair 2023 was a great success and an important milestone for the poultry industry. The event provided valuable insights, networking opportunities and a platform to share best practices.

The organisers, speakers and participants contributed to the success of the fair with their commitment and participation.

The event showed that the poultry industry is an important industry that can continue to grow successfully if all stakeholders work together.



CONTINUOUS GROWTH ENSURES GLOBAL SUCCESS NEW EMPLOYEES AT LOHMANN BREEDERS

LOHMANN is known for always being innovative and up to date, be it in terms of technology, service or quality. We can't do this alone, but only as a team. That's why we are delighted that we have been able to expand our team by a few new members in 2023.

Genetics



Ms. Sophie Miyumo is our new employee in the genetics department. Her area of responsibility includes all activities related to the breeding programmes of **LOHMANN BREEDERS**.

IT



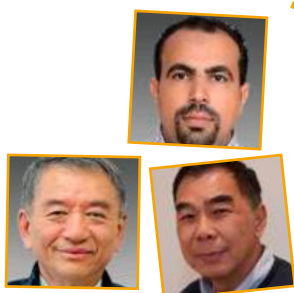
Our IT team receives active support from two new employees: **Mrs. Poongkuzhali Ramu** and **Mr. Patrick Görse**.

Global Technical Service



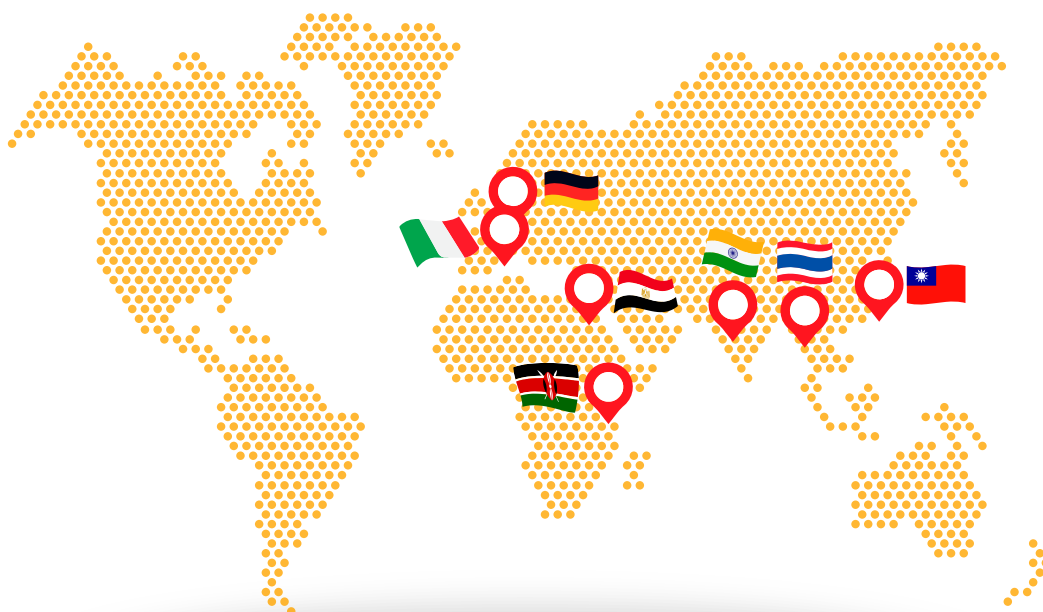
Mr. Marco Magrini and **Dr. Benjamin Holbein** complement the Global Technical Service Team as Veterinary Specialists supporting our customers worldwide.

Sales & Technical Service



There have also been some changes in the area of sales and technical service. We welcome **Dr. Amr Saad** as a new member of the sales and technical service team in Africa and Middle East.

We also have two new KAMs in Asia. **Dr. Chichuan Liang** is responsible for Taiwan and **Dr. Vichian Srithayarat** is looking after our customers in Thailand.



