



