

# POULTRY NEWS

by **LOHMANN**

01/2024

## **FUTURE OF EGG PRODUCTION WITH LOHMANN BREEDERS**

GENETICS MEETS  
BIRD WELFARE AND  
PROFITABILITY

P. 6

LOHMANN  
BREEDERS  
**It's the egg - it's 600!**



**LOHMANN  
BREEDERS**



*It still takes a lot to crack  
a LOHMANN egg –  
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**FOR EVERY MARKET  
THE RIGHT EGG**



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# THE FUTURE WILL BE EXCITING AND PROMISING!



Dear Customers, Business Partners & Friends,

The time has now finally come for me to welcome you as the **new Commercial Managing Director** to this year's edition of our **Poultry News**. Of course, I have had many premieres at LOHMANN BREEDERS in the recent weeks, but I am particularly looking forward to this one.

Do you know why? You'll find out when you read the cover story **"Genetics meets bird welfare and profitability"** by **Dr. Matthias Schmutz, Director R&D**. The future will be exciting and promising!

And do you know what else makes this editorial something very special for me or rather particularly fascinates me about our **Poultry News**? The fact that it so closely reflects the image and credo of LOHMANN BREEDERS. This unique mixture of expertise like in our technical articles and the personal touch, which is particularly evident in the many reports from and about you, our customers. With our interview, my colleague **Jörg Heier, Managing Director Operations** and I, also wanted to make a small contribution to this mixture.

You will see a lot has happened in the last year that is worth finding out about. As an active member of our LOHMANN FAMILY, you are probably going to find yourself in one or two pictures or even in an entire article. Let us surprise you!

**I hope you all enjoy reading our Poultry News 2024.**

After all, you know what counts: *LOHMANN BREEDERS – It's the egg*

Sincerely yours,




Jurek Grapentin  
Commercial Managing Director



*It's the egg*

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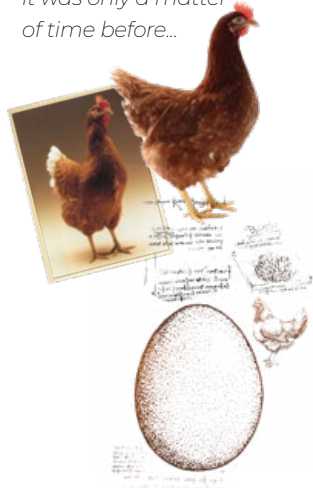
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Once again, it was time – the LOHMANN SCHOOL 2024 opened its doors, offering customers and partners from around 15 nations a unique opportunity to engage deeply with...

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## LOHMANN SCHOOL CAGE FREE 2024 A GLOBAL POULTRY SEMINAR

The recent LOHMANN SCHOOL CAGE FREE, took place in the charming coastal town of Cuxhaven, Germany, at the LOHMANN BREEDERS headquarters...

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## EUROTIER 2024 SUCCESSFUL WORLD'S LEADING TRADE FAIR PROVIDES BUSINESS-RELEVANT IMPETUS

Some impressive facts for the beginning: 2,193 exhibitors from 51 countries - around 120,000 trade visitors from 149 countries keen to invest - guiding theme 'We innovate animal farming'...

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## LOHMANN BREEDERS BACK AT THE IPPE 2024 IN ATLANTA, USA

The exhibition year 2024 has started successfully with our participation at IPPE 2024 in Atlanta, USA. After more than 10 years...





It's the egg



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## XXIII LATIN AMERICAN POULTRY CONGRESS (OVUM 2024)

Every two years, the Latin American Poultry Association (ALA) organizes a highly significant congress in the poultry sector. This time...

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The rearing period of laying hens plays a crucial role in determining the success and longevity of their production cycle. With...



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It is an honor for us to celebrate the 30<sup>th</sup> anniversary of the company Agropecuaria Vallecito! Congratulations to our distributor of...



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As LOHMANN BREEDERS family, we would like to pay a heartfelt tribute to...



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## OPOL-DROP POULTRY SYMPOSIUM

From 06.06.2024 to 08.06.2024 the 27<sup>th</sup> Poultry Symposium organized by Opol-Drob, the Polish partner of LOHMANN BREEDERS GmbH - active on the Polish market since 30 years...



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On May 16<sup>th</sup>, SunLohmann Agriculture Tech. hosted its Brand Launch Conference in Nanchang, Jiangxi. Formed in 2021...



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### CELEBRATING 30 YEARS OF EXCELLENCE AT NOVO MUNDO HATCHERY

Minas Gerais, a state in Brazil rich in gold and other gems, has a history rooted in its name, which means "General Mines." This region, once a major source of gold and silver during Brazil's colonial era, is now home to another treasure: the Novo Mundo Hatchery, operated by Planalto Postura, which...



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### LOHMANN VETERINARY EXPERT DR. ANDREAS BUBLAT VISITS CHINA

Amid the sweltering heat of August, China's egg industry reaches its peak harvest season. On August 4<sup>th</sup>, the "Innovation and Development Conference of the egg and poultry Industry" took place successfully in Yancheng, Jiangsu. Just a few days later...



### INCUBANDINA IN ACTION ECUADOR

Those working in the poultry industry are well aware of the ongoing changes, developments, and adaptations that it has undergone in recent times. These changes require...

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**COLLABORATION, TRUST AND LOYALTY AT ITS BEST: PARTNERSHIP BETWEEN LOHMANN BREEDERS & OMMAT**

*Arab Poultry Breeders Company, commonly known as OMMAT, based in Saudi Arabia, has been a key strategic business partner of LOHMANN BREEDERS in the Middle East and the Gulf region since 1989. This year marks the...*



**LOHMANN BREEDERS KEEPS UP THE SERVING DISTRIBUTORS THROUGHOUT LATIN AMERICA**

*As part of the commitment LOHMANN BREEDERS has to its distributors around the globe, it was now Brazil's turn. During the first week of February 2024 Thomas Calil and Juan Valle were pleased to travel across the country with the good companion of the technical staff of...*

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**EXCITING NEWS FROM PAKISTAN**

**CHAUDHRY GROUP HAS INVESTED IN NEW STATE OF THE ART HATCHERY**

*Recognizing the critical role of high-quality day-old chicks in successful breeding, the Chaudhry Group of companies has inaugurated the new state-of-the-art hatchery this year, supplied by Dutch company Hatch-Tech Incubation Technology. This new hatchery has a capacity of...*



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**NEW FACES, NEW PERSPECTIVES**

**WELCOME TO THE TEAM!**

*We are delighted to introduce the new members of our team who have recently joined LOHMANN BREEDERS in various departments.*

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**OVER 9,000 FOLLOWERS**

**ARE YOU ALREADY ONE OF THEM?**

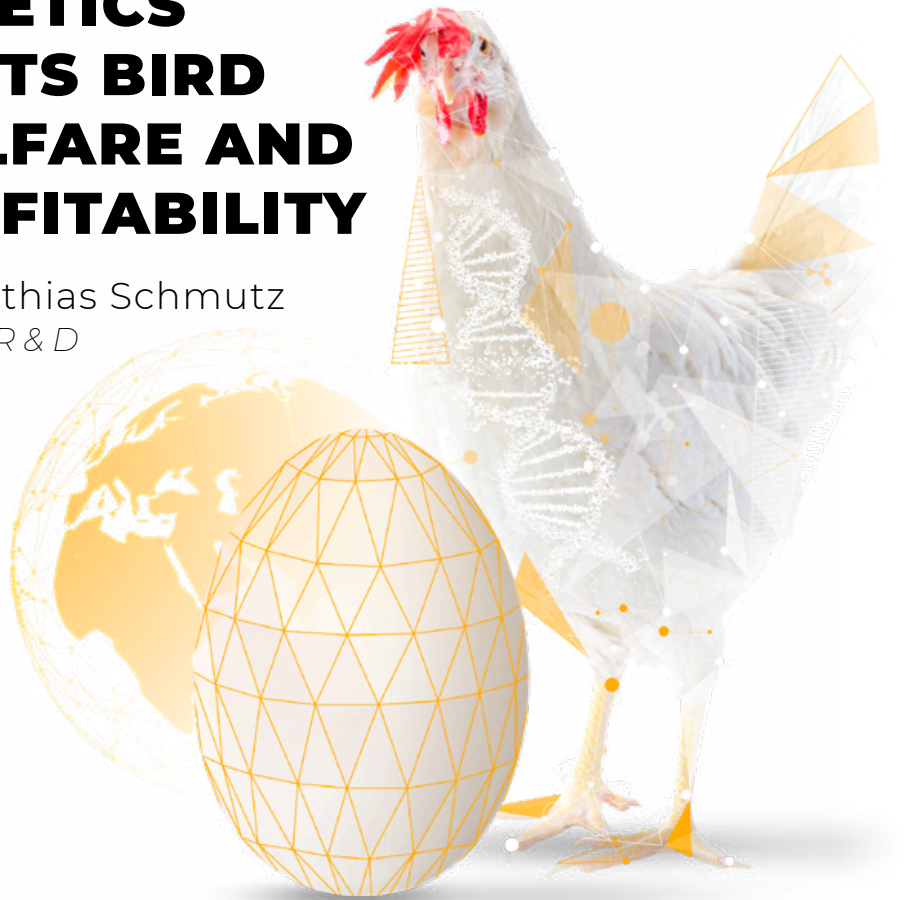
*Don't miss out on anything - join us and become a member of our constantly growing LOHMANN FAMILY on LinkedIn too!*



# FUTURE OF EGG PRODUCTION WITH LOHMANN BREEDERS

## GENETICS MEETS BIRD WELFARE AND PROFITABILITY

Dr. Matthias Schmutz  
*Director R & D*



Extending the productive lifespan of laying hens has become a crucial breeding priority in today's poultry industry.

Following the 'all-in, all-out' biosecurity protocol, entire flocks are replaced at the same time rather than individual animals like in dairy cattle or sows. This collective approach means decisions about productive life affect the whole flock rather than single laying hens.

---

Making the decision to house a new flock is a crucial economic choice that needs to be finalised at least 20 weeks before the current flock's projected end (accounting for 3 weeks of incubation and 17 weeks of rearing).

The key to this choice largely depends on the current flock's performance level and its expected development, alongside egg prices. The key factors that should guide this decision include:



**Laying performance (persistence)**



**Livability**



**Egg grading**

**Egg quality (proportion of rejected eggs e.g. shell stability)**

The genetic parameters of these traits are decisive for the extension of the production period. **Table 1** shows examples of genetic values for the LSL white layer hybrid of LOHMANN BREEDERS.

	Prod. 20-27	Prod. 28-43	Prod. 44-51	Prod. 52-71	Prod. 72-87	Prod. 88-119	Egg Weight	Feed Intake	Shell Strength
<b>Prod 20-27</b>	<b>.44</b>	.42	.36	.14	.00	-.03	-.30	-.17	-.01
<b>Prod 28-43</b>		<b>.07</b>	.95	.81	.66	.24	-.44	-.11	.18
<b>Prod 44-51</b>			<b>.09</b>	.89	.81	.46	-.38	-.08	.11
<b>Prod 52-71</b>				<b>.13</b>	.94	.81	-.26	.02	.02
<b>Prod 72-87</b>					<b>.24</b>	.90	-.15	.09	.05
<b>Prod 88-119</b>						<b>.31</b>	-.19	.12	-.06
<b>Egg Weight</b>							<b>.76</b>	.61	-.23
<b>Feed Intake</b>								<b>.29</b>	-.08
<b>Shell Strength</b>									<b>.30</b>

▲ **Table 1:** Estimated values of heritability (diagonal) and genetic correlations between important performance traits for a male line from the LOHMANN LSL breeding program

## Productive lifetime in segments

Laying hens' production cycle is divided into several phases: sexual maturity (weeks 20-27), peak production (28-43 weeks), and post-peak segments until 119 weeks currently.

**Interestingly, laying rate heritability inversely relates to performance levels. It's lower during high-performance phases but increases in later stages, reaching  $h^2=0.31$  after 88 weeks.**

**This indicates clear potential for genetic improvement in persistency. The sexual maturity phase (20-27 weeks) in particular shows the highest heritability for rate of lay with  $h^2=0.44$ .**

**While neighbouring periods correlate strongly genetically, distant segments show weaker links. A slight negative correlation between sexual maturity and persistency exists, showing that these 2 traits are genetically independent or maybe in some situation even negatively related.**

**But balanced selection can manage this this low level of negative correlation effectively.**

Trait	Genetic Progress white layer	Genetic Progress brown layer	Average difference between white and brown layers
Egg number/ HH at 100 weeks	+ 2.0 to +2.5 eggs	+3.0 to +3.5 eggs	10-12 eggs more with white layers
Prod. (laying rate) in 88.-107. week of age	+0.9 to +1.2 %	+1.4 to +1.6 %	4-5 % higher laying rate with white layers
Daily feed consumption	+0.1 to +0.3 gr.	+ 0.1 to +0.4 gr.	3-4 gr./day more with brown layers
Breaking strength	+0.3 to +0.4 Newton	+0.3 to +0.5 Newton	2-3 Newton more with brown layers

▲ **Table 2:** Genetic progress per Generation (realized increase based on average breeding values by hatching year) and differences in mean performance between white and brown layers



## Genetic progress per year and differences between white and brown layers

In the past decade, we've seen remarkable progress in the lifespan of layer hens, despite the shift to alternative housing systems such as aviary and free-range.

**Today, brown hens reach an average lifespan of 85 weeks, and white layers 90-95 weeks - all without molting and in cage housing even longer. It's becoming increasingly common to see exceptional white flocks surpassing 110 weeks of age.**

**This progress continues steadily, with hens gaining about half a week of life expectancy each year.**

**As we look to the future, factors like the ban on chick culling and embryo sexing costs will likely push for even longer laying periods.**

### Selection for robustness

At LOHMANN, we're adapting our breeding program to meet the challenges of modern egg production. With longer laying periods and increase in alternative systems, robustness traits are now more crucial than ever.

The focus here is on feather stability and mortality. While there isn't a strong negative correlation between lay performance and robustness traits, a slight negative relationship exists for egg weight, which plays a significant role in influencing metabolic stress.

In our breeding program, we record these traits in two different environments, namely on pure-line and commercial farms.



#### On pure line farms

**Feather stability and performance** are evaluated under challenging conditions, including compromised feed scenarios.

These assessments are conducted in both smaller family groups and larger pens. A particular attention is paid to beak shape to minimize plumage damage resulting from feather pecking behaviour.



#### On commercial farms

**Crossbred animals with known pedigrees undergo testing in practical conditions.** This process yields data from various environments, including not only closed houses in moderate climates, but also open houses in hot climates like Brazil.

The results are directly utilized in the selection process, aiming to improve both performance and robustness under real life conditions. Selection criteria focus on balancing these traits, with families which are in the top third in **both** chosen for the next generation.

**This approach is particularly crucial for longer production cycles which allows us to select hens that excel in both performance and robustness.**



### **Breaking Records: 600 Eggs in 120 Weeks!**

Imagine a laying hen that can produce 600 eggs in 120 weeks, – all in one cycle! It's not a far-off dream anymore– it's our new reality for all varieties of LOHMANN LSL-LITE. Our continuous improved breeding program at LOHMANN BREEDERS has made this remarkable achievement possible.

**With a focus on superior performance, improved bird welfare, and increased profitability, we're proud to announce a new era in sustainable and efficient egg production, *the future of laying hen genetics with you, breeding for success together!***

# Shaping the Future Today

LOHMANN  
BREEDERS

**It's the egg - it's 600!**



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BREEDING FOR SUCCESS... TOGETHER

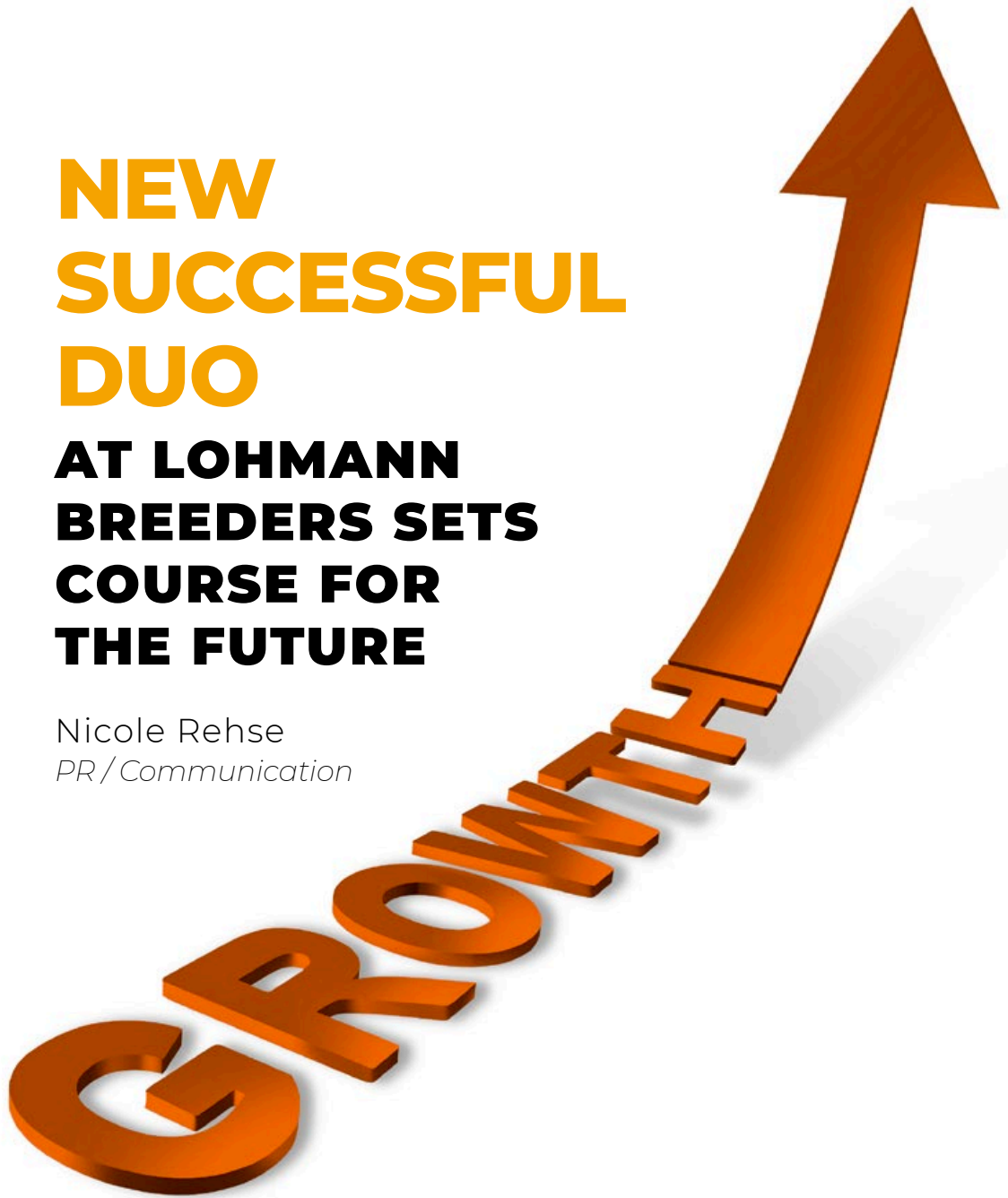


**LOHMANN**  
BREEDERS

# NEW SUCCESSFUL DUO

## AT LOHMANN BREEDERS SETS COURSE FOR THE FUTURE

Nicole Rehse  
*PR/Communication*



Jörg Heier and Jurek Grapentin have taken over the management of the company together since 01.09.2024. Responsibility is now once again divided between two managing directors, each of whom is responsible for different areas of the company.