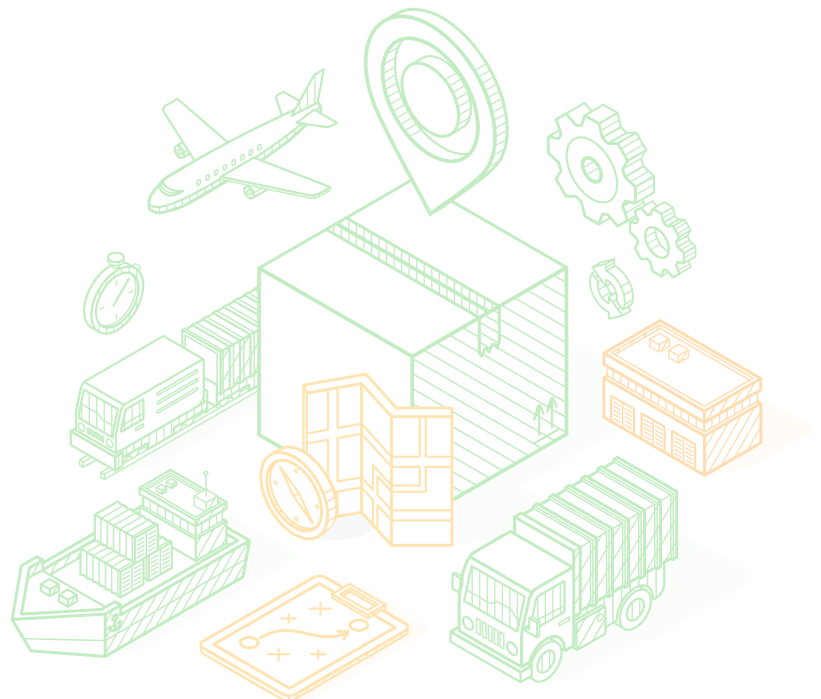


SUSTAINABILITY

by LOHMANN

Nicole Rehse
PR/Communication

Sustainability is a topic that is becoming more and more important for us. As one of the largest breeding companies in the world, we bear a great responsibility towards our environment, our numerous employees worldwide and, above all, towards our animals.



The ways to achieve this are manifold for us. The entire company structure and especially the diversity of our breeds are in the foreground.

We really live our motto:

“For every market the right egg, for every management the right hen”

If you would like to find out more about the five pillars of our sustainability concept, please visit our website:



Play video



THANK YOU SERGEY CHEREpanov!

Our partner of many years, **Sergey Cherepanov**, who designed our calendars for years and turned them into unique pieces with his drawings and hidden humour, sadly passed away this year at the age of 71. Let us look back on a great career.



Technical Background

In 1974 he was graduated from the Leningrad (St. Petersburg) Agricultural University, Faculty of Animal Production. Since 1978 Sergey started to work in the **All-Russian Research Institute of Farm Animal Genetics and Breeding** in St. Petersburg-Pushkin. In 1983 Sergey got his PhD. His theses were dedicated to the various aspects of keeping and breeding of broiler crosses in cage environment.

Sergey has been actively collaborating with the Russian Branch of the **World's Poultry Science Association**. He is a member of the Branch's Executive Committee. Sergey participated in the World Poultry Congresses - in Amsterdam (1992), New Deli (1996), Montreal (2000), Brisbain (2008), Salvador (2012), Beijing (2016)- and in several European Poultry Conferences and numerous other international and domestic scientific forums. Sergey is an Associated Editor of the World's Poultry Science Journal.

Besides his scientific activities Sergey also worked for foreign companies such as FINFEEDS, KEMIN, LOHMANN TIERZUCHT, SANOVOTECHNOLOGY GROUP and some others. He participated in several big business projects in Russia, Belarus, Ukraine, Kazakhstan, Armenia.

A poultry cartoonist was born...

But many people know Sergey Cherepanov first and foremost **as a cartoonist**. Since his age of about 3 years Sergey liked to draw pictures - mostly cartoons. He has been drawing always - in the kindergarden, in the school, university, army and during all his adult life.

....and went his way

Sergey became an active member of the **St. Petersburg Cartoonists' Club**. His cartoons were published in numerous domestic and foreign newspapers and magazines. He participated in the Russian and International cartoon contests and exhibitions (in the Netherlands, Germany, Belgium, Italy, Turkey, Thailand etc.), and got several prizes and awards.

It is no wonder, that many of Sergey's cartoons were dedicated to poultry. From 1992 until 2003 Sergey acted as a **cartoon columnist of the POULTRY INTERNATIONAL magazine**.

In 1993 the USA publishing company WATT Publishing has published a book of Sergey Cherepanov's cartoons titled INTERNATIONAL CHICKEN. This book has been reprinted several times and distributed all over the world. It contained more than 100 funny poultry cartoons.

Sergey also illustrated articles in the DGS (Deutsche Geflügelwirtschaft und Schweineproduktion) magazine.

