

AVICOLA SOFIA

A LEGACY OVER 40 YEARS IN THE MARKET, JUST LIKE THE STORY OF LOHMANN BROWN

Thomas Abdo Calil
*Commercial Technical Manager
Americas/Product Manager*



The most traditional poultry company in Bolivia, Avicola Sofia, traces its roots back over 40 years to its founding by the visionary entrepreneur, don Mario Anglarill Salvatierra. Starting small with commercial layers, Don Mario built the company on the strong moral values instilled by his mother, Sofia.

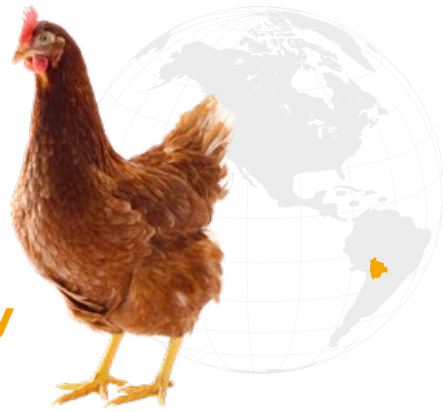
These values—honesty, humility, sincerity, dedication to hard work, continuous improvement, solidarity, and generosity—became the bedrock of the business that still guides it today.

While Avicola Sofia expanded and diversified its operations within various segments of the animal protein industry, LOHMANN BROWN gaining ground and being established its presence in leading farms around the globe.

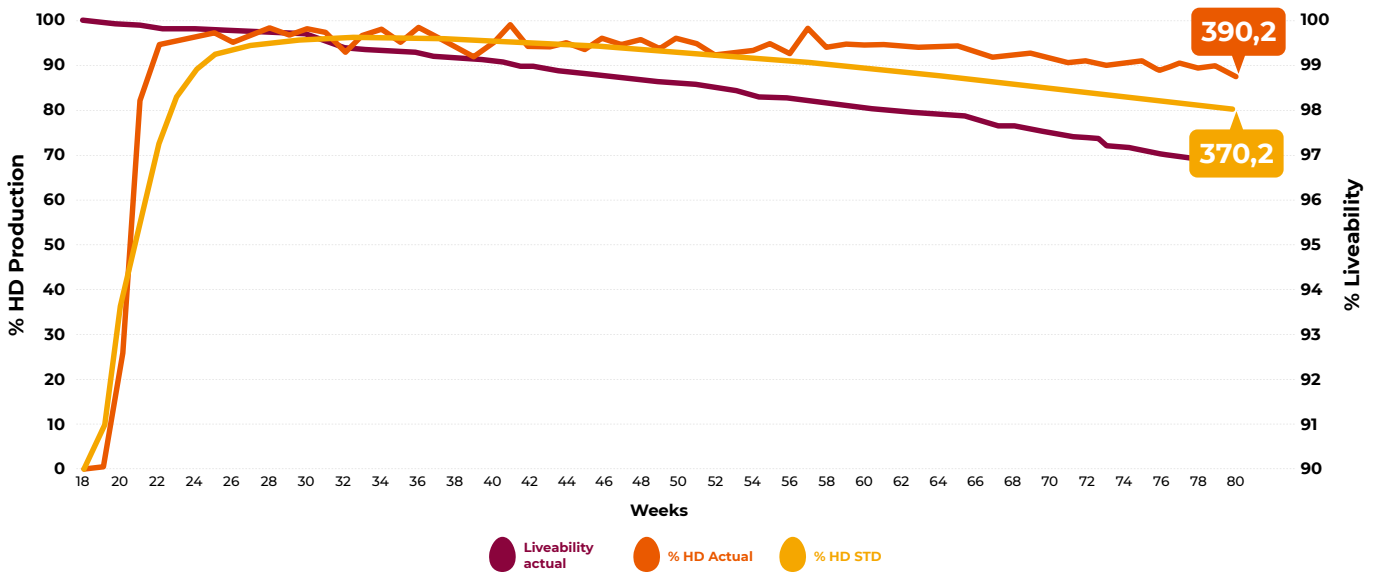
True to its vision of becoming the preferred food provider for Bolivian families on all occasions, Avicola Sofia decided the time had come to enter the egg market again with a professional and large-scale approach.

After conducting extensive research and consulting international experts on best practices in production, advanced housing systems and equipment as well as genetics, the decision was made: LOHMANN BROWN was the ideal choice for the Bolivian market. And the results speak out so.

With state-of-the-art facilities, climate-controlled closed houses, top-tier biosecurity systems, and proven expertise in poultry production, Avicola Sofia's initial results have already ranked in the top 5% globally.



The combination of an outstanding Hen Day Production with a remarkable Liveability delivers a total egg per hen housed of 390,2 units, exceeding the standard in 20 eggs



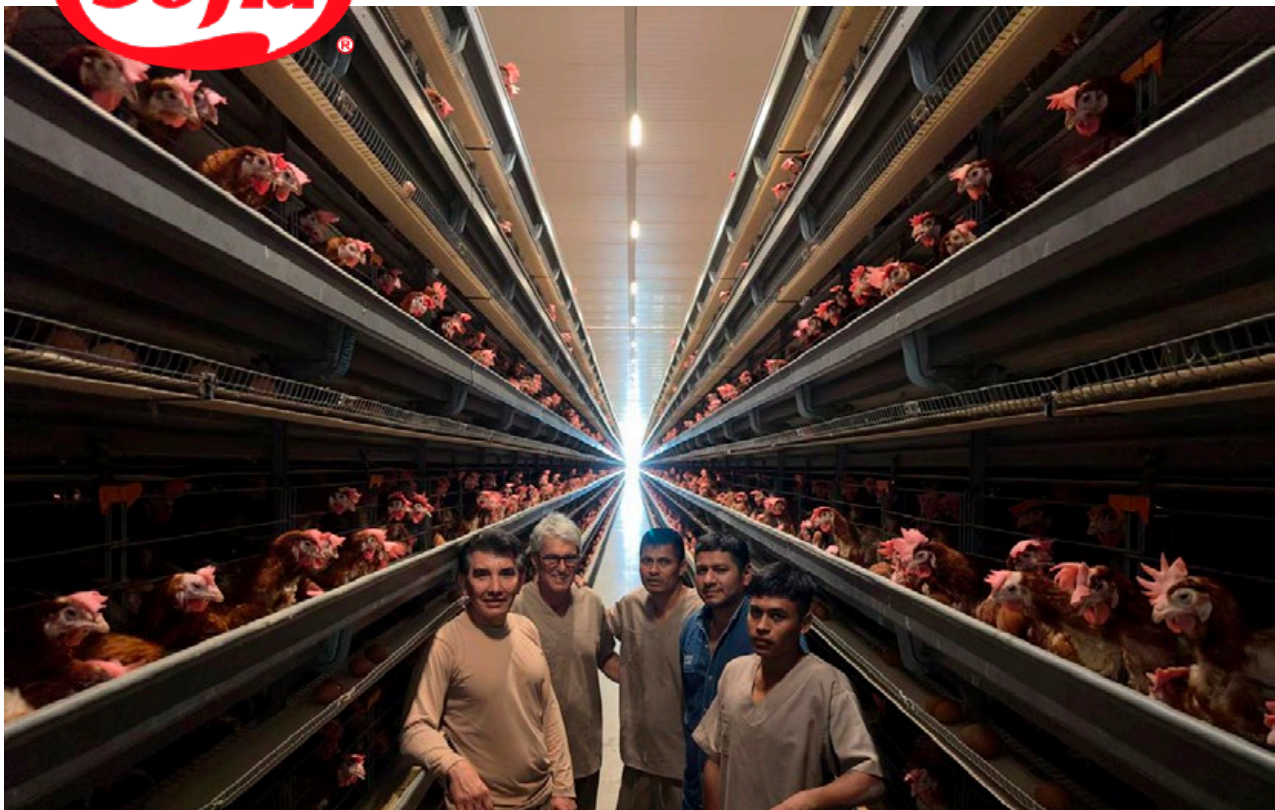


Today, we proudly celebrate 40 years of LOHMANN BROWN alongside our newest partner, Avicola Sofia, as they begin their journey in the egg industry with day-old chicks initially supplied by LOHMANN do Brasil.



LOHMANN DO BRASIL

We are excited and confident about this productive partnership. After all, “En Sofía, se confía!” (In Sofia, we trust!)



▲ Dr Jimmy (Avicola Sofia), Dr Marcos (Lohmann do Brasil), Jose (Avicola Sofia), Oliver (Avicola Sofia) and David (Avicola Sofia), surrounded by our curious high performing LOHMANN BROWN hens. A top-notch housing system, coupled with exceptional after-sales service from LOHMANN do Brasil and the local team expertise, forms the foundation of the outstanding results achieved by the Avicola Sofia team.