## Experienced Leadership for Operational Management

**Jörg Heier (52)**, who has been part of LOHMANN BREEDERS for over 11 years, will once again assume the role of **Managing Director of Operations** after a year of sole leadership.

**In this role, he will focus on operational management, including administration as well as the entire production and supply chain.**

**Jörg Heier brings over 25 years of experience in the agricultural industry and previously served as Director of Global Production at LOHMANN for eight years before transitioning to management in 2021.**



## Expansion of International Markets

As of September 1, 2024, **Jurek Grapentin (42)** has taken on the position of **Commercial Managing Director**. He will be responsible for the company's commercial management, including sales, technical service, marketing, as well as PR and communication activities.

**Jurek Grapentin has over 10 years of experience in international sales and management. In his previous career, he served as Sales Manager for the DACH region and Scandinavia, as well as Regional Director for Southeast Asia and the Pacific.**

**During this time, he successfully established five subsidiaries and led teams in sales, administration, marketing, and technical support. Additionally, he brings extensive experience as a sales and administrative manager.**



## A strong team: two managing directors and their first 100 days

**Jurek**, you have now been the new Commercial Managing Director at LOHMANN BREEDERS for 100 days. Please share your first impressions and plans with our customers and business partners.

### **What were your most important insights in the first 100 days?**

*In my first 100 days at LOHMANN BREEDERS, I've gained valuable insights into the deep commitment our team has to quality, customer satisfaction, and innovation. One of the key takeaways for me has been how integral our strong relationships with customers and business partners are to our success.*

*LOHMANN's reputation for reliability and the expertise of our teams have been pillars of our market leadership. Additionally, I've seen firsthand how our focus on genetics and the continuous improvement of our breeding programs differentiates us in the poultry industry.*

*This insight is pivotal as we continue to adapt to the evolving needs of global markets, from sustainability demands to the ever-increasing focus on animal welfare.*



### **You have your background from another industry. What do you find particularly challenging about our business?**

*Coming from a different industry, the poultry business has presented its own set of unique challenges. One of the most notable aspects is the deeply technical and regulated nature of the sector.*

*The genetic science and breeding processes that underpin LOHMANN's products require a high level of expertise and precision. Another challenge is the complex, global supply chain for poultry genetics and the need to maintain the health and productivity of our flocks under varying conditions across different markets.*

*Navigating the balance between innovation and sustainability in such a highly competitive and regulated field is something I continue to learn and adapt to, but it's also what makes the work so exciting.*

**LOHMANN is a German company with a very international structure. What do you see as the biggest advantage?**

LOHMANN's international presence is undoubtedly one of its greatest advantages. Being a German company with a global footprint allows us to leverage our strong engineering and scientific heritage while also tapping into the local knowledge and expertise of teams in different regions.

This blend of global vision and local insight allows us to respond flexibly and effectively to the unique challenges and opportunities of each market. Additionally, our international structure strengthens the agility of our supply chains, improves our ability to innovate and respond to customer needs, and ensures that we can offer tailored solutions to customers worldwide.



**Do you have specific innovative plans for the individual areas of sales, technical service and marketing that are particularly relevant to our customers' requirements?**

Absolutely. In the areas of sales, technical service, and marketing, we are focused on enhancing our customer-centric approach. We plan to further integrate digital technologies into our sales processes, making it easier for our customers to access information, track orders, and receive real-time support.

In terms of technical service, we're looking to expand our training and advisory services for customers, ensuring that they can maximize the potential of our genetics to improve productivity and profitability.

On the marketing side, we're exploring more targeted and data-driven campaigns to increase awareness of LOHMANN's commitment to sustainability and innovation. This is especially relevant as our customers and partners are increasingly concerned with topics like environmental impact, animal welfare, and biosecurity.

By showcasing our leadership in these areas, we aim to strengthen LOHMANN's position as the trusted partner of choice for the poultry industry worldwide.



**What do you think makes LOHMANN BREEDERS so special? What makes the company a world market leader?**

LOHMANN BREEDERS stands out for its unwavering commitment to quality and innovation. Our position as a world market leader is built on decades of experience in genetic breeding and the continuous improvement of our products. We not only provide high-performance laying hens, but we also offer unmatched technical support and customer service to ensure that our clients can optimize their operations.

What truly makes LOHMANN special is our ability to combine cutting-edge research with practical solutions that address the most pressing challenges of modern poultry farming — whether that's improving feed conversion, enhancing animal welfare, or boosting sustainability. Our customer-centric approach and adaptability to the evolving needs of the global poultry industry are what continue to set us apart.



**How do you assess the impact of the current tense political situation worldwide on LOHMANN BREEDERS and the poultry industry?**

The current global political climate is undoubtedly challenging, with issues like trade tensions, regulatory changes, and geopolitical instability affecting many industries, including poultry. For LOHMANN BREEDERS, it is important that we remain agile and continue to build resilient supply chains, while also fostering strong, transparent relationships with our customers and business partners.

While uncertainty around international trade policies can affect the movement of goods and services, our international structure allows us to quickly adjust to changing conditions and continue providing high-quality genetics and support globally.

On a broader level, the poultry industry must also navigate the pressures of environmental regulation, sustainability demands, and shifting consumer preferences. However, these challenges also present opportunities for us to innovate — especially in areas like sustainable breeding practices and enhancing animal welfare.

I believe that with our strong foundation and commitment to innovation, LOHMANN will not only weather these political and economic challenges but will continue to thrive as a leader in the industry.

**Jörg,** you have now been working together again as a management team for 100 days. This is an exciting situation and of course our customers and business partners are also interested in your impressions and experiences to date.

**What are the advantages and positive effects of the division into two areas of responsibility for production, logistics and IT?**

*In answering this question, I don't just want to refer to my areas, as the advantages apply to all sectors. In general, the magic words of dual leadership are specialization and focus. Shared management means that everyone can concentrate on their core area. This shortens internal processes, as the reporting structure is simplified at the same time.*

*This automatically leads to faster decision-making and implementation of projects. Simplified processes and procedures, a clear structure of responsibilities also has the positive effect for each individual employee, regardless of department, that they can concentrate much more on their actual tasks.*



**Are there any specific projects or initiatives that have particularly benefited from the new structure short term?**

*Especially in our world-wide operating company with its globally structured production sites and a very complex market, this division is an advantage.*

*LOHMANN has long had a particular focus on sustainability. This is a project that requires special attention in all areas, but of course especially in the field of production. For the reasons mentioned before, our core project of sustainability will also undergo major further development.*



### **What changes or innovations are you planning for your area?**

We have already made many innovative changes in the operational area and will continue to do so. In the area of production, a number of investments have been made in recent years, e.g. in new production facilities.

In the financial area, the entire accounting process has been relocated from Canada and the UK to Cuxhaven, for example. The IT area is constantly changing, as our tools are continuously adapting to the new requirements of the market.

We are particularly proud of the fact that we are permanently recruiting new employees in all departments to further improve our world-renowned customer service, because the more flexible and simple our internal processes are, the better we can respond to customer or market requirements.

To summarize, we will always adapt our global production and administrative structure to current challenges, not only in the short term but also in the long term.

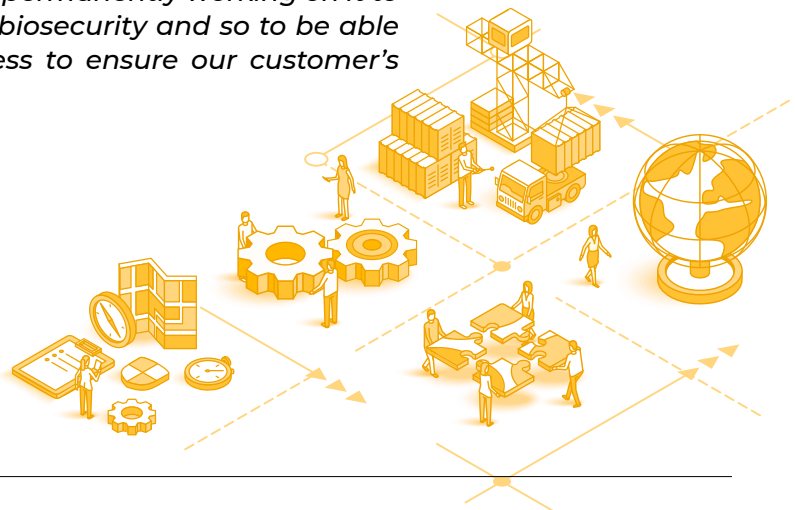
### **Also for you the question of possible effects of the current tense political situation worldwide on LOHMANN BREEDERS and especially on the area of production and logistics.**

Of course, the global political situation can have significant effects on the LOHMANN breeds and similar companies operating in the poultry sector.

Ongoing geopolitical tensions, trade restrictions and conflicts disrupt for example global supply of raw materials for feed production which will increase production costs and energy costs.

As a globally acting company with 14 production hubs and sales in more than 100 countries, political conflicts elsewhere exporting and importing countries can lead to bans, tariffs or regulatory barriers.

Beside this fact, we have to deal with the ongoing diseases like AI. Political instability can also impact the coordination in case of outbreaks. We as LOHMANN are permanently working on it to invest in technologies, hubs, strict biosecurity and so to be able to manage our day-to-day business to ensure our customer's supply chains.



## Two heads - one vision

This realignment at LOHMANN BREEDERS represents an essential step to meet the growing and changing market demands. With two specialized managing directors, each bringing their expertise in specific areas, LOHMANN BREEDERS will further on develop innovative solutions and ideas.

### **Now the question to both of you: What are your long-term visions for the company?**

*The new leadership will strengthen the company's two core areas: first-class breeding animals that fully develop their genetic performance potential, and an efficient production and supply chain, complemented by outstanding customer service and after-sales support.*



**Jurek:**

*So, I will start here to say yes of course we have! Because without a common goal for the company you manage, for the employees you are responsible for, good business management cannot work. That's why the common vision should comprise all areas of the company.*



**Jörg:**

*Yes, you are right, I fully agree: Even though the management has been restructured, the vision for LOHMANN is and remains our mission and our ever-present goal: to continuously strengthen and expand the two core areas of the company, that are first-class breeding animals that fully develop their genetic performance potential, and an efficient production and supply chain...*



**Jurek:**

*...which is complemented by an excellent customer support and after-sales service. You know we are always focused on the essentials that set us apart: LOHMANN BREEDERS - It's the egg.*

**Thank you very much for the interview. After "only" 100 days, you have already made your own mark on the company as dual leadership.**

**LOHMANN BREEDERS is therefore perfectly prepared for future challenges.**



# LOHMANN BROWN TURNS 40!

Market launch of the  
**LOHMANN BROWN**  
laying hen

Past...

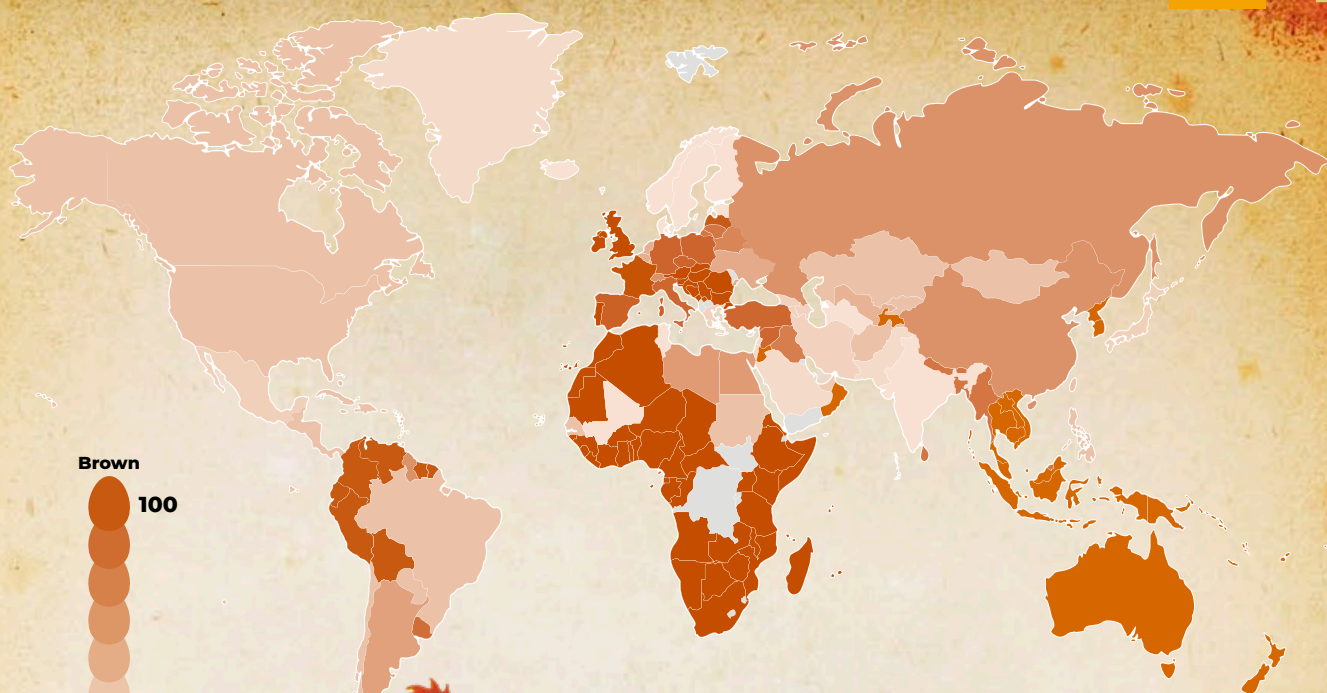


*Consumer preferences determine whether white or brown eggs are produced, and so it was only a matter of time before LOHMANN came onto the market with a new brown layer.*

*The fact that the decision was absolutely right back then is evident today more than ever. This is because brown eggs now make up 50% of the global egg market, with a continuously increasing demand in countries where they were not dominant before, as well as in countries where brown eggs have always been preferred.*



...and present...

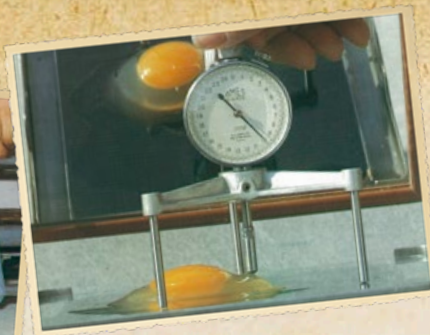


# 1984

Only seven years after the independency of the LOHMANN Breeding programs and the successful introduction of the white laying hen **LOHMANN LSL (LOHMANN Selected Leghorn)**, the geneticists at LOHMANN succeeded once again in introducing the laying hen LOHMANN BROWN after intensive genetic work.

The LOHMANN distributors appreciated this offer and introduced LOHMANN BROWN into their markets extremely successful. A breeding company with high-performance white and brown laying hens meant being able to react flexibly to the demand of the egg market.

In just a short time, LOHMANN BROWN began to conquer the growing brown egg markets in all continents. To this day, LOHMANN BROWN is unbeaten thanks to its outstanding features:



**High** and **consistent** laying performance.



**Optimal** egg weight.



**High** shell breaking strength up to the end of the laying period.



**High** internal and external egg quality...

**...these are the outstanding features that ensure successful and profitable production of brown eggs.**

***In addition, the efficient production of a high-yield egg mass is the basis for economic success.***



**After 40 years of intensive and continuous breeding work, LOHMANN BROWN is the clear market leader among brown laying hens in Europe and worldwide - and there is no end in sight to the success story.**

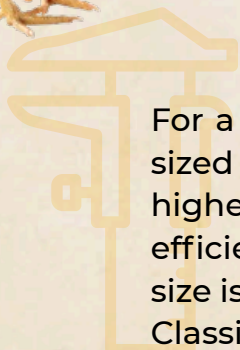
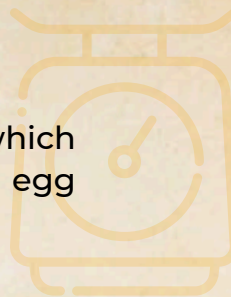
**Through meticulous selection and research, LOHMANN is able to breed the best laying hens that successfully assert themselves in the diverse markets.**

This is also evident in the LOHMANN BROWN, which is now more than ever an absolute all-rounder. **Especially after the split of the breeding populations according to the egg size into 3 different groups:**



#### LOHMANN BROWN-CLASSIC

For the majority of markets which demand a medium to large egg size of around 63 grams.



#### LOHMANN BROWN-LITE

For a market demand of more medium sized eggs that do not pay a significant higher price for large eggs and want an efficient hen for a low Feed per egg. egg size is around 1.5 to 2 grams smaller than Classic.



#### LOHMANN BROWN-EXTRA

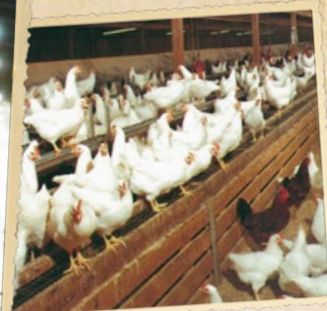
For markets that do pay a significant higher price for large and extra-large eggs.



**This flexibility in the product portfolio offers no other breeding company and is the basis for our slogan:**

*"For every market the right Egg".*





At the time when LOHMANN BROWN was introduced to the Market, all modern egg producing countries had predominantly cage houses. Since the ongoing change and diversification of the housing systems in some markets housing – cage, aviary, barn or free-range – it quickly became apparent that the **LOHMANN BROWN Classic, Lite and Extra** laying hens feel comfortable in all forms of housing systems.

Their strength is their ability to adapt to all systems and environmental conditions. Their performance is based on flexibility in feed intake, efficient conversion of the feed into egg mass and calm, balanced behaviour especially the outstanding nesting behaviour with very little “Out-of-nest” eggs.

**True to the LOHMANN motto:**

*“The right hen for every management”.*

**LOHMANN BROWN – is known worldwide as the most efficient laying hen when it comes to high-quality brown eggs with an excellent yield of egg mass.**



# Many thanks...



**Many thanks to all laying hen farmers network who have been loyal and growing to our LOHMANN BROWN since 40 years and achieve top performance worldwide.**

In addition to the initial two hybrids LOHMANN LSL and LOHMANN BROWN, several LOHMANN breeds have been added over the last 65 years.

With a total of 15 breeding lines from a single source, LOHMANN BREEDERS is the only breeding company with the highest biodiversity in the world.

## Small steps become milestones

### FISHY SMELL ELIMINATED

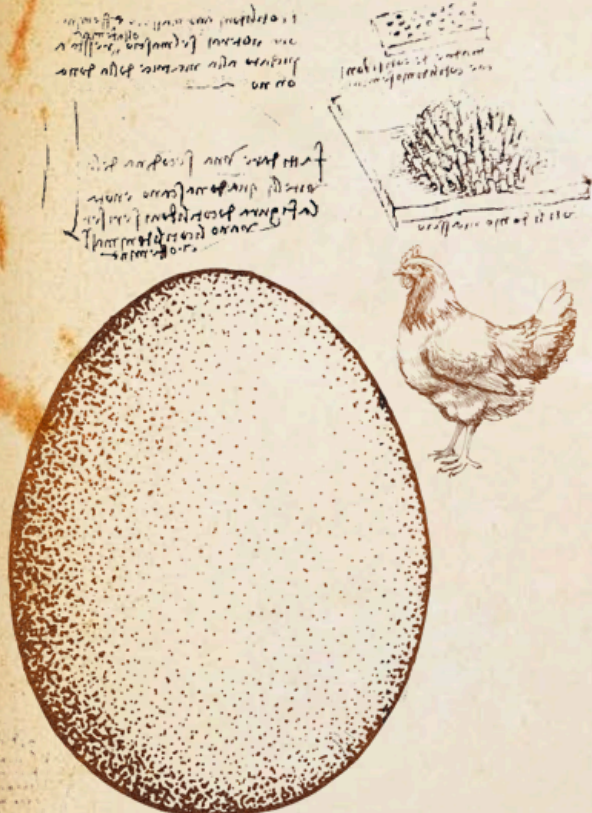
The cause of fish taint in brown eggs was a genetic defect of all brown egg breeds, which occurred in about five to ten percent of the eggs if TMA (Tri-Methyl-Amin) precursors were fed to the hens, for example rapeseedmeal.

LOHMANN scientists developed a test procedure and eliminated the problem through consistent selection to eliminate the genetic defect. Thus, the LOHMANN BROWN was the first brown laying hen without the smell of fish in the brown egg.

*LOHMANN – It's the egg*

# LOHMANN BROWN TURNS 40!

Numbers that **tell the story**



Ensuring superior eggshell quality has been a paramount focus in the genetic selection of LOHMANN birds. Over the years, we have consistently achieved and upheld exceptional quality standards for LOHMANN BROWN, especially for extended production cycles, more and more applied worldwide.

This commitment for the outstanding shell quality isn't just about our customers' profitability; it's also about ensuring food safety. Enhanced shell quality prolongs the shelf life of these precisely packaged products.

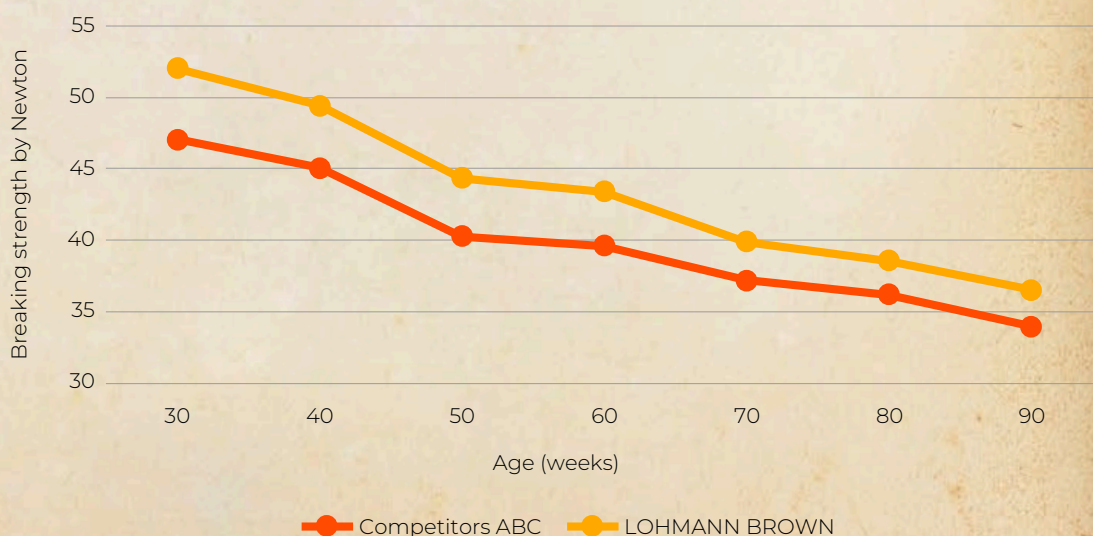
We take immense pride in sustaining that LOHMANN BROWN consistently delivers the highest eggshell quality across all stages of production.

Unlocking the secret to superior eggshell quality is our specialty. With precision and devotion, our field team and dedicated distributors staff continuously conducts eggshell measurements across our extensive customer network. We use state-of-the-art machines which are exactly the same one our genetic department employs in our Pure Line breeding program.



Our findings speak by themselves: **LOHMANN BROWN eggs consistently exhibit remarkable breaking strength**, surpassing competitors from the onset of lay and maintaining dominance even beyond the 90-week mark.

The chart below showcases the tangible difference in Newton (N) between various breeds at different stages of development and LOHMANN BROWN. **It's evident that LOHMANN BROWN outperforms the competition by a significant margin, regardless of housing or climate conditions.**



**Chart 1.** Egg breaking strength of LOHMANN BROWN birds compared to competitor's average. Figures on each age on the chart mean the difference in strength (N) and how much percent our LOHMANN BROWN eggs outperform competition.

Numerous local factors, such as:



**Climate**



**Housing/equipment**



**Nutrition**



**Health**



And **management** practices...

...can significantly **impact egg production rates**.

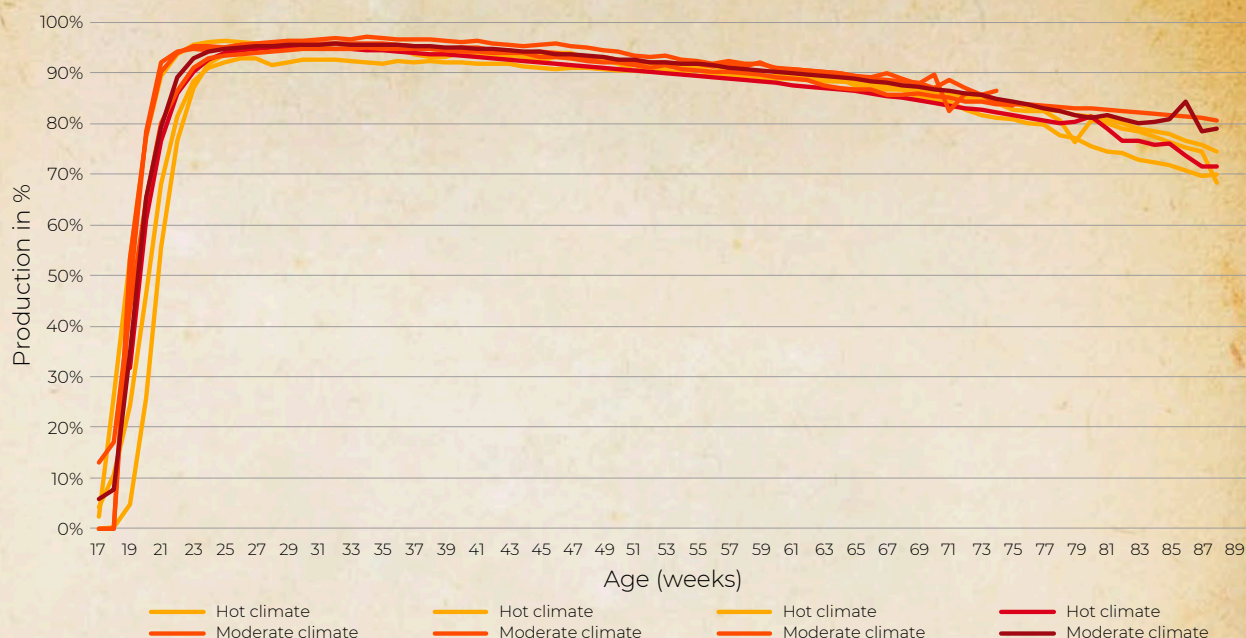
**Genetic selection aimed at achieving a high peak of production while maintaining a stable, sustainable curve over time within a profitable range is essential.**



Year after year, we witness consistent improvements in the performance of our LOHMANN BROWN breeds among our customers. Whether in challenging conditions such as hot and open housing setups or in more controlled houses in moderate climates, our birds demonstrate remarkable adaptability. **Sustaining high levels of production for over 90 weeks is a common achievement for LOHMANN BROWN flocks.**



In our database we're able to plot flocks from different countries and management systems and, again, we can confirm the narrow natural variation of performance.



**Chart 2.** Production percentage according to the climate condition faced in the country. Each line represents the average of different flocks per climate condition. It's not uncommon to find flock with innumerable weeks in a row in which production index surpasses 90%.



This confirms the adaptability of LOHMANN BROWN hens to a wide range of different climate and feed conditions all over the world.



LOHMANN  
BREEDERS

# LOHMANN SCHOOL 2024

## AN INTEGRAL PART OF THE LOHMANN EVENT CALENDAR

Andrea Callwitz  
*Head of Marketing*

EVENTS | LOHMANN SCHOOL 2024 – An Integral Part of the LOHMANN Event Calendar



Once again, it was time – the LOHMANN SCHOOL 2024 opened its doors, offering customers and partners from around 15 nations a unique opportunity to engage deeply with the latest insights and topics in layer poultry breeding.

From **October 21 to 25, 2024**, this year's event took place at the LOHMANN headquarters in Cuxhaven, and it was once again a highlight for all involved.

## Insights and Expertise at the Highest Level

The LOHMANN SCHOOL has now become a permanent fixture in the LOHMANN calendar, as well as in the calendars of our international customers.

**This week was filled with exciting presentations and hands-on workshops, carefully prepared by LOHMANN experts for around 40 participants.**

**Attendees had the opportunity to gather comprehensive information on topics such as flock management, feed management, animal health, genetics, hatchery processes, and much more.**

**The LOHMANN expert team provided fascinating insights into the latest industry developments and challenges, explaining innovative solutions that are key to efficient and sustainable breeding.**



## International Collaboration

A special highlight was the international exchange that formed the core of the event.

**Participants from all corners of the world – from Europe to Asia and from Latin America to Africa - came together to learn from each other and establish valuable connections.**

In lively discussions, not only were current trends addressed, but also different regional perspectives on layer poultry breeding were shared.

**This international networking has turned the LOHMANN SCHOOL into a real platform for LOHMANN distributors.**



## Thanks to our partners and customers

We are very proud of the successful event.

**The LOHMANN BREEDERS team would like to thank all participants and partners for their confidence and the lively exchange, which, coupled with the technical presentations, provides valuable input for the future of poultry farming.**

## An unforgettable event

The doors of the LOHMANN SCHOOL have closed again, but the ideas and exchange of experiences will resonate for a long time to come.

**In conclusion, the LOHMANN SCHOOL 2024 has once again underlined its importance as a platform for knowledge and networking.**



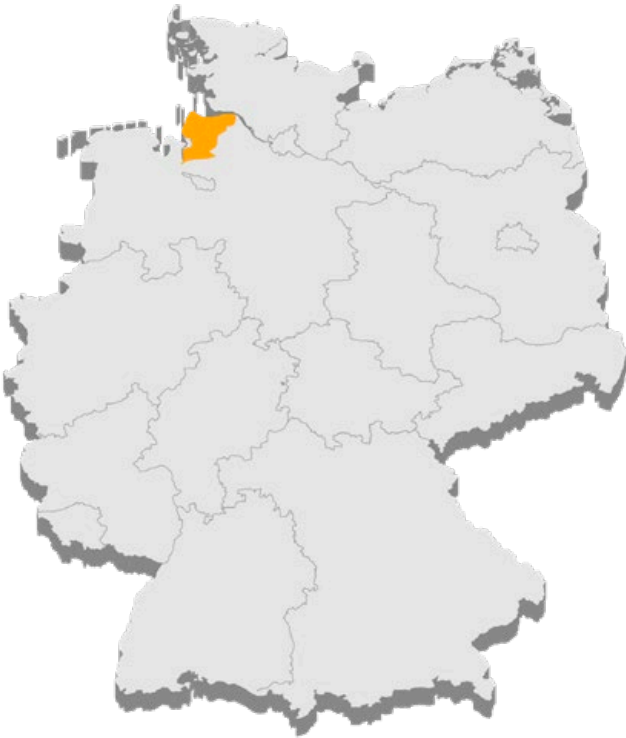
**We are already looking forward to continuing this valuable tradition in 2025 - true to our motto: Breeding for success... Together!**



# LOHMANN SCHOOL CAGE FREE 2024

## A GLOBAL POULTRY SEMINAR

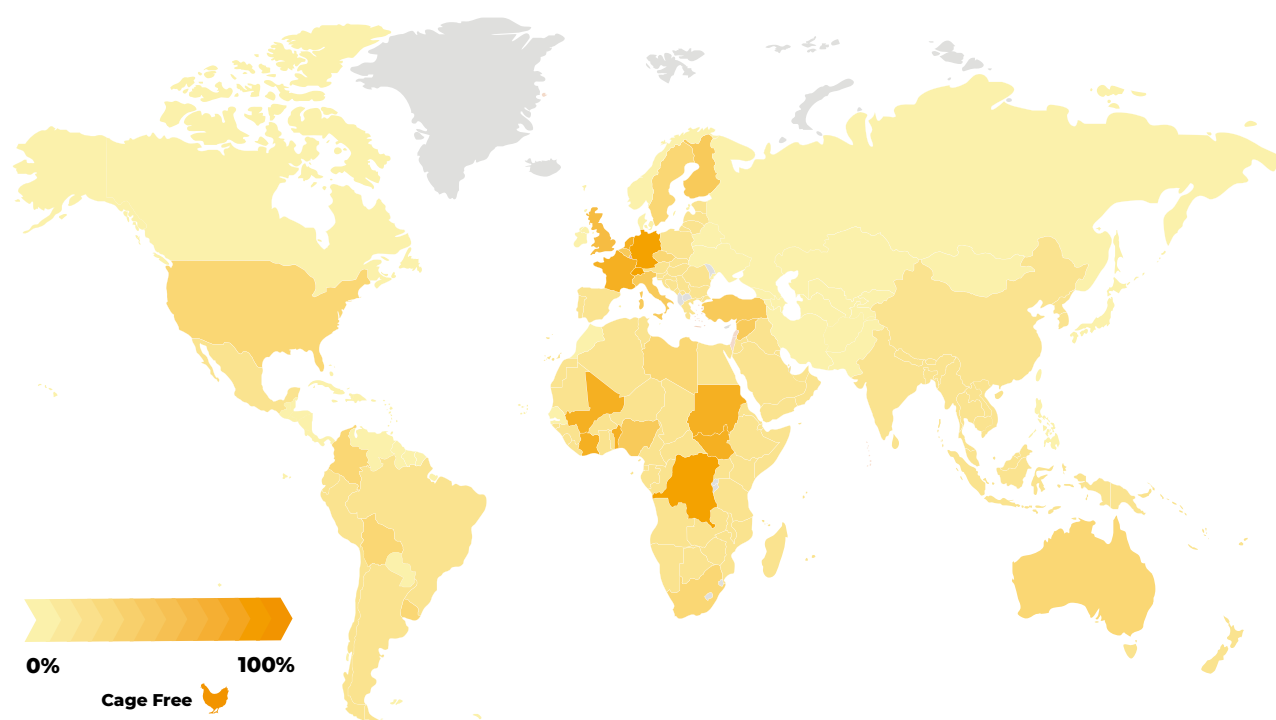
Andrea Callwitz  
*Head of Marketing*



The recent LOHMANN SCHOOL CAGE FREE, took place in the charming coastal town of Cuxhaven, Germany, at the LOHMANN BREEDERS headquarters, and brought together **poultry experts, farmers, and industry specialists** from **13 countries** and **5 continents**.

During the one-week seminar, participants took part in varied discussions, workshops, and made full use of the networking opportunities. Each year, interest in cage-free production systems continues to rise.

This year, we hosted participants from well-established cage-free markets, including several European countries and North America. Interestingly, we welcome participants from 6 different companies from countries where cage systems are still prevalent, such as **South Korea and Brazil**. In these regions, we are witnessing a steady growth in the interest for cage-free egg production.



▲ **Figure 1.** Cage free worldwide

## Advancements in Cage-Free Egg Production

This LOHMANN SCHOOL was focused on the topic of **cage-free egg production**.

Participants engaged in lively conversations about the latest advancements, challenges, and innovations in this area. From understanding hen behavior and welfare to optimizing production systems, **the sessions covered a wide spectrum of topics.**



## Comprehensive Program: From Production to Health

The conference program was designed to cover all aspects of poultry management in cage free systems.



**1 Management:** Experts shared insights into optimizing egg production in alternative systems, ensuring hen welfare, and maximizing efficiency. Attendees learned about all crucial aspects of both rearing and production periods for a successful cage-free operations such as brooding, designing Lighting programs, Movement within a cage-free system & Enrichment strategies.



**2 Feeding:** Nutrition plays a pivotal role in egg production. Discussions centered around balanced diets, feed formulation, and strategies to support gut health while keeping feed costs affordable. Attendees participated in a practical session that provided hands-on experience with feed structure and sieve analysis, emphasizing optimal feeding analysis for extending laying cycles, illustrated with real-life examples.



**3 Health:** Disease prevention, biosecurity, and flock health were key topics. Experts emphasized proactive measures to help maintain healthy flocks, minimizing disease risks with a focus on sustainable production.



**4 Genetics:** Where it all begins. The collaboration between Lohmann genetics and our customers allows us to develop breeding strategies to suit all environments & match desired traits required such as Egg profile and adaptability to specific environments.



## Beyond the Event: Expert Support

While the conference provided a platform for knowledge exchange, the journey doesn't end there. The LOHMANN technical service team remains committed to assisting participants beyond the **LOHMANN SCHOOL Cage Free 2024**. Whether it's troubleshooting, advice, or further insights, their expertise is readily available.

## Conclusion

For over sixty years, LOHMANN breeds have been synonymous with exceptional egg quality. Whether cage free or conventional systems, the eggs from LOHMANN hens consistently fulfil exacting standards.

**During the week, many years of experience and knowledge was shared from all parties involved.**

In addition, the attendees went home with more than just theoretical knowledge. They took home practical solutions, new connections, and a renewed commitment to cage-free egg production to help them continue to achieve exceptional egg quality worldwide.

**In summary, the LOHMANN SCHOOL Cage Free 2024 was a successful gathering that promoted knowledge exchange and collaboration among poultry enthusiasts.**

**On behalf of the entire LOHMANN TEAM - Thank you for your participation – it was a pleasure!**

**LOHMANN BREEDERS “It’s the egg”.**





LOHMANN  
BREEDERS







# EUROTIER 2024

## SUCCESSFUL WORLD'S LEADING TRADE FAIR PROVIDES BUSINESS-RELEVANT IMPETUS



**2,193**  
exhibitors



**51**  
countries



**120,000**  
trade visitors

Nicole Rehse  
*PR/Communication*

Some impressive facts for the beginning: 2,193 exhibitors from 51 countries - around 120,000 trade visitors from 149 countries keen to invest - guiding theme 'We innovate animal farming': forward-looking innovations ensure productivity and competitiveness - animal welfare, sustainability, digitalization and AI set the pace.

Under this year's theme 'We innovate animal farming', EuroTier 2024 provided strong impetus for the national and international livestock sector.

Together with a diverse range of exhibitions and a specialist programme, the DLG (German Agricultural Society) as organizer presented technical innovations that combine productivity, animal welfare and sustainability - from digitalization, robotics and AI to modern solutions for barn construction and health management.

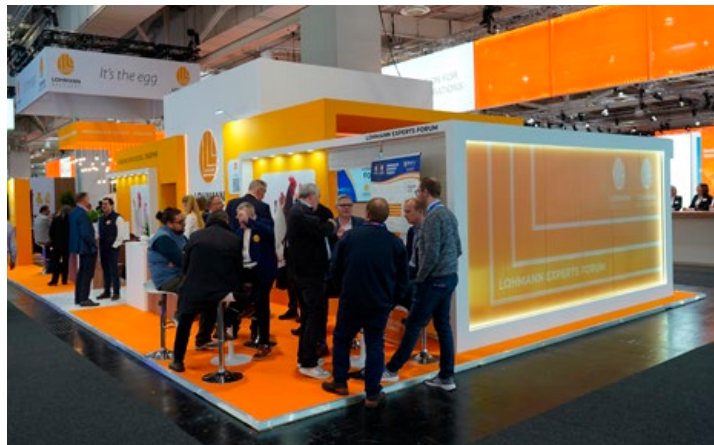
**The motto of the trade fair was a perfect fit for us, because at LOHMANN BREEDERS, innovative strength and productivity go hand in hand.**

## LOHMANN Booth: The Heart of the Exhibition

Situated at H17C13, the LOHMANN booth became a central hub of activity, attracting professionals eager to discuss the latest trends in layer breeding and market developments.

**After a break of several years, our entire team was more than ready to make the trade fair an absolute highlight of our LOHMANN year. And the visitors proved us right, our stand was one of the most visited stands.**

**All trade fair visitors, customers, business partners and members of the large LOHMANN family made up for the lively activity at our stand.**



## LOHMANN Booth Party

We may not have been at EuroTier for a long time, but of course we still know how to organize a stand party!

**Hospitality and customer service are a high priority at LOHMANN BREEDERS and so the opening party at the trade fair was a complete success.**

**With good drinks, delicious snacks, live music and, above all, good conversation, we offered a perfect balance of work and leisure, leaving visitors with a memorable experience. Many thanks to everyone who joined us!**

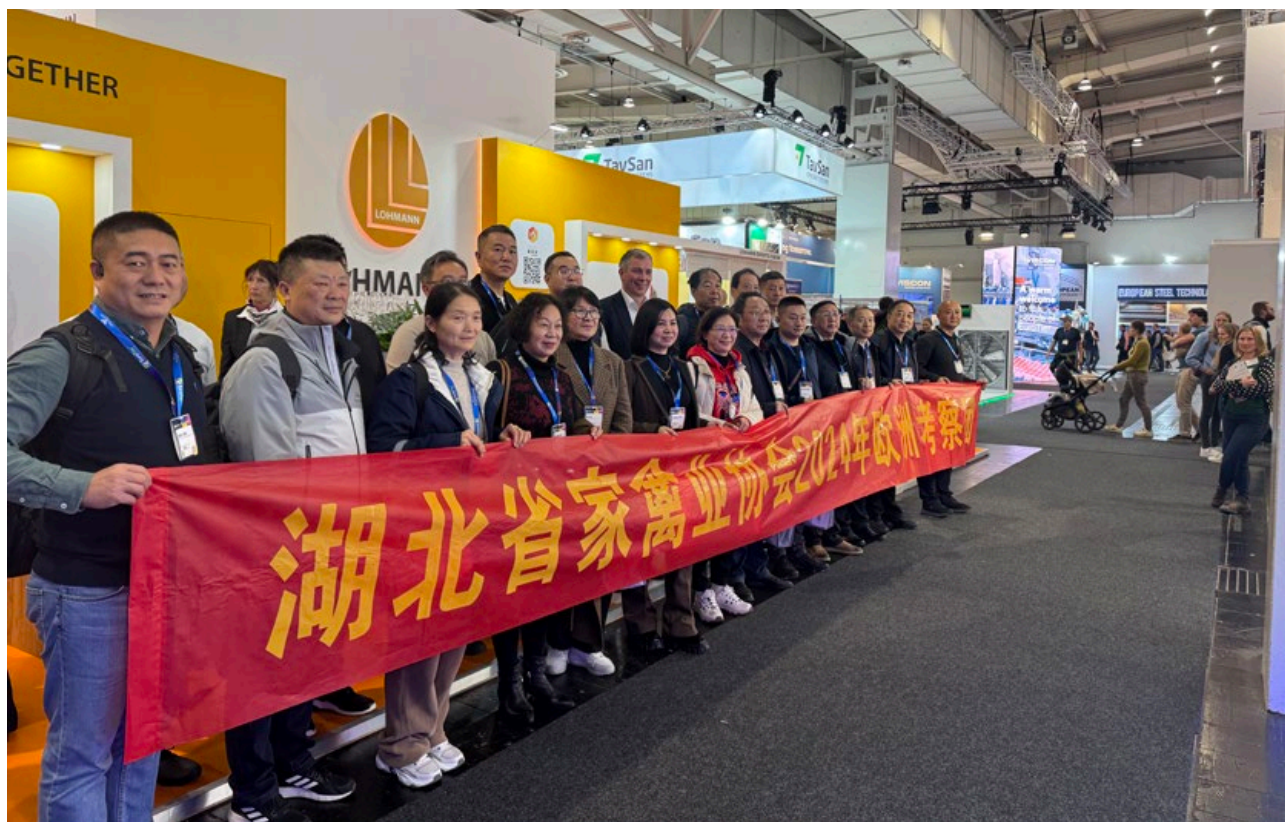


We were once again able to demonstrate our strengths at this trade fair: first-class customer service, sharing expert knowledge, excellent marketing and, of course, our high-performance breeds.

**EuroTier 2024 has closed its doors this year, but at LOHMANN BREEDERS the door is always open for our customers and business partners.**

**With this in mind, we look forward to the next company events such as the LOHMANN SCHOOL or our Franchise Distributor Meeting, or perhaps we will see you at another trade fair or congress.**





**WORLDWIDE** | EuroTier 2024: Successful world's leading trade fair provides business-relevant impetus



# LOHMANN BREEDERS BACK AT THE IPPE 2024 IN ATLANTA, USA

Andrea Callwitz  
*Head of Marketing*

The exhibition year 2024 has started successfully with our participation at IPPE 2024 in Atlanta, USA. After more than 10 years, our LOHMANN Corporate Stand made a comeback at IPPE 2024.

This international exhibition for production and processing is the largest annual event for the poultry, egg, meat, and animal feed industry, attracting a wide range of national and international decision-makers.

This year, over 1,400 national and international exhibitors showcased their products on a total exhibition area of 621,000 square meters at IPPE 2024.





**+1,400**  
national and  
international exhibitors

**621,000**  
square meters

It was the perfect platform for us to personally meet our LOHMANN customers and partners from America, Latin America, Japan, Australia, and Africa. Our excellent LOHMANN experts from the Technical Service and Sales teams were available to answer all technical questions.

**To kick off the show, we hosted a stand party which was attended by many customers and partners. We spent the afternoon together with refreshing drinks, delicious snacks, and stimulating conversations. It was a great opportunity to stay informed, exchange ideas, and discuss the latest developments in our industry.**





We would like to thank all our valued customers and partners who visited us at IPPE 2024! See you next time!

WORLDWIDE | LOHMANN BREEDERS back at the IPPE 2024 in Atlanta, USA



### Save the date

This year, EuroTier will take place **from November 12<sup>th</sup> to 15<sup>th</sup> in Hannover**, Germany, and we will of course have a booth there too!

**We look forward to your visit!!**

**EuroTier**<sup>®</sup>  
First in animal farming.

**2024**  
12-15 NOVEMBER  
HANOVER, GERMANY



**THE WORLD'S LEADING TRADE FAIR**



Take your notes

# XXIII LATIN AMERICAN POULTRY CONGRESS (OVUM 2024)

Braulio Ruiz  
Sales & Technical Service  
Latin America



**3,980**  
attendees



**55**  
countries



**168**  
booths

Every two years, the Latin American Poultry Association (ALA) organizes a highly significant congress in the poultry sector.

This time, the event took place in Punta del Este, Uruguay, and welcomed 3,980 attendees from 55 countries, 200 companies were present across 168 booths.



## Importance of the congress

This congress aims to bring together key players in the poultry industry from Latin America and around the world to address the challenges, opportunities, and advancements in poultry production.

**The OVUM 2024 Congress was aimed at all those interested in learning about trends and challenges in the sector and establishing contacts and business relationships with other professionals from the region and beyond.**

## Importance for LOHMANN to be present

Given the importance of this event, LOHMANN BREEDERS decided to participate with an own booth, where sales and service representatives Matheus Alves and Braulio Ruiz, along with Nelson Aguilar from the global technical services team, were present.

**This participation provided the opportunity to interact with representatives from various egg production companies and many of our distributors in Latin America, thereby strengthening relationships and looking toward the future.**



## Social Activity

On Thursday, November 14, along with a group of clients, colleagues and friends from 11 Latin American countries that are part of the LOHMANN BREEDERS FAMILY, we took a guided tour of the Casapueblo Workshop Museum, where we enjoyed a beautiful sunset ceremony.

**During the activity, we shared a delicious dinner accompanied by performances from the National Folkloric Ballet of Uruguay.**



## "The ceremony of the Sun"

The Museum Workshop is located in the heart of this magnificent building and showcases the works of its creator, the Uruguayan master Carlos Páez Vilaró, a renowned multifaceted artist and muralist.

**Every year, thousands of visitors from around the world come to Punta Ballena to admire this work, which is undoubtedly the maximum cultural and architectural reference of Uruguay.**



**Every day of the year, as evening falls, "The Ceremony to the Sun" is celebrated, an emotional event that culminates the day.**

**This ceremony features a recording of the artist's voice reciting a poem dedicated to his oldest friend.**



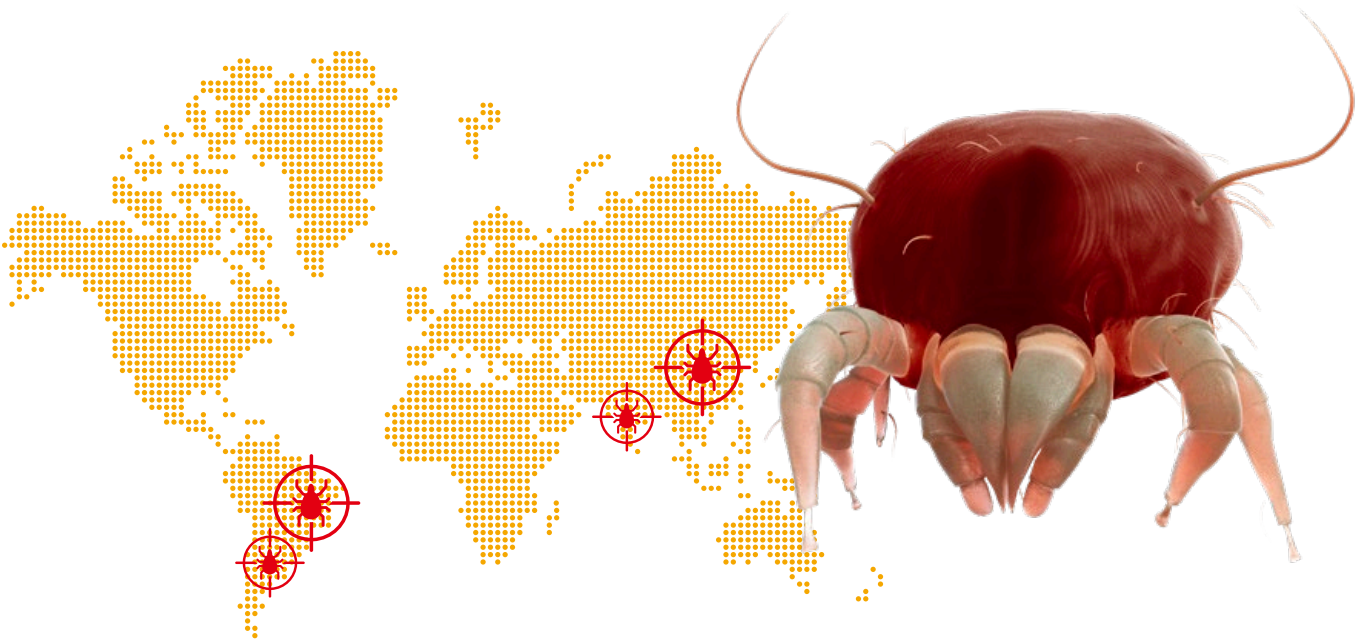


# POULTRY MITES

## A MAJOR OBSTACLE FOR EGG PRODUCERS AROUND THE GLOBE

Farhad Mozafar

Director of Global Technical Service



Among all the ectoparasites found in poultry, mites are considered to be the most harmful ones.

The two main types of mites are commonly referred to as the poultry red mite (*Dermanyssus Gallinae*) and the northern fowl mite (*Ornithonyssus sylviarum*). However, it is the poultry red mite (*Dermanyssus Gallinae*) in particular that has been identified as the most detrimental to laying hens.

*Dermanyssus Gallinae* is found globally, except in North America, where *Ornithonyssus sylviarum* is predominantly distributed, just like in south America and some parts of Asia.

Numerous reports indicate the presence of both mite species in several countries, including Brazil, Argentina, India, and China.

**Poultry red mites (*Dermanyssus Gallinae*) are nocturnal parasites, active during the night, where they feed on the birds' blood. During the daytime, they hide in various gaps and cracks and crevices.**

This behavior makes treating red mites more challenging and complex compared to other mite species like the northern fowl mite (*Ornithonyssus sylviarum*). Unlike the red mite, the northern fowl mite completes its entire life cycle on the host, specifically in the feathers and down surrounding the cloaca area and is able to survive for short period of time off the host.



**Therefore, treatment should be directly applied to the birds.**

**Birds can undergo various methods of treatment, such as spraying, dusting, or dipping, depending on the size of the flock and housing system.**



**In contrast, the poultry red mite can survive for extended periods in the environment without being on a host bird or even consuming a single meal of blood.**

**This indicates that any treatment for *Dermanyssus Gallinae* must be administered both and within the poultry house and equipment and if needed on the birds themselves.**



Consequently, even after removing the birds, the infestation will persist in the poultry house for a significant duration if proper treatment is not applied. Moreover, the extended period of egg production provides ample opportunity for red mites to multiply and cause extensive infestation in poultry farms.

**Under optimal conditions (ambient temperatures ranging from 25 to 30 °C and a relative humidity of 60 to 70%), the life cycle of a red mite, from egg to adult, can be completed within a span of just 7 days.**











Farmers in Europe, the Middle East, and Asia are particularly affected by the negative impact of these mites. Not only do they experience losses in production, but they also face health and financial damages due to the infestation. Unfortunately, the severity of this problem is often underestimated.

**In Europe, the estimated losses caused by red mite infestation range from 0.50€ to over 2€ per laying hen per year, depending on factors such as infestation intensity, housing system, and control methods.**





## The mite infestation leads to several significant consequences, including:

-  Restlessness and distress among the flock, particularly at night and in the nesting area.
-  Irritation of the skin, reduced quality of plumage, and the occurrence of dermatitis.
- Feather-pecking and cannibalism behaviours.
-  Weight loss and anaemia, indicated by pale wattles and combs.
-  Decreased egg production.
-  An increase in the number of second-grade eggs.
-  The transmission of poultry diseases such as salmonella, Newcastle disease, Pasteurella, etc.
-  Mortality in extreme infestation cases.
-  Health problems and stress for the farm staff, including dermatitis and allergic reactions.



## Main differences between Northern Fowl Mite (*Ornithonyssus sylviarum*) and Poultry Red Mite (*Dermanyssus Gallinae*)

Differences	 <b>Northern Fowl Mite</b> ( <i>Ornithonyssus sylviarum</i> )	 <b>Poultry Red Mite</b> ( <i>Dermanyssus Gallinae</i> )
<b>Appearance</b>	<b>In the plumage particularly in the vent region</b>	<b>At birds during nighttime for blood feeding / in the house and equipment as their nests</b>
	<b>Mainly Under moderate weather conditions</b>	<b>Mainly Under Hot weather conditions</b>
<b>Life Cycle</b>	<b>Permanently on host</b>	<b>On the host and in the house and equipment</b>
<b>Survival without host</b>	<b>3 – 4 Weeks</b>	<b>Up to a year</b>
<b>Treatment</b>	<b>Just at birds</b>	<b>Mainly at house and equipment and if needed at birds</b>

## Treatments against poultry red mite (*Dermanyssus Gallinae*)

### Conventional treatments:

The most commonly used chemicals to combat mite infestations are synthetic acaricides, such as Organo Phosphates, Carbomates, and Pyrethroids.

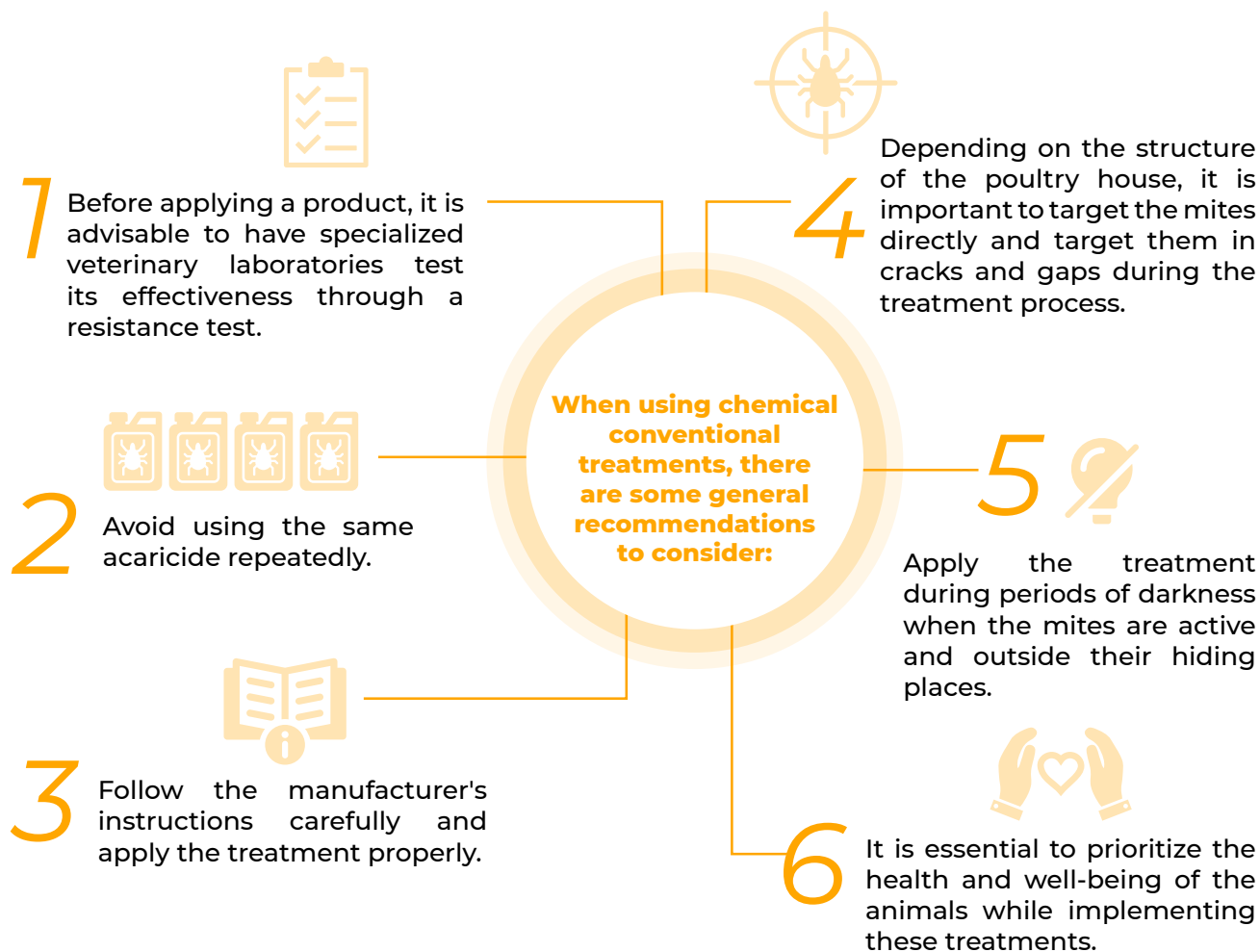
**However, it is important to note that the effectiveness of these chemicals and their application success are becoming increasingly questionable due to several issues.**

**One major concern is the development of resistance by red mite populations against acaricides, which has been an ongoing problem for several years now.**

This resistance development can render the treatments almost ineffective. The use of higher dosages also poses a risk to the health of both birds and consumers, as it can lead to the presence of residues in eggs and meat.

**Moreover, the constant changes in legislation within respective countries and the limited number of products licensed specifically for red mite control make the situation even more challenging for farmers in their quest to manage this pest.**

In the past few years, there has been a notable advancement in the effectiveness of products containing chemical compounds like “Isoxazoline” in combating poultry red mite. However, one drawback is the high cost and the need for repeated treatments.



### Alternative treatments:

To address the aforementioned issues and overcome the challenges associated with traditional chemicals and acaricides for combating poultry red mites, innovative alternative solutions have emerged in recent times.

**For instance, It is widely recognized that some “essential oils” obtained from plants like garlic, neem tree, thyme, and tea possess toxic properties against red mites.**



Building upon this knowledge, a variety of products in the form of drinking and feeding additives have been introduced into the market.

**Nevertheless, it is crucial to acknowledge that there could be possible side effects, and further research and practical knowledge are required to refine such approaches.**



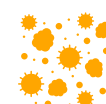
A widely used and effective method for combating poultry red mite in Europe is the application of “Diatomaceous earth and silica-based products”. This physical treatment involves blocking the joints between the mite’s chitin shell, ultimately immobilizing them.

**Additionally, when silicate dust enters the respiratory system of the mites, it leads to suffocation.**



However, it is crucial to select the appropriate product, mixture, particle size, pressure, and application method for a successful treatment.

**This method does not present a danger of intoxication for birds or humans. Nevertheless, the dust particles can lead to stress and health problems for both birds and staff.**



**The latest products, which have a reduced tendency to generate dust and adhere more effectively to surfaces, appear to be more suitable and efficient.**



**To achieve a successful treatment with silica-based products, it is essential to carefully select**



The appropriate product.



Mixture.



Particle size.



Pressure.



Ensure proper application.

In recent times, “Heat treatments” have gained popularity in European countries due to the understanding that temperatures exceeding 45 °C are fatal for poultry red mites at any stage of their life cycle, from eggs to adults.

The process involves raising the temperature inside the empty poultry house between consecutive laying cycles to above 45 °C and maintaining the temperature for an extended duration for example several days.



**It is crucial to consider the melting point of plastic equipment components and to conduct these treatments under the guidance of experts, exercising utmost caution.**

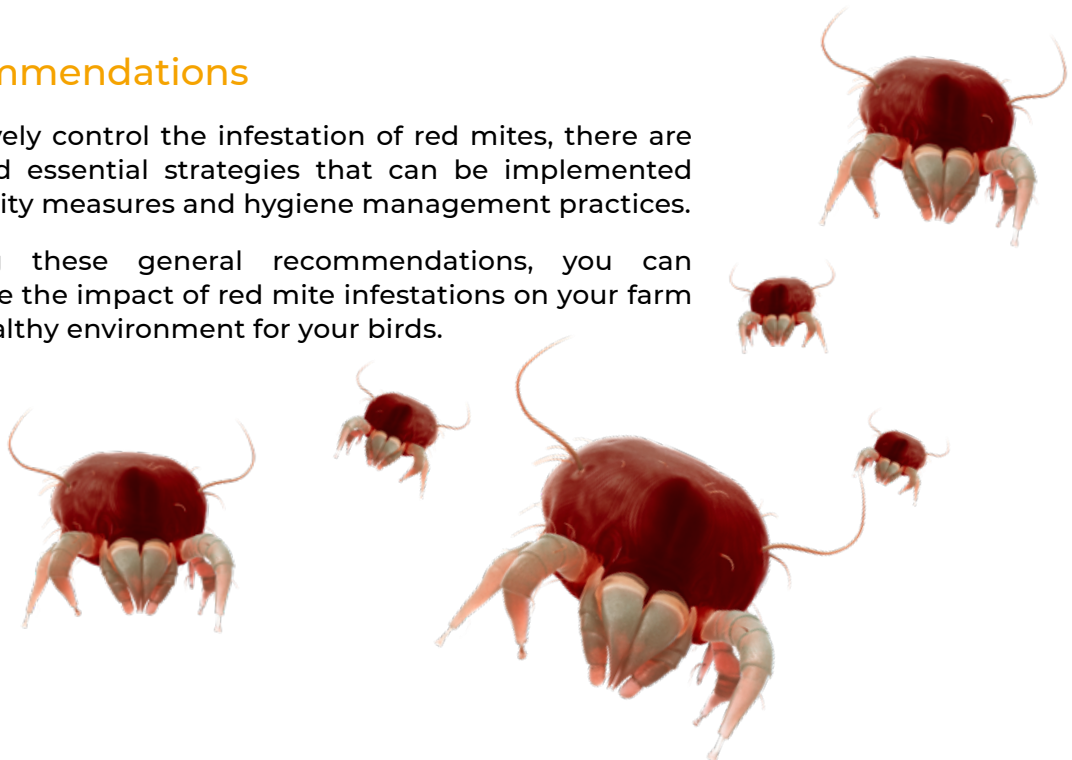
**This technique has the potential to be completely successful when executed correctly. Its success is attributed to a combination of factors, including the intensity and duration of elevated temperatures, as well as the level of relative humidity.**



## General recommendations

In order to effectively control the infestation of red mites, there are several simple and essential strategies that can be implemented alongside biosecurity measures and hygiene management practices.

By implementing these general recommendations, you can significantly reduce the impact of red mite infestations on your farm and maintain a healthy environment for your birds.



## These recommendations include:

- 1 Develop a unique and customized approach by combining different treatments that are suitable for your specific farm and housing system.
- 2 Minimize the opportunities for mites to hide in equipment and farm structures by implementing proper cleaning and maintenance procedures.
- 3 Utilize monitoring tools, such as mite traps, to detect the presence of mites at an early stage and initiate treatment before the mite population multiplies.
- 4 Administer treatment immediately after removing the birds from the area to prevent mites from finding refuge in cracks and crevices.
- 5 It is recommended to use an effective treatment designed to target all mite stages including eggs.
- 6 Take preventive measures to avoid reinfestation of red mites in your farm, including careful consideration of rearing practices, construction of houses, transportation vehicles, staff hygiene, visitor protocols, and potential interactions with wild birds and animals.

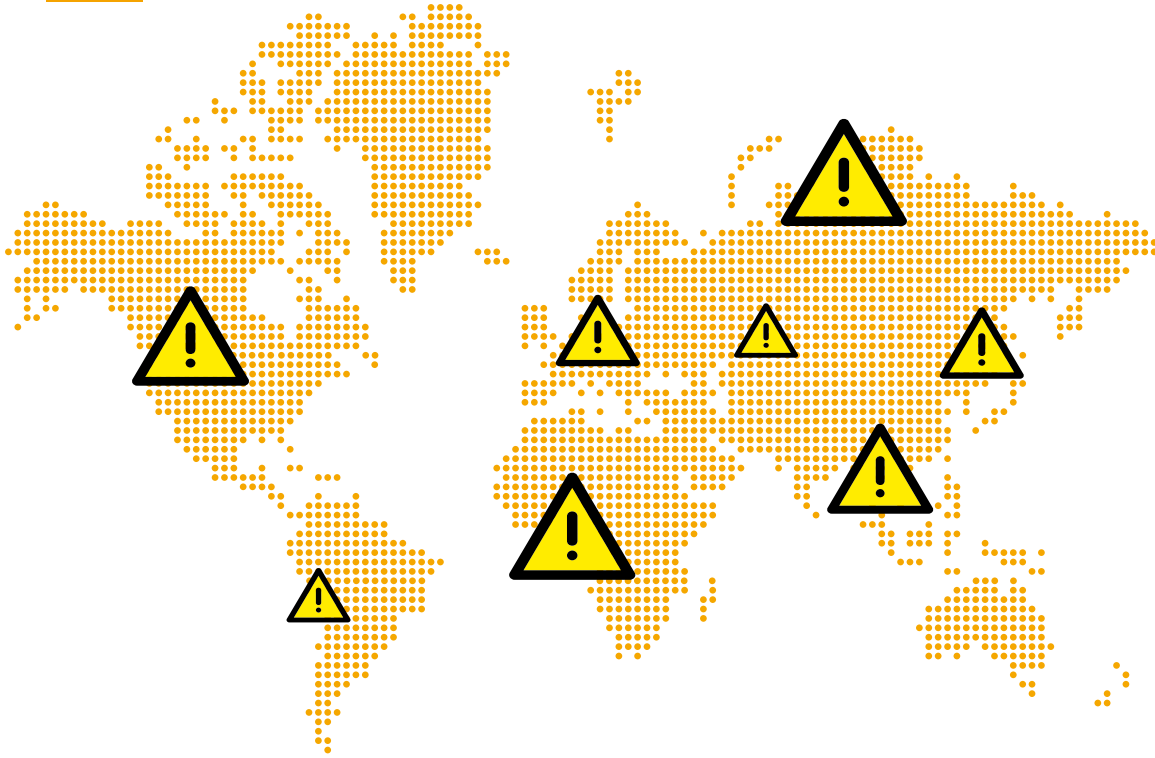
## Conclusion

The rapid reproduction of mites and their increased spread across different regions as a result of climate change, along with the challenges in finding efficient methods to control them and their role as carriers of diseases, highlight the significance of mites as a serious threat in the poultry sector.

**Unfortunately, the current treatment methods which are available are not effective enough to keep red mite infestation under control in many poultry farms worldwide.**

**Hence, additional research and advancements in treatments for fowl mite are necessary to further combat this issue.**





**Apply a treatment as soon as you identify the initial presence of mites and before their population escalates.**

**To effectively monitor the severity of infestations on your farm, employ tools such as adhesive mite traps or cardboards.**





Take your notes

# THE IMPORTANCE OF THE PREPARATION PERIOD FOR PROLONGING THE PRODUCTION CYCLE OF LOHMANN LAYING HENS

Mark Allen

*Global Technical Service - Flock Management*



The rearing period of laying hens plays a crucial role in determining the success and longevity of their production cycle.

With advancements in breeding and nutrition research, it is now possible to extend the production cycle of commercial laying hens to 90-100 weeks.

This extended production cycle not only contributes to increased profitability but also promotes more sustainable food production.

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## The role of the preparation period

To achieve a successful and prolonged production cycle, proper attention must be given to the preparation period, which spans from 0 to 32 weeks of age.

**During this period, hens undergo important developmental processes that lay the foundation for their future performance.**



**It is crucial to focus on developing the immune system, digestive system, and skeletal system during the preparation period.**



## Developing the Immune System

From day one, it is paramount to prioritize the development of the immune system in laying hens. This can be achieved through strategic nutrition and management practices.



**Providing the right balance of nutrients, including essential vitamins and minerals, is essential for strengthening the immune system and ensuring the overall health and well-being of the hens.**



**A strong immune system will help the hens' combat diseases and stressors throughout their prolonged production cycle.**



## Developmental bodyweight growth and skeletal health

Close attention should be paid to the developmental bodyweight growth of laying hens during the preparation period.

**Proper bodyweight development is crucial for achieving optimal persistency and livability in the laying phase.**



**It is essential to ensure that the hens reach the appropriate bodyweight milestones at each stage of their growth.**



**Additionally, skeletal health is of utmost importance as it not only provides the structural framework for the hens but also acts as a calcium store, which is vital for eggshell formation.**



## The importance of nutrition in prolonging the production cycle



Nutrition plays a significant role in prolonging the production cycle of LOHMANN laying hens.

**Proper nutrition must be provided throughout the entire production cycle, with particular attention paid to the late laying period when nutrient absorption and immunity decline.**



## Energy and protein balance

Adequate energy intake is crucial to meet the hens' requirements for growth, feather coverage, and egg production.

**However, overfeeding can lead to excessive bodyweight gain, which negatively affects production rate and egg quality.**



**It is important to strike the right balance in energy intake to ensure optimal performance without compromising the hens' overall health and welfare.**



**Similarly, protein and amino acid balance are essential for influencing egg size and weight.**



**Achieving the right balance of protein and amino acids in the diet can contribute to the overall productivity and quality of eggs.**





## Training for cage-free systems

For hens destined for cage-free systems, training should be completed by 32 weeks of age.

**During this period, the hens should be exposed to the specific environmental and behavioral requirements of cage-free systems.**

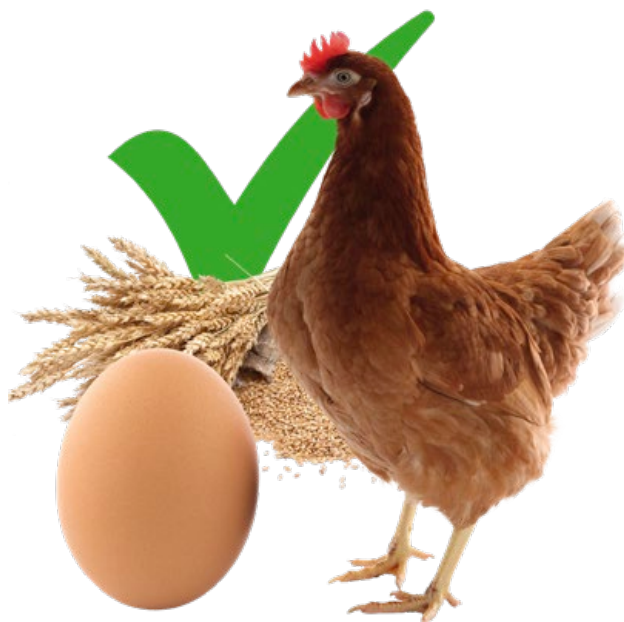
**This training will help them adapt to their future housing conditions and promote behavioral enrichment, which is vital for their welfare and productivity.**

## Conclusion

The preparation period, encompassing the rearing phase of laying hens, plays a crucial role in prolonging their production cycle.

**Through proper nutrition and management practices, including the development of the immune system, training for specific housing systems, and attention to bodyweight growth and skeletal health, laying hens can be prepared for an extended production cycle.**

**Adequate nutrition, particularly in terms of energy balance, protein and amino acid balance, and trace mineral nutrition, is essential for optimal performance and egg quality.**





# END OF AN ERA: A BUSINESS PARTNER AND FRIEND SAYS GOODBYE AFTER 25 YEARS



Braulio Ruiz  
*Sales & Technical Service Latin America*

As LOHMANN BREEDERS family, we would like to pay a heartfelt tribute to the man who has been, for many years, a partner, support and friend like no other: Rafael Ignacio Serrano Urdaneta, General Manager of Pronavícola Colombia.

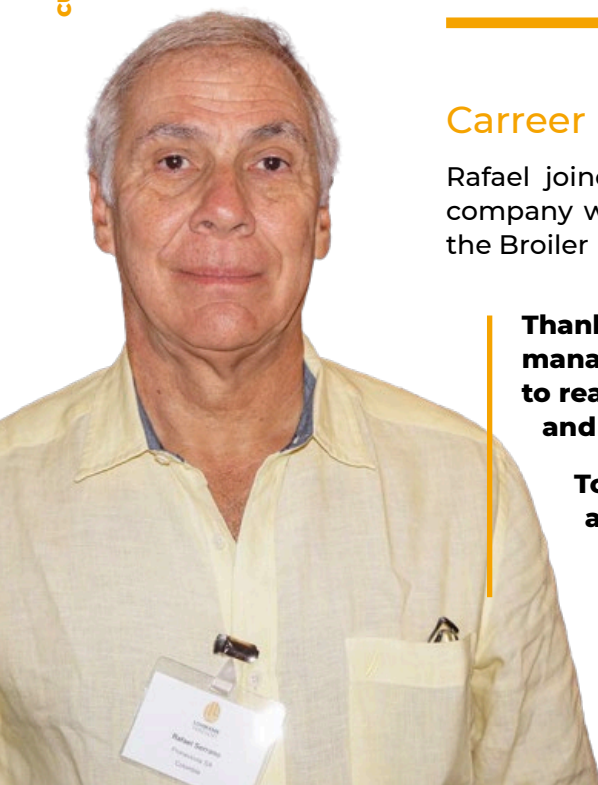
## Carreer

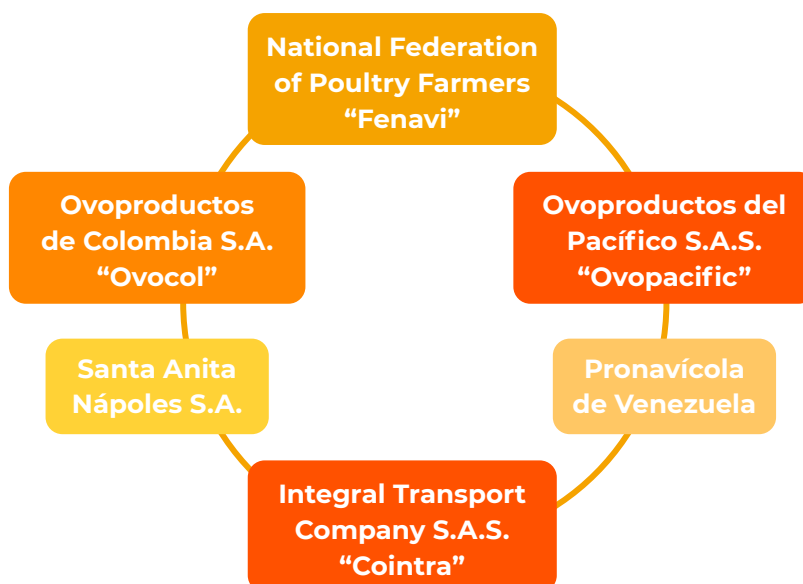
Rafael joined Pronavícola on August 23, 1999, at a time when the company was facing serious economic challenges due to leukosis in the Broiler Indian River line.

**Thanks to his leadership and the efforts of his team, he managed to turn this situation around, leading the company to reach sales levels ten times higher than those of that time, and generating more than 700 stable and quality jobs.**

**Today, we celebrate his career, which is coming to an end after 25 years of dedication and service to the company.**

Parallel to his work in Pronavícola, Rafael has actively supported our poultry market in several instances, standing out as a member of the Board of Directors in the following entities:





## Family

Rafael is not only an outstanding professional, but also a wonderful husband to Camila Zuleta de Serrano, his great companion in life.

**Together they have formed a beautiful family, which includes their beloved daughter Juanita Serrano Zuleta and their granddaughter Isabela, who is the greatest gift that life has given them.**

**It is evident that the poultry industry, just like us, bids farewell to an exceptional professional. All that remains is to wish him health, happiness, and a well-deserved rest, with the hope that he enjoys his time with his wonderful family.**

**We wish you all the very best for the future! Thank you for your decades of trust in LOHMANN!**







Take your notes



# 30 YEARS OF AGROPECUARIA VALLECITO, PERU

Matheus Alves

*Sales & Technical Service Latin America*

CUSTOMER NEWS | 30 Years of Agropecuaria Vallecito, Peru



It is an honor for us to celebrate the 30th anniversary of the company Agropecuaria Vallecito!

Congratulations to our distributor of LOHMANN BROWN CLASSIC in Peru for these 30 years of the company and outstanding partnership with LOHMANN BREEDERS!

## Celebrating 30 years of outstanding partnership

We would like to thank Agropecuaria Vallecito for their dedication and all these years we have been working together, years of trust, collaboration and loyalty. We have faced challenges together and celebrated many successes, always striving to deliver the best to our customers.

This year of 2024 is a special year:

**We have the 30 years celebration of Agropecuaria Vallecito!!**

**LOHMANN BROWN turns 40!!**

**Over these three decades, Agropecuaria Vallecito participated in almost all LOHMANN BROWN's successful history!!**

**It was a great opportunity to celebrate Agropecuaria Vallecito's anniversary with customers and friends in the Santa Catalina Convent.**

**Thank you Agropecuaria Vallecito for the extraordinary confidence in LOHMANN BREEDERS and our breeds. We hope for many more successful years – Breeding for success...Together!**



## 2<sup>nd</sup> International Convention of Egg Producers from Peru (AprohPeru)

The **2<sup>nd</sup> International Convention of Egg Producers from Peru (AprohPeru)** is an international event that took place at this time in Arequipa (Peru), on September 18<sup>th</sup>, 19<sup>th</sup> and 20<sup>th</sup>.

**The first convention was already a success, and in this second, even more people participated which confirms the success of the event.**

**Our LOHMANN BROWN distributor in Peru, Agropecuaria Vallecito, was presented in this event with a booth where they were able to welcome their customers and potential customers.**

**Sra. Maria Luz Bustamante, Sr. Italo Giribaldi and Sr. Daniele Delfino who represented owners of the company, Sr. Jorge Simpson, Sr. Luiz Aguilar y Sra. Maria Arteaga from Vallecito's team welcomed all interested visitors, customers and friends to their booth.**

**The team was completed by Matheus Alves and Nelson Aguilar from LOHMANN BREEDERS. A very interesting exchange of experience about our LOHMANN BROWN CLASSIC and nutrition topics with egg producers took place.**







LOHMANN  
BREEDERS



# OPOL-DROP

## POULTRY SYMPOSIUM

Marek Malkowski  
*Sales & Technical Service Europe*  
*in cooperation with*  
Johannes Grafe AAT

From 06.06.2024 to 08.06.2024 the 27<sup>th</sup> Poultry Symposium organized by Opol-Drob, the Polish partner of LOHMANN BREEDERS GmbH - active on the Polish market since 30 years - in co-operation with the National Board of Poultry and Feed Producers (Kipdip) took place in beautiful Zakopane in Poland.

Over 80 people accepted the invitation from Andrzej Kamionka and his wife. Numerous well-known companies such as Big Dutchman, De Heus, MSD Animal Health, Elanco and LOHMANN BREEDERS made this event possible.





## Official Data

According to the official data of the National Board of Poultry Producers in 2023, 50,6 Mio laying hens has been registered in Poland.

**The trend for egg production in the alternative system persists: 21,5% floor; 6,8% free range; 1,6% organic and 70,1 % still in cage system.**



## Excellent content

Among other things, there were presentations by **Big Dutchman** on the newest products as Natura Visio systems for the small and middle size egg producers; **DeHeus** presented strategies for feeding during heat stress and **Kipdip** updated the guests on newest development, challenges, opportunities and risks in the poultry market of Poland and EU, support system for farms affected by Avian Influenza and overall trends in Poultry sector based on an assessment of avian flu by the University of Wroclaw.

**In addition, the special guest Mr. Johannes Grafe, Product Manager at AAT, in collaboration with Marek Malkowski - Sales & Technical Service LOHMANN BREEDERS, gave a presentation on the current status of *in ovo* sexing in the European context.**



**The Polish audience was given an opportunity to understand the current situation regarding *in-ovo* sexing in Europe as well as an insight into the proven Cheggy technology.**

## Discussion and exchange of experience

Between the presentations the guests had the opportunity to discuss the technical questions and solutions with LOHMANN BREEDERS representative, **Marek Malkowski**, BigDutchmann specialists and Opol-Drob CEO **Mr. Andrzej Kamionka**.

There was of course also time for the participants of the symposium to socialize. The crowning final was the 'Oblad' themed evening. In addition to folkloric music and a hearty meal, the day's discussions were continued over cool drinks.

In conclusion, it was a successful event in the mountains of Poland and AAT was proud to be able to present its technology.



▲ Marek Malkowski (LOHMANN BREEDERS) Andrzej Kamionka & Monika Machnicka (owners of Opol-Drob) and Johannes Grafe (AAT)





# GLOBAL TECHNICAL SERVICE

## ON SERBIA & BOSNIA AND HERZEGOVINA TOUR

**Mark Allen**

*Flock Management*



Marek Malkowski  
*Key Account Manager Europe*

**Juan Valle**

*Nutrition*



The LOHMANN Global Technical Service Team, which includes Mark Allen (Flock Management), Juan Valle (Nutrition), and Dr. Andreas Bublat (Veterinary Specialist), was recently invited by Marek Malkowski, the Key Account Manager Europe, to visit Serbia and Bosnia-Herzegovina.

**Dr. Andreas Bublat**

*Veterinary Specialist*



The team's primary objective was to offer in-person support and guidance to LOHMANN distributors regarding alternative management systems. The first destination on their trip was SPASIC FARMS in Belgrade, Serbia.

**Marek Malkowski**

*Key Account Manager Europe*





## Visit

Location: **SPASIC-FARMS**

LOHMANN customer since: **2012**

LOHMANN BREED: **LOHMANN BROWN-CLASSIC**

Activity: **Seminar in Belgrade**



## LOHMANN Global Technical Service Team supports Seminar at SPASIC-FARMS in Belgrade:

In Serbia, the transition from conventional cage systems for egg production, as present in the EU before 2012, is still permissible. Despite this, many egg producers in Serbia have already invested in alternative systems, catering to the niche market for organic eggs.

Our long-standing partner in Serbia, SPASIC-FARMS, the exclusive supplier of LOHMANN BROWN day-old chicks in the country, invited the Technical Service Team to a roundtable meeting on 15.02.2024. The meeting included veterinarians and feed producers from across the country, focusing on adjusting feeding, management, and healthcare practices for LOHMANN BROWN flocks. The goal was to share the expertise of our Technical Service team on these subjects.

**This format of meeting received positive feedback from participants and proved to be an effective alternative to the larger seminars typically organized by SPASIC-FARMS for clients and potential customers from Serbia and neighboring countries.**

## The partnership between AGREKS / Animal Commerce and LOHMANN BREEDERS GmbH

After the seminar, the journey continued to our distributors in Bosnia-Herzegovina, AGREKS, and Animal Commerce, Serbia, where our team of experts was also in high demand for their expertise on transitioning to alternative management systems for breeding and laying hen populations, particularly in the areas of breeding and production”.



### Visit

*Location: **AGREKS, Donji Zabar - Bosnia-Herzegovina and Animal Commerce, Kruscice - Serbia***

*LOHMANN customer since: **2007***

*LOHMANN BREED: **LOHMANN BROWN-CLASSIC***

*Activity: **Exchange of experience and consulting***



Following the dissolution of the former Yugoslavia in the early 1990s, only a few West Balkan countries have yet to join the European Union (EU), allowing the continued practice of keeping laying hens in cages. However, there is a trend towards eventual EU membership for these countries, including the Republic of Serbia and Bosnia-Herzegovina (BiH), with the former already holding the status of an official EU candidate.

Some poultry keepers in these countries, such as AGREKS d.o.o. from BiH and its Serbian counterpart Animal Commerce d.o.o., have taken proactive steps to produce eggs in compliance with EU animal welfare regulations. These companies have adopted enriched colony systems, providing more space and amenities such as nests, scratch areas, and perches for laying hens, enabling them to express natural behaviors.

**AGREKS initiated a project at Karadordevo farm in Donji Zabar, BiH, with four operational poultry houses accommodating approximately 70,000 layers in voliere systems. Meanwhile, Animal Commerce in Kruscic, Serbia, installed six-layer houses in 2011, housing a total of 125,000 laying hens in enriched colony systems.**



**Karadordevo farm**  
70,000 layers in  
voliere systems



**Animal Commerce**  
125,000 laying hens in  
enriched colony systems

The partnership between AGREKS and Lohmann Breeders GmbH has resulted in a significant impact on the egg and poultry industry in Donji Zabar, known as “the egg and poultry town.” AGREKS claims to produce the highest number of eggs per capita in Europe, contributing to a broader market for BiH egg-based products.

**As negotiations between BiH and the EU progress to open the EU market for table eggs, AGREKS aims to be the first to supply eggs produced in alternative systems in accordance with EU industry regulations.**



**The LOHMANN Global Technical Service Team visited AGREKS farms and the feed mill in Donji Zabar and Kruscic to share knowledge and refine practices related to feeding, management, biosecurity, and ensure the excellent health status of the LOHMANN BROWN-CLASSIC flocks.**

# EXCITING PROJECTS IN CENTRAL AND EAST AFRICA



Viola Holik

*Sales & Technical Service Africa*

Situated in the heart of Africa, Chad is a landlocked country with a rich cultural heritage and a diverse population. Despite facing numerous challenges, including political instability and economic hardships including civil wars and insurgencies, Chad continues to strive for progress and development with efforts to promote reconciliation and national unity.

Chad's population has experienced significant growth over the past few decades, with estimates indicating a population of over 16 million people. Despite this growth, Chad remains one of the least densely populated countries in Africa, with vast stretches of uninhabited land. The population is predominantly young, with a large percentage under the age of 25, presenting both opportunities and challenges for the country's future development.



The poultry industry plays a vital role in Chad's economy and food security. Poultry farming is widespread across the country, providing a source of income for rural communities and supplying affordable protein to consumers.

Chicken meat and eggs is a staple food in Chad, consumed in various forms ranging from grilled skewers to traditional dishes.



**Florian Allegre from Hubbard and Viola Holik from LOHMANN shared a booth at the Poultry Expo 2024, the first international poultry exhibition in Chad.**



The Poultry Expo 2024 presented a unique opportunity for stakeholders in the poultry industry to showcase innovations, exchange knowledge, and forge partnerships. The expo brought together poultry farmers, suppliers, government officials, and industry experts to discuss challenges and explore opportunities for growth.

Topics such as sustainable farming practices, disease prevention, and market access were on the agenda, reflecting the sector's commitment to sustainability and resilience.

**Despite its potential, the poultry industry in Chad faces various challenges, including limited access to quality inputs, inadequate infrastructure, and disease outbreaks.**

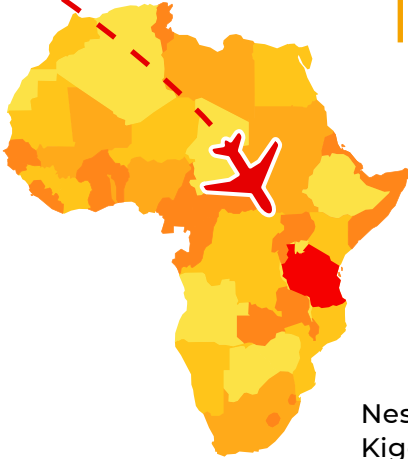
**However, initiatives such as importation of hybrid layer and broilers, enhanced veterinary services, and investment in cold chain logistics are helping to address these challenges and drive growth in the sector.**

The team had the chance to visit the farm Abu Simbel near the capital N'Djamena where the young owners started the business with a flock of LOHMANN layers in an environmental controlled house. The installation is simple but very effective, temperatures inside were only 24°C compared to outside 32°C and reaching a production peak of 93%.



The growing demand for poultry products, coupled with rising urbanization and changing consumer preferences, presents opportunities for expansion and innovation in the market and the future of this project is bright.

**Investments in modern farming techniques, value-added processing, and marketing strategies can further strengthen the competitiveness of Chad's poultry industry, creating employment opportunities and contributing to economic development.**



**After taking part in this exciting event the journey continued to Tanzania.**

Nestled along the shores of Lake Tanganyika in western Tanzania, Kigoma is a region blessed with natural beauty, cultural richness, and economic potential. While primarily known for its tourism and agricultural activities, Kigoma is emerging as a significant player in the layer market, with a growing focus on exporting eggs to neighbouring countries, particularly the Democratic Republic of Congo (DRC).

Kigoma's layer market has experienced steady growth in recent years, driven by factors such as favorable climatic conditions, availability of land, and increasing demand for poultry products. Small-scale poultry farming is prevalent in the region, with farmers rearing layers for both domestic consumption and commercial purposes. The abundance of feed resources, including maize and soybeans, further supports the growth of the layer market in Kigoma.

**The Democratic Republic of Congo (DRC) presents a lucrative market for egg producers in Kigoma, thanks to its large population, urbanization trends, and growing demand for protein-rich foods.**

**Despite being a major agricultural producer, the DRC faces challenges in meeting its domestic demand for poultry products, creating opportunities for imports from neighboring countries like Tanzania.**

It all began with a meeting on the LOHMANN booth on the Tanzanian Poultry Expo in 2022 LOHMANN were Mr. Haji Kani together with Viola Holik from LOHMANN and Roland Denz from Big Dutchman started a journey to build a modern layer poultry farm in Kigoma aiming to supply the local Kigoma market as well as DRC with fresh, affordable table eggs.



Mr. Haji originally planned to start a farm near Dar es Salaam but could be convinced to change to Kigoma, which was visited by Viola Holik in the same year on route from Burundi to Dar es Salaam. Already on this short stopover she was struck by the opportunities the near borders to Burundi and DRC as well as the lake as source of water would offer.

**The construction of the first buildings started end 2022 and in March 2024 the first LOHMANN flock of 33.000 chicks imported from our partner Quantum Foods in Uganda reached the new farm on which the rearing house had been completed.**



The chicks were transported by truck to the border of Uganda and Tanzania and then transferred into a passenger bus, arriving 24 hours after the hatch in excellent condition with only 15 mortalities.



Housed with the help of the neighboring village youth within a very short time the chicks then started their new lives in a fully automated, environmental controlled Big Dutchman rearing house.



**Phase II of the project, the construction of 3 production houses will be completed within the next 12 months and Phase III, the building of a parent stock farm and hatchery will start afterwards to ensure a sustainable supply of chicks for their own farms as well as supplying the local and Democratic Republic of Congo market.**

# LOHMANN TEAM PARTICIPATES IN THE SUNLOHMANN 2024 BRAND RELEASE CONFERENCE

Xinye Yang  
*Marketing*



圣罗兰种鸡  
SUNLOHMANN

襄圣举 绘兰图

圣罗兰种鸡2024品牌发布大会  
Sunlohmann 2024 Brand Release Conference

2024年5月16日 中国·南昌

On May 16<sup>th</sup>, SunLohmann Agriculture Tech. hosted its Brand Launch Conference in Nanchang, Jiangxi. Formed in 2021 through a strategic partnership between Sundaily and LOHMANN BREEDERS, SunLohmann has rapidly accomplished a stock of 1 million sets of breeding layers and has delivered outstanding results within a few short years.



**Dr. Matthias Schmutz**  
*R&D Director*

**Farhad Mozafar**  
*Global Technical  
Service Director*

**Marco Magrini**  
*Veterinary Specialist*



The LOHMANN team, including **Dr. Matthias Schmutz**, the R&D Director, **Farhad Mozafar**, the Global Technical Service Director, and **Marco Magrini**, the Veterinary Specialist, were invited to the conference.

Additionally, **Tiago Lourenco**, the Managing Director at International Layer Distribution GmbH, and **Mr. Paraguassu** were also in attendance, with each delivering impactful speeches during the launch event.





**Mr. Lourenco** underscored ILD's dedication to delivering the latest and highest-quality products to its customers through a more structured and organized approach.



**Mr. Mozafar** presented on *"Key Points in Managing Laying Hens,"* specifically emphasizing the rearing period. He highlighted the crucial role of appropriate housing, brooding, besides optimal rearing management and achieving a top Pullet quality are the foundation stones for a decent start of production period and the key for a successful laying cycle.



**Mr. Paraguassu** emphasized that LOHMANN provides Sunlohmenn with international capabilities, spearheading innovation and distinctive research and development efforts to create high-quality products for customers.



**Dr. Schmutz** highlighted LOHMANN's continuous commitment to supplying top-quality eggs customized for each market and offering the most suitable hens for every management need.



**Mr. Magrini's** presentation centered on *"Epidemic Control & Prevention in Layer Hens,"* underscoring the vital role of biosecurity in preventing all types of diseases, especially highly dangerous ones like HPAI or ND. Emphasizing the need for a solid preparedness plan and continuous training for all farm personnel, the speaker highlighted vaccination as the preferred method, particularly during the rearing period, with medication (antibiotics) considered as a last resort for disease control.



During the conference, **Wang Guangfu**, the General Manager of SunLohmann, and Zeng Dan, the Director of the Production Center, delivered exceptional speeches.

**The event brought together more than 100 large-scale egg farming enterprises, with representatives from CP Group (Sichuan), Guangxi Aigele, and Hunan Sanjian, as well as over 200 domestic and foreign attendees.**

**Participants shared advanced farming technology and management experiences, culminating in a successful conclusion of the conference.**



# CELEBRATING 30 YEARS OF EXCELLENCE AT NOVO MUNDO HATCHERY

Thomas Calil  
*Product Manager*



▲ Aerial view of Novo Mundo Hatchery from Planalto Postura.

Minas Gerais, a state in Brazil rich in gold and other gems, has a history rooted in its name, which means “General Mines.” This region, once a major source of gold and silver during Brazil’s colonial era, is now home to another treasure: the Novo Mundo Hatchery, operated by Planalto Postura, which has just celebrated its 30<sup>th</sup> anniversary.

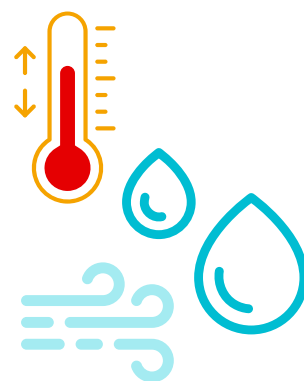
Founded in 1994, Novo Mundo Hatchery was a groundbreaking facility, boasting a 10,000 square meter construction and advanced technology that set it apart from the simpler hatcheries of its time. Initially located on what was once a solitary lane far from the city limits, it now finds itself surrounded by the urban sprawl of Uberlandia, strategically positioned to supply LOHMANN chicks across Brazil.

Over the years, Novo Mundo Hatchery has undergone numerous transformations and upgrades, ensuring it remains at the forefront of the industry.

Recent enhancements include a state-of-the-art cold storage climatization system, cutting-edge incubation technologies such as the SPIDES machine, and an egg grader that ensures only eggs with over 95% uniformity are set.

**The facility also features a dedicated egg pre-warming room with controlled temperature, air speed, and humidity, supporting the multi-stage machines and as part of its continuous modernization efforts there are new single-stage incubators installed.**

**The hatchery's commitment to innovation is further demonstrated by its new chick holding room, which employs a "low speed-high volume" air circulation system, adjustable lighting, and temperature control to comfortably accommodate up to 250,000 chicks. These advancements ensure the highest welfare standards for the chicks, a testament to the hatchery's dedication to excellence.**



▲ Chick holding room with capacity for up to 250,000 DOC at a time ensures perfect climate conditions to guarantee the best welfare status.

Biosecurity and hygiene are critical to Novo Mundo Hatchery's sustained success. The facility is meticulously maintained, defying its 30 years of operation.

Recently, hatchery specialist Davide Assirelli visited and was, as always, impressed by the stringent and efficient biosecurity measures in place.

***"It's always a pleasure to visit this hatchery", Davide remarked. "The high-level discussions on continuous improvement reflect the outstanding management here."***



▲ Biosecurity is a top priority for Novo Mundo hatchery, from egg to chick. A strict cleaning and disinfection program is carried out routinely in the whole building.

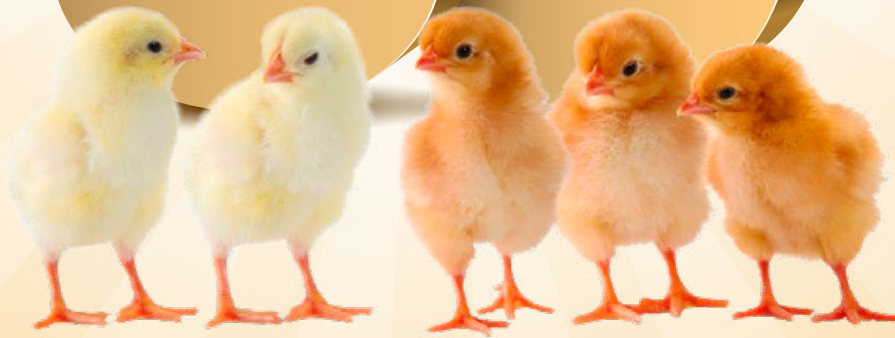
Dr. Ana Carolina, who has been with Planalto for 23 years, has managed the hatchery since 2012.

**Her leadership, combined with a dedicated team—many of whom have been with the company since before the hatchery's inception—reflects Planalto's exemplary human resources practices. This longevity is a source of immense pride and a cornerstone of the company's success.**

► Dr Ana Carolina (white in the center) with a group of longstanding crew members who turned, together with the Novo Mundo Hatchery, 30 years of loyal and dedicated work.



# 30



**Today, the gems of Minas Gerais have evolved.**

**Novo Mundo Hatchery is where our golden  
LOHMANN chicks begin their journey,  
spreading throughout Brazil.**

**Here's to 30 years of excellence  
and many more to come!**

**Happy Anniversary, Novo Mundo Hatchery!**



# LOHMANN VETERINARY EXPERT DR. ANDREAS BUBLAT VISITS CHINA

Xinye Yang  
Marketing



蛋通·共好



产业共通  
共创共好  
INDUSTRY SYNERGY  
CO-CREATION FOR  
SHARED SUCCESS

第九届蛋亲节暨第二届蛋食材选品节

The 9th EggKin Festival and the 2nd Egg Ingredients Selection Festival

指导单位：中国畜牧业协会、四川省畜牧业协会、四川省家禽业协会 联合主办：圣迪乐、圣迪乐食品股份有限公司 承办：四川圣迪乐生态食品股份有限公司

2024年08月01-04日 中国·成都



Amid the sweltering heat of August, China's egg industry reaches its peak harvest season. On August 4<sup>th</sup>, the “*Innovation and Development Conference of the egg and poultry Industry*” took place successfully in Yancheng, Jiangsu. Just a few days later, on August 8<sup>th</sup>, the ninth “*Eggkin Festival*” was grandly launched in Chengdu.



As a global leader in the industry, LOHMANN BREEDERS was honored to participate in both of these important events.

**Dr. Andreas Bublat, a veterinary expert at LOHMANN, attended the conferences alongside Jiang Hua, Sales Director for China. During their visit, they engaged in extensive discussions with industry peers and conducted in-depth site visit to LOHMANN's distributors.**

**These extensive exchanges and detailed inspections significantly strengthened collaboration and communication between LOHMANN, its distributors, and domestic counterparts.**



## Jinji Forum—2024 Innovation and Development Conference of the poultry Industry

On August 5<sup>th</sup>, 2024, the second “Jinji Forum” took place in Taidong, Jiangsu, centered around the theme “Co-creating a New Quality Ecology for the Poultry Industry Chain.”

**The forum addressed key topics such as poultry resource development, breeding technology, and industry innovation. Jiangsu is a leading province for poultry farming in China, with Yancheng serving as a significant industrial hub.**

**The region boasts an annual poultry stock exceeding 100 million birds, and Dongtai City, located within this region, is recognized as “China’s No.1 County for Poultry Farming.”**



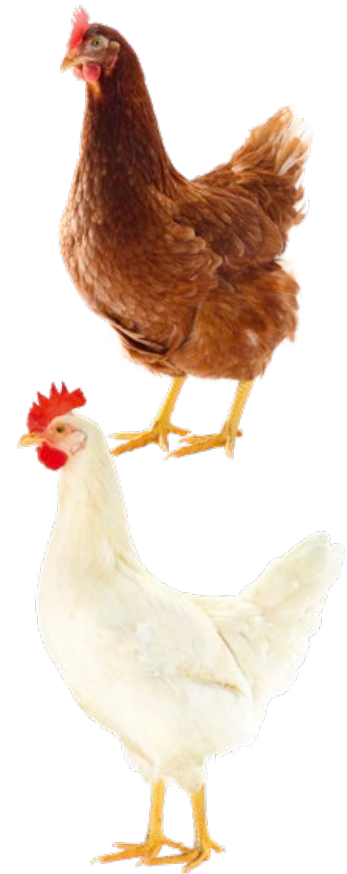
## The 9<sup>th</sup> Eggkin Festival and the 2<sup>nd</sup> Egg Ingredients Selections Festival

On August 8<sup>th</sup>, 2024, the 9<sup>th</sup> Eggkin Festival opened grandly in Chengdu, Sichuan. The event was co-hosted by Jidantang and TECHLEX, and organized by Sichuan Sundaily Village Ecological Food Co., Ltd. As a key partner of Sundaily, LOHMANN actively participated in this event.

**During the opening ceremony, Lei Wenyong, TECHLEX's Chairman, delivered a keynote speech titled "Together Towards the Future—Mutual Success, Ecological Harmony." He introduced the company's newly established mission: "Better food, Better life."**

Dr. Andreas Bublat, LOHMANN's Global Technical Services Veterinary Expert, delivered a presentation titled "For every management, the right hen – for every market, the right egg".

**In his speech, Dr. Bublat analyzed global trends in egg consumption and the recent changes in the market. He highlighted the advantages and genetic progress of LOHMANN BROWN, LOHMANN PINK, and LOHMANN GRAY layers, offering new perspectives and knowledge to his Chinese colleagues from a global standpoint.**





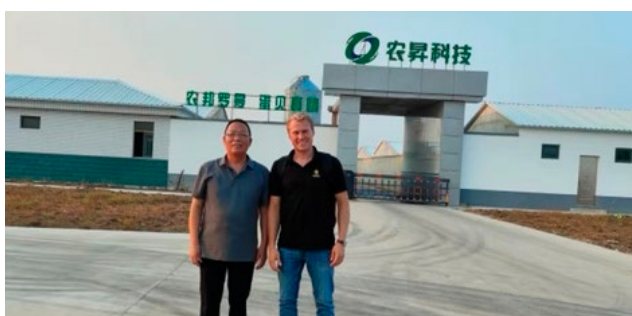
This conference not only showcased cutting-edge developments within the industry but also laid a solid foundation for LOHMANN's further cooperation with the Chinese market.

**Each conference offers a valuable platform for dialogue, while every onsite field visit serves as an opportunity for learning and exchange. LOHMANN places great importance on these moments for growth and advancement.**

**Following the conference, Dr. Bublat and Sales Director Jianghua took the initiative to visit Jiangsu Nongsheng (PS farm), further strengthening their collaboration and mutual understanding.**



**This exchange proved to be exceptionally productive, reflecting LOHMANN's commitment to "In China, for China." As we look to the future, LOHMANN is eager to engage in more high-quality exchange opportunities that will collaboratively drive the development and advancement of the sector.**





# INCUBANDINA IN ACTION ECUADOR



Braulio Ruiz

*Sales & Technical Service Latin America*

Those working in the poultry industry are well aware of the ongoing changes, developments, and adaptations that it has undergone in recent times. These changes require constant training and preparation of professionals involved in the industry.

## Seize the chance

This need has been recognized by Incubandina, our commercial partner in Ecuador, which has initiated a series of technical talks called "Incubandina in action" in 2024.

**Early this year, on June 19, we had the pleasure of attending the second day of talks at the ASOFABAT meeting center (Association of Balanced Food Manufacturers and Poultry Farmers of Tungurahua) in the provincial capital Ambato.**





## LOHMANN live on stage

Our Key Account Manager for Latin America - Braulio J. Ruiz Poblete represented LOHMANN BREEDERS and gave a presentation on "How to increase profitability in egg production?".

**During his presentation, he emphasized the importance of efficient management during the reception of the chicks, which, in addition to meeting temperature and humidity requirements, includes environmental health, the appropriate amount of equipment and trained personnel for the process.**

**He also stressed the importance of respecting the zootechnical objectives during the rearing phase, in particular consumption, weight and uniformity, which are the key to achieving the highest profitability.**



### About Ecuador

*Ecuador is a country located in the Andean region of South America with a population of 18 million inhabitants distributed in its 24 provinces, with the province of Tungurahua being the one that concentrates the largest amount of poultry.*

*The population of laying hens is about 13 and a half million, mostly brown (95%) and mainly (98%) produced under the traditional cage system. The country consumes 240 eggs per capita.*





## Excellent feedback

The event was attended by over 80 representatives of major poultry farms, feed production factories, and poultry input distributors in the Province of Tungurahua.

**The Incubandina team and the attendees were highly satisfied with the informative and practical nature of the presentation.**

**We hope that these sessions will continue to be successful and meet the objectives set by our distributor, Incubandina.**



Incubandina s.a.



Take your notes



▲ Bird eye view of the first production site in Saudi Arabia built in 1989

# COLLABORATION, TRUST AND LOYALTY AT ITS BEST:



## PARTNERSHIP BETWEEN LOHMANN BREEDERS & OMMAT

Dr. Maher Al Azab<sup>1</sup> & Mohammed Chairi<sup>2</sup>

<sup>1</sup>Sales & TS Middle East

<sup>2</sup>Business Development Manager Middle East

Arab Poultry Breeders Company, commonly known as OMMAT, based in Saudi Arabia, has been a key strategic business partner of LOHMANN BREEDERS in the Middle East and the Gulf region since 1989.

This year marks the 35<sup>th</sup> anniversary of our successful partnership characterized by collaboration, trust, and loyalty.

## OMMAT – a leading player in the regional market

Despite facing stiff competition and global cost challenges, OMMAT has established itself as a leading player in the regional market.

**While other companies in the breeding sector resort to unfair practices such as price dumping and credit sales, OMMAT has maintained its position through ethical business practices.**

**The recent cessation of government subsidies for feed in Saudi Arabia posed a significant challenge, which OMMAT effectively managed.**

Over the years, OMMAT has imported and expertly managed approximately 70 LOHMANN parent stock flocks of white and brown varieties, showcasing exceptional flock management and delivering outstanding results.

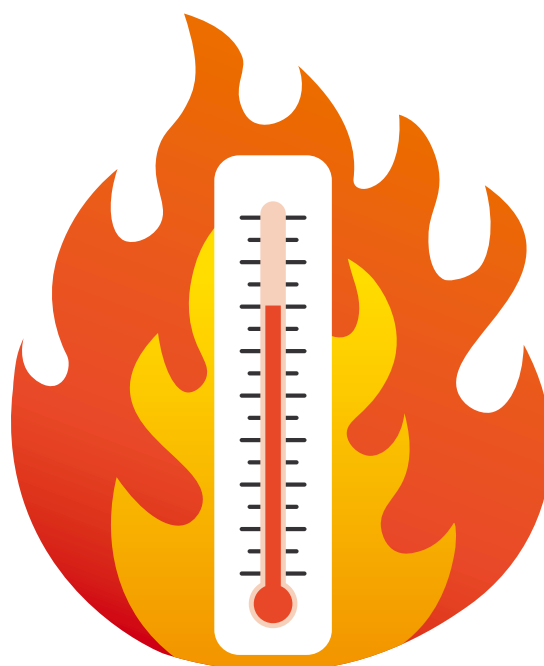
**OMMAT's sharp focus on providing high-quality layer DOC has enabled the company to capture around 30% of the commercial egg market, emphasizing quality over cost and nurturing a fair competitive landscape.**

### Challenge hot climate

Due to the challenging hot climate conditions, OMMAT pay particular attention to logistics to supply the day old chicks in the best conditions, e. g. by investing in modern chick transport fleet.



▲ Professional DOC truck (OMMAT fleet)



## Commitment to quality and development

OMMAT has made significant advancements by transitioning from housing all parent stock in auto-nest houses with floor and slats system to implementing family cage systems in 2022.

**This upgrade aligns with Saudi Arabia's economic vision, showcasing OMMAT's commitment to quality and development.**

**Throughout this transformation, LOHMANN BREEDERS has provided continuous support to OMMAT, ensuring the realization of this vision and the enhancement of their facilities.**

**And of course, the LOHMANN team visited the new site of Arab Poultry Breeders in October 2022, dedicated to parent stock family cage systems.**



▲ Visit of LOHMANN team with OMMAT during construction phases of family cage project



▲ Bird eye view of the family cages layer parent stock project



▲ OMMAT farm team housing of the first flock in the family cages - in March 2023

Expanding beyond its origins in Saudi Arabia, OMMAT has ventured into producing broiler day-old chicks in Egypt and Sudan.

**Notably, in 2012, OMMAT became the first poultry company to establish a layer hatchery in the UAE, supporting local egg production.**

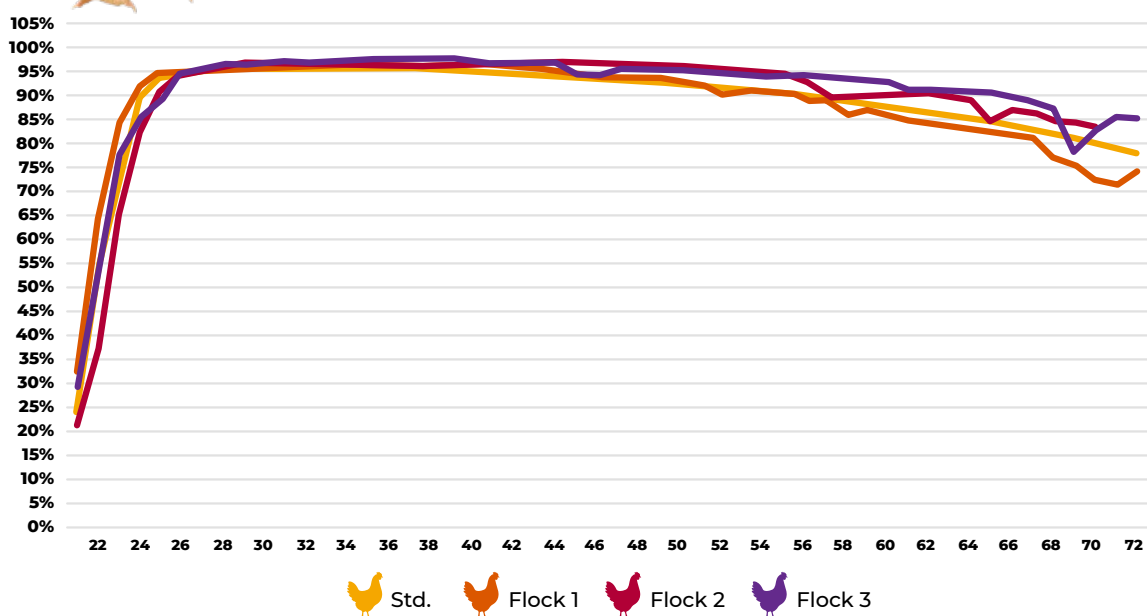
**By 2020, OMMAT had set up two dedicated sites near Abu Dhabi for LOHMANN layers parent stock, facilitating the supply of day-old LOHMANN chicks to farmers in the UAE and neighbouring Gulf countries.**

**OMMAT now fulfils over 90% of the UAE farmers' needs and plays a significant role in producing LOHMANN BROWN eggs that constitute more than 95% of the Oman market share as well.**



Since the LOHMANN parent stock start producing in the UAE, all flocks have shown outstanding production performance over the past years.

**Production Flocks UAE**



▲ HD Production of LOHMANN Parent Stock since 2020

## Commitment pays off

Recognizing the importance of agri-food projects, the UAE government has been instrumental in supporting such initiatives.

**OMMAT's commitment to excellence in agricultural performance garnered the company the top-ranking social and financial award presented by His Excellency Sheikh Mansour bin Zayed in 2024.**

**Additionally, Mr. Moyassar Bahri received the Motivational Award for his exceptional contributions in March 2024, highlighting OMMAT's outstanding achievements in the industry.**



▲ Sheikh Mansour bin Zayed Agricultural Excellence Award (Abu Dhabi, March 2024)

**LOHMANN BREEDERS has consistently awarded OMMAT with the Top Performance Award in the Middle East for their remarkable results with LOHMANN LSL.**





This milestone celebration truly signifies the collective success achieved by OMMAT and LOHMANN BREEDERS as both companies are dedicated to innovation and excellence within the poultry industry.

**Their strong commitment to sustainability has positioned LOHMANN BREEDERS as a global leader in poultry, while OMMAT has emerged as a prominent force in the Middle East, establishing themselves as synonymous with quality and reliability for farmers in the region.**



▲ Eng. Hussein Bahri founder of OMMAT receiving award in 2018 with his wife Ms Wafaa



▲ Moyassar & Moataz Bahri receiving award in 2023

## LOHMANN filled with pride

Given our longstanding business history with OMMAT, we take great pride in the success story and exceptional collaboration we have shared.

**We aim to enhance this collaboration further alongside the new generation of managers who now oversee the Arab Poultry Breeders projects in Saudi Arabia and the Gulf region.**

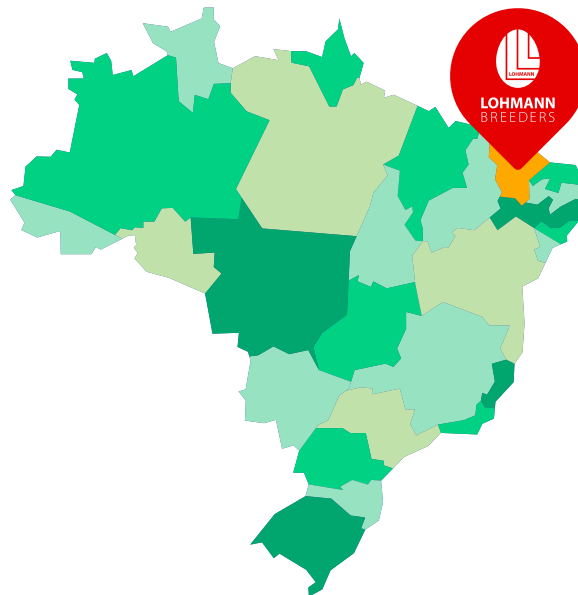




# LOHMANN BREEDERS

## KEEPS UP THE SERVING DISTRIBUTORS THROUGHOUT LATIN AMERICA

Thomas Abdo Calil  
*Product Manager*



**Thomas Abdo Calil**  
*Product Manager*



**Juan Valle Diez**  
*Global Technical  
Service Nutrition*



As part of the commitment LOHMANN BREEDERS has to its distributors around the globe, it was now Brazil's turn.

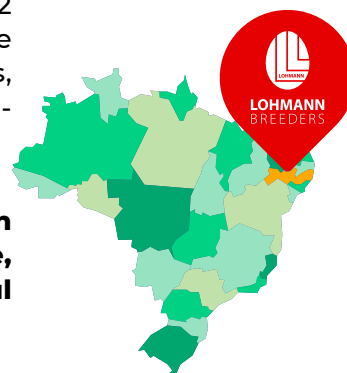
During the first week of February 2024 Thomas Calil and Juan Valle were pleased to travel across the country with the good companion of the technical staff of both of our distributors in this huge country: Planalto Postura and LOHMANN DO BRASIL.



**LOHMANN  
DO BRASIL**

In the Northeast Cost of the country at the sunny state of Ceará, we visited our local representatives and salespeople as well as 2 important players, where we could collect recent information on the performance of LOHMANN products from different perspectives, ranging from conventional open house facilities to modern climate-controlled systems.

**Then, it was time to fly out to meet a group of customers in Caruaru, still in Northeast region, now in Pernambuco state, where LOHMANN do Brasil hosted our guests for a fruitful technical meeting.**



Another flight day and our crew landed in Uberlandia, hometown of Planalto Postura, where Dr. Olimpiao Miranda, technical manager and Mr. Cesar Cervelatti, director of sales welcomed a team of representatives, customers and its Sales&Service team.



*On top picture, standing on the left in the back. Mr Cesar Cervelatti (Sales director of Planalto Postura) explains key traits of LOHMANN LSL Lite NA to the audience.*

*Above, from left to right: Dr. Tiago Antonio (consultant of Samonte), Dr. Manoel Pope (Ganja Indaiá), Dr. Vanessa Kodaira (Planalto Postura), Dr. Romário Wenceslau (Planalto Postura), Dr. Aureo Tanaka (MSU Bastos), Rosana Souza (Planalto Postura), Dr. Jhony Gilio (Auster), Prof Dr. Evandro Abreu (Federal University of Uberlandia) and Arnaldo Pereira (Somai Nordeste).*

No more flights, but road trips. Bastos, the largest egg producing region in the country, was the next destination, where LOHMANN do Brasil has a sales office and warmly welcomed **Juan** and **Thomas** for an insightful meeting on nutrition and market trends, after a well-organized round of technical discussions arranged by Leomar Klassmann (Managing Director) and **Dr. Marcos Borges (Technical manager)**.



LOHMANN do Brasil team present at Bastos meeting. From left to right Mr Jair L. da Silva, Mr Carlos Gastali, Dr Marcos Borges, Anderson Silva, Leomar Klassmann and the LOHMANN BREEDERS team: Thomas Calil and Juan Valle Diez.

Lots of productive discussions on future market tendencies and nutritional management during heat stress as it is currently the trendiest point of concern as Brazil still faces unusual heat waves. We have, literally, covered hot topics this week!



**Last day was an internal meeting with our Parent Stock production team, so we could align their current nutrition and feeding managements with most recent updates from LOHMANN BREEDERS, in partnership with their local premix provider.**

It's been a challenging week to make 5 thousand kilometers, to be in 5 different states and to fit it all in just 5 days. From an unforgettable sea food by the Atlantic shore in Fortaleza, passing through the unbeatable Picanha swords in Uberlandia, ending up with the cozy and delicious Japanese restaurant in Bastos we're more than satisfied to have exchanged and learned from you all.

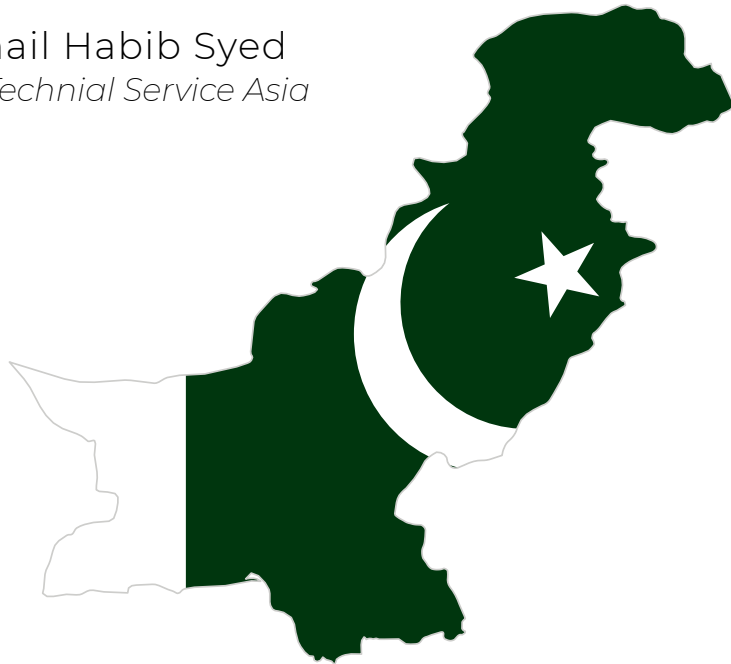
**We thank LOHMANN do Brasil and Planalto Postura for being able to manage the good logistics and gather an expressive share of the Brazilian layer market in our meetings!**



# EXCITING NEWS FROM PAKISTAN

## CHAUDHRY GROUP HAS INVESTED IN NEW STATE OF THE ART HATCHERY

Dr. Sohail Habib Syed  
*Sales & Technial Service Asia*



Recognizing the critical role of high-quality day-old chicks in successful breeding, the Chaudhry Group of companies has inaugurated the new state-of-the-art hatchery this year, supplied by Dutch company Hatch-Tech Incubation Technology.

This new hatchery has a capacity of 12 single-stage incubators and can produce a total of 10.2-million-day-old-layer-chicks per year.

---

## A brief history

We are proud to have a longstanding partnership with our LOHMANN distributors Bahoo Chicks and Breeding Farms in Pakistan since 2004.

**Being into feed Business together for long time, in 2018, Chaudhry Feeds, and Bahoo Chicks & Breeding Farms joined hands to form Chaudhry Group of companies, focusing on layer parent stock breeding operations.**

LOHMANN LSL-LITE and LOHMANN SANDY breeds are most successful in Pakistani market proudly distributed by Chaudhry Group of Companies. In addition to commercial layer breeding operations, both companies are also involved in the feed business.



## Presence

Today, the Chaudhry Group of companies boasts 4.5 million commercial layers, including LOHMANN parent stock, and three poultry feed mills.

**Undoubtedly, the Chaudhry Group of companies is the largest commercial layer company in Pakistan.**

**We are proud of our longstanding and successful partnership, and we look forward to a promising future ahead.**

**LOHMANN BREEDERS wish you all the best with the new hatchery.**







Take your notes

# NEW FACES, NEW PERSPECTIVES

## WELCOME TO THE TEAM!

Nicole Rehse  
*PR/Communication*

We are delighted to introduce the new members of our team who have recently joined LOHMANN BREEDERS in various departments.

### Genetics



**Anna-Sophie Ritterswürden** - Junior Geneticist with effect from November 1<sup>st</sup>, 2024.

Anna completed her bachelor's degree in agricultural sciences at the Fachhochschule Südwestfalen. She did a five-week internship in the genetics department in summer 2023.



**Mónica Mora** - Research Geneticist with effect from October, 4<sup>th</sup>, 2024.

Mónica received her master's degree in animal breeding and genetics in Valencia. Just completed her PhD in animal sciences at IRTA (Spain). She will work in the genetics department with the focus on computer vision and machine learning.

## Production



**Lucas-Emanuel Kersten** - Assistant Project Manager with effect from July, 15<sup>th</sup>, 2024.

Lucas will support the company in operational projects. He successfully passed a commercial apprenticeship as a bank clerk. He then completed his Bachelor's degree in Agricultural Sciences in Göttingen and graduated with a Master's degree in Agribusiness at the University of Hohenheim.



**Nick van Bentem** - Supply Chain Manager with effect from September, 9<sup>th</sup>, 2024.

Nick finished his Master's degree in Veterinary Medicine at Utrecht University (the Netherlands) in July 2024, focusing on farm animal health and veterinary public health.

Additionally, he has already successfully completed an internship with us at the beginning of this year in the area of veterinary technical services with a focus on biosecurity.

## IT



**Michael tom Suden** - IT Administration with effect from May, 1<sup>st</sup>, 2024.

Michael is responsible for IT support and the administration of our IT infrastructure.



**Fabian Felix Sult Mourino** - Trainee with effect from August 1<sup>st</sup>, 2024.

Fabian does his apprenticeship as an IT specialist specializing in system integration.

## Administration



**Katja Engl** - Administration with effect from November 1<sup>st</sup>, 2024.

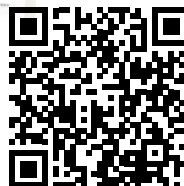
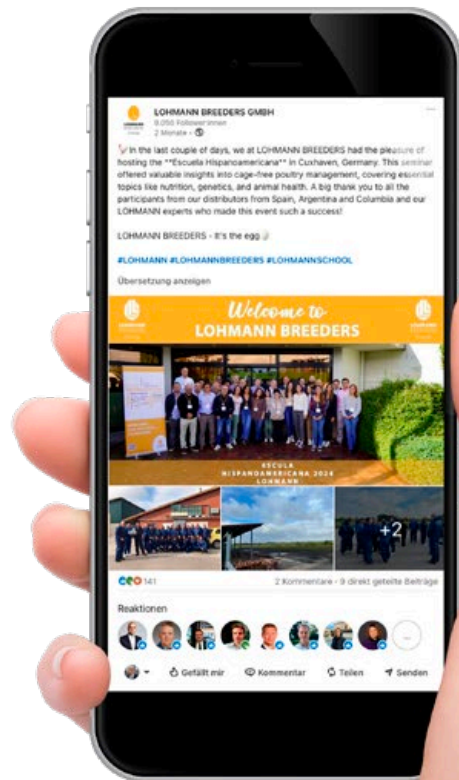
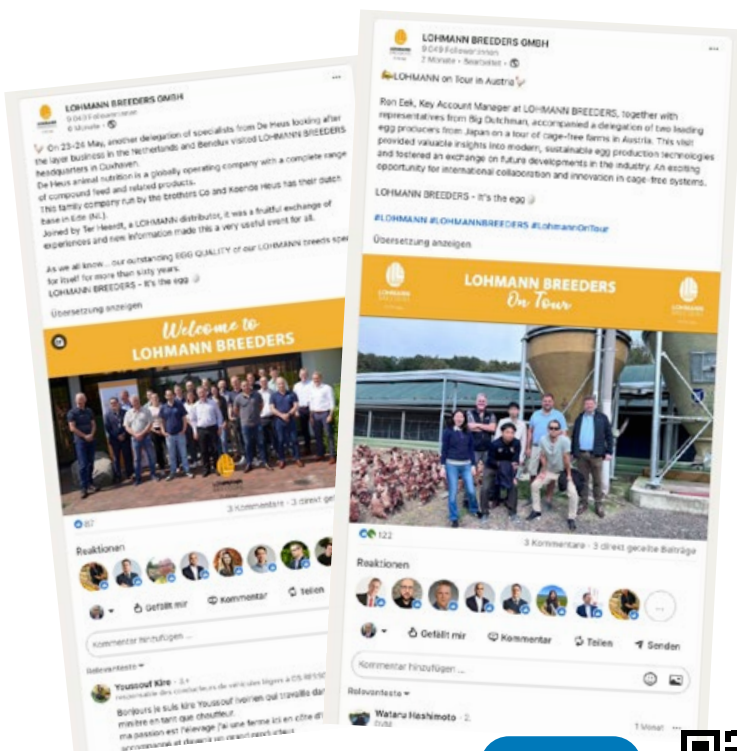
Katja will take on general administrative tasks, in particular processing of travel expenses reports.

# OVER 9,000 FOLLOWERS ARE YOU ALREADY ONE OF THEM?

Jan Kraßmann  
Online Marketing

Don't miss out on anything - join us and become a member of our constantly growing LOHMANN FAMILY on LinkedIN too!

INTERNAL | Over 9,000 followers - are you already one of them?



▲ Join us!


**LOHMANN BREEDERS GMBH**  
9.049 Follower:innen  
11 Monate · 🌐

📅 14. and 15.12.2023 Agrifirm / Terheerdt at LOHMANN Headquarters  
Many thanks to our last group of visitors this year. It was a pleasure to welcome you to Cuxhaven! 🙌  
We would like to take this opportunity to once again thank all the guests who found their way to our head office in 2023. Here are a few impressive figures:  
📍 23 LOHMANN Schools and visits in Cuxhaven  
👥 Approx. 500 customers and friends  
🌍 From all 5 continents  
👤 48 nations  
☕ 565 litres of coffee  
🙌 Once again, a big thank you to our Technical Service Team for all the knowledge and all the presentations and everything that makes up LOHMANN Customer Service. We are already looking forward to 2024! 🙌

Speaking of Technical Service: to avoid boredom, why not read up on interesting topics in our toolbox: <https://lnkd.in/g/Wm2M>

#Lohmann #TechnicalService #Toolbox #Events #InfoLounge

Übersetzung anzeigen



150 · 3 Kommentare · 2 direkt geteilte Beiträge

Reaktionen

Gefällt mir · Kommentieren · Teilen · Senden

Kommentar hinzufügen...

Relevanteste

Jorge Segardía · 1 · 5 Monate  
Director en Iberica S.A.U.  
Thank you very much to all the LOHMANN BREEDERS GMBH team, amazing week full of learning, but also a very good time to share experiences and have fun with people from all around the world!

Übersetzung anzeigen

Gefällt mir · 7 · Antworten


**LOHMANN BREEDERS GMBH**  
9.049 Follower:innen  
5 Monate · 🌐

🙌 Last week we held our LOHMANN School Cage Free event in Cuxhaven with participants from 13 countries, from 5 continents. It was a great opportunity to learn about the latest advancements and best practices in cage-free egg production, all set against the beautiful backdrop of the North Sea. Thank you to everyone who joined us for the insightful discussions and knowledge sharing!

As we all know, also in free-range... our outstanding EGG QUALITY of our LOHMANN breeds speaks for itself for more than sixty years...

#LOHMANN #LOHMANNBREEDERS #SCHOOLS

Übersetzung anzeigen



172 · 6 Kommentare · 8 direkt geteilte Beiträge

Reaktionen

Gefällt mir · Kommentieren · Teilen · Senden

Kommentar hinzufügen...

Relevanteste

Jorge Segardía · 1 · 5 Monate  
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Übersetzung anzeigen

Gefällt mir · 7 · Antworten

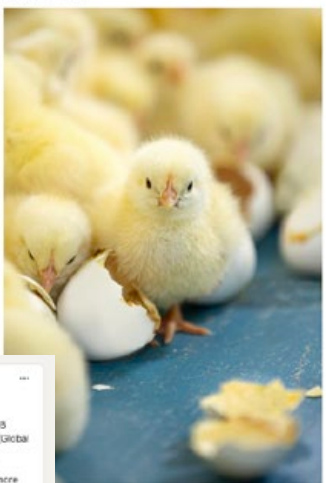
**LOHMANN BREEDERS GMBH**  
9.060 Follower:innen  
2 Monate · 🌐 · Bearbeiten

🙌 After over 40 years, Australia has white commercial layers again. We are excited to see our trusted partner, Specialised Breeders Australia (SBA), successfully hatch the first LOHMANN LSL for commercial day-old chicks, contributing to the strength and sustainability of the Australian layer industry. SBA's dedication to delivering high-quality chicks ensures that producers across the country have access to the reliable genetics and performance that LOHMANN BREEDERS is known for. BREEDING FOR SUCCESS... TOGETHER

LOHMANN BREEDERS - It's the egg 🥚

#LOHMANN #LOHMANNBREEDERS #AUSTRALIA #LSL

Übersetzung anzeigen



2 Kommentare · 6 direkt geteilte Beiträge

**LOHMANN BREEDERS GMBH**  
9.049 Follower:innen  
2 Monate · 🌐

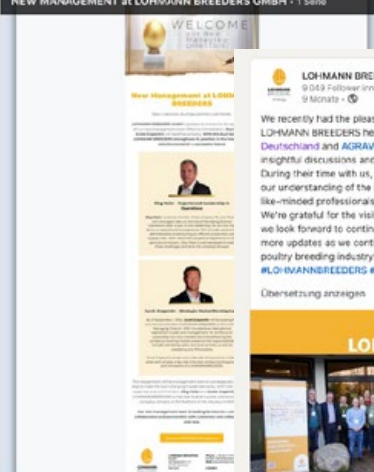
WELCOME our New Managing Directors

LOHMANN BREEDERS - It's the egg 🥚

#LOHMANN #LOHMANNBREEDERS #MANAGEMENT

Übersetzung anzeigen

**NEW MANAGEMENT at LOHMANN BREEDERS GMBH - 1 Seite**



118 · 4 Kommentare

Reaktionen

Gefällt mir · Kommentieren · Teilen · Senden


Kommentar hinzufügen...

**LOHMANN BREEDERS GMBH**  
9.049 Follower:innen  
9 Monate · 🌐

We recently had the pleasure of hosting our second visitor group this year at the LOHMANN BREEDERS headquarters! 🙌 Representatives from LOHMANN Deutschland and AGRAVIS Raiffeisen AG joined us for a two-day visit filled with insightful discussions and knowledge sharing. During their time with us, we had the opportunity to exchange ideas and deepen our understanding of the industry. It was a fantastic opportunity to connect with like-minded professionals and strengthen our collaborative efforts. We're grateful for the visit from LOHMANN DEUTSCHLAND and AGRAVIS, and we look forward to continued partnership and mutual growth. Stay tuned for more updates as we continue to innovate and drive positive change in the poultry breeding industry. 🌱

#LOHMANNBREEDERS #Lohmann #Collaboration #PoultryIndustry #Knowledge

Übersetzung anzeigen



103 · 1 direkt geteilter Beitrag

Reaktionen

Gefällt mir · Kommentieren · Teilen · Senden

Kommentar hinzufügen...


**LOHMANN BREEDERS GMBH**  
9.049 Follower:innen  
2 Monate · 🌐

We're excited to share a special interview with our Management Team, celebrating 40 years of LOHMANN BROWN. This conversation highlights the key milestones that have shaped our journey and the innovation driving us forward. Hear from our Management Team on how we've maintained quality over the years.

LOHMANN BREEDERS - It's the egg 🥚

#LOHMANN #LOHMANNBREEDERS #LOHMANNBROWN #LB40

Übersetzung anzeigen



155 · 9 Kommentare · 17 direkt geteilte Beiträge

Reaktionen

Gefällt mir · Kommentieren · Teilen · Senden

Kommentar hinzufügen...

Relevanteste

Mariana Espinoza · 1 · 2 Monate  
Account Manager On Farm Solutions Iberia  
Bravo 🙌

Gefällt mir · 1 · Antworten

Charles Lima · 1 · 2 Monate  
Superior Técnico e Comercial na Lohmann Do Brasil Avicultura...  
The best layer.



# LOHMANN BREEDERS

## Imprint

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