In 2017 in the Dutch National Poultry Museum in Barneveld there was organized personal exhibition of Sergey Cherepanov's poultry cartoons, which occupied 3 halls of the Museum.



...and arrived at LOHMANN

In 1994 Sergey Cherepanov started to cooperate with LOHMANN TIERZUCHT (now-LOHMANN BREEDERS) – the first LOHMANN calendar was created with Sergey's hand drawn cartoons.

Since that time each year (with small exception) LOHMANN TIERZUCHT/ LOHMANN BREEDERS has ordered Sergey's cartoon pictures for its calendars. The themes of each calendar are various and reflect different features of LOHMANN BREEDERS products and activities. Within these years of fruitful collaboration, the **LOHMANN calendars became recognizable and popular** among LOHMANN clients, partners and other poultry people.

Besides calendars Sergey also created pictures for Christmas cards, illustrations and souvenir items.

We are sure that Sergey Cherepanov will be remembered forever for all his work and for us especially for the design of our calendars over the years.



FOR MODERN LAYING HENS USING THE RISE CONCEPT

Mark Allen

Global Technical Service Flock Management

Enrichment plays a vital role in promoting the overall well-being of laying hens.

Enrichment is the process of improving the quality of an animal's life by adding stimuli that replicate natural conditions. Chicks raised with a variety of objects exhibit increased mobility, feeding, and vocalization in open field tests. For laying hens, behavioral enrichment is essential to ensure their optimal well-being.

By understanding what stimulates hens and their specific needs, we can create environments that promote their cognitive and behavioral development, reduce stress, alleviate boredom, and promote positive movement behavior.

Enrichment should be viewed as an integral part of the care and management of laying hens, contributing to their physical, mental, and emotional health. We can also use it to help resolve negative behavioral issues.

Strategic Use of Enrichment

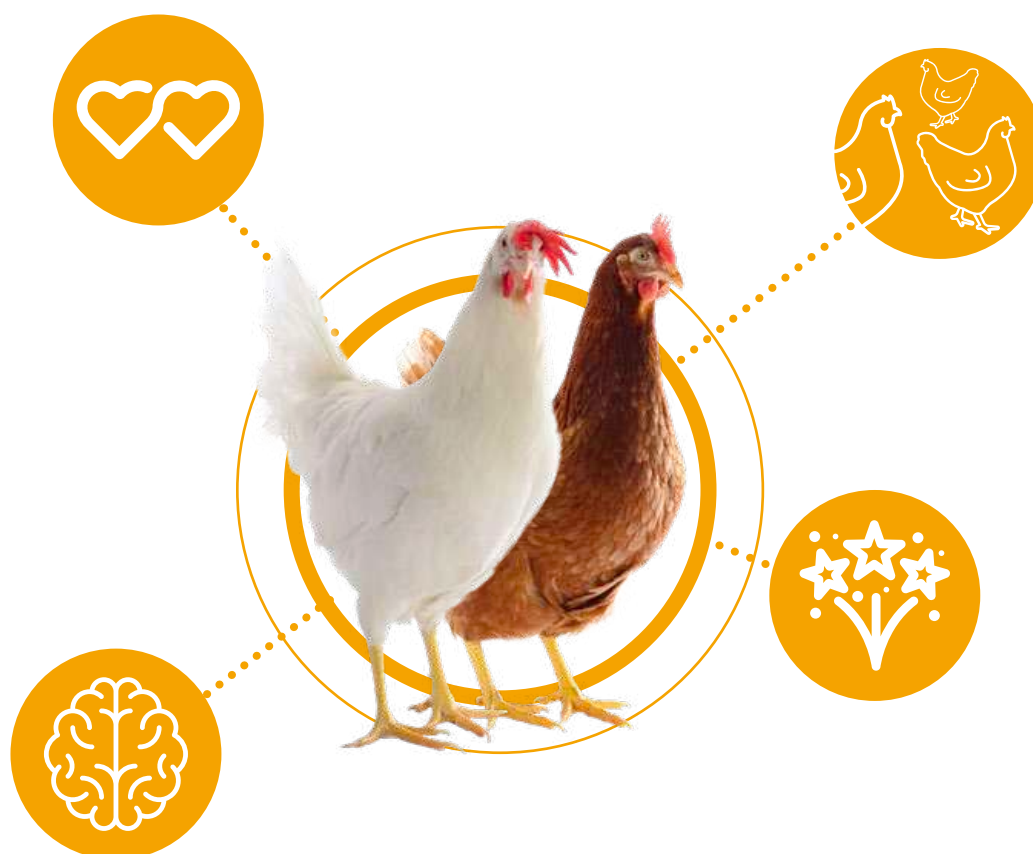
Merely providing enrichment without a strategic approach may not yield the desired results. To make the most of enrichment for laying hens, it is essential to consider various factors and implement a well-thought-out plan.

Simply checking off boxes is not enough. To truly benefit the hens, we need to look a little deeper into what we use, when we use it and how we use it. Interest in an object wane's after about 10 days, so we must ask ourselves if we are really being effective with our current enrichment practice.

The RISE Concept

LOHMANN have developed the **RISE concept** to categorize different types of enrichment. This concept helps identify enrichments that provide additional benefits to the hens, appeal to their sensory capabilities, encourage positive social circles, and promote movement and feelings of security.

By understanding these categories, we can strategically select and implement enrichments that cater to the specific needs of laying hens.



Reward Enrichment

Reward enrichment involves providing items that give additional benefits to the hens. Examples of reward enrichments include alfalfa, grit, and pecking stones. These items not only provide mental and physical stimulation but also contribute to the overall well-being of the hens.

By strategically incorporating reward enrichments into their environment, we can enhance their cognitive behavior and help them cope with stress more effectively.

Interesting Enrichment

Interesting enrichments appeal to the sensory capabilities of the hens. This can include items such as ropes, plastic bottles, colored objects, and moveable items. These enrichments stimulate the hens' senses and provide them with opportunities for exploration and play.

By strategically introducing interesting enrichments, we can alleviate boredom and promote mental engagement and physical activity among laying hens.

Social Enrichment

Social enrichment focuses on providing items that encourage positive social circles among the hens. This can include the use of buckets or whole straw bales, which create spaces for hens to interact and engage in natural social behaviors.

By strategically incorporating social enrichments into their environment, we can enhance the hens' social interactions and overall well-being.

External Enrichment

External enrichments aim to encourage movement and provide feelings of security to the hens. This can include the use of shades, trailers, trees, and even other animals. These enrichments create a dynamic environment that encourages hens to explore, move around, and feel safe in their surroundings.

By strategically placing external enrichments, we can promote positive movement behavior and minimize unwanted behaviors.



Active Enrichment strategy

1. Identify Enrichment groups

RISE

- Reward** - Alfalfa - peck stones - grit - straw
- Interesting** - coloured ropes - plastic bottles - balls - moveable objects
- Social** - buckets - hay bales
- External** - shade - trailers - trees - animal fencing

2. Combine - items from each subgroup in your standard program

3. Alternate - Don't put all your eggs in one basket!

4. Use SAM - to help alleviate the onset of negative behaviour

Remember no two flocks are the same! - - - What one flock likes - another will not

Implementing Strategic Enrichment

Implementing strategic enrichment requires careful planning and consideration of the hens' needs and preferences. A simple way to evaluate this is to ask yourself four simple questions:

- Why** do we want to place enrichment at this particular time?
- When** should we use it and for how long?
- What** category should we use to get the best results?
- Where** should we place it?





Monitoring and Evaluation

Regular monitoring and evaluation of the impact of enrichments on the hens is essential. This can be done through behavioral observations, assessing physical indicators, and utilization of monitoring sheets such as those supplied by Lohmann.

By closely monitoring the effects of enrichments, adjustments can be made to ensure optimal outcomes and continuously enhance the hens' welfare.



Cost-Effectiveness

Enrichments don't have to be expensive to be effective. In fact, often the simplest and most readily available items can provide the most benefits to laying hens.

By utilizing resources that are already present, such as recycled materials or natural elements, we can provide enrichments that are both cost-effective and beneficial to the hens.

Conclusion

The strategic use of enrichment is essential for the welfare of modern laying hens. By understanding the benefits of enrichment and implementing a well-thought-out plan, we can provide hens with an environment that stimulates their senses, promotes positive social interactions, encourages movement, and enhances their overall well-being.

Enrichment should be viewed as an ongoing process that requires monitoring, evaluation, and adjustments to ensure optimal outcomes.

By prioritizing the strategic use of enrichment, we can create a better quality of life for our laying hens and contribute to sustainable and ethical egg production.

E N R I C H M E N T



Take your notes



LOHMANN BREEDERS

It's the egg

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

E-mail: info@lohmann-breeders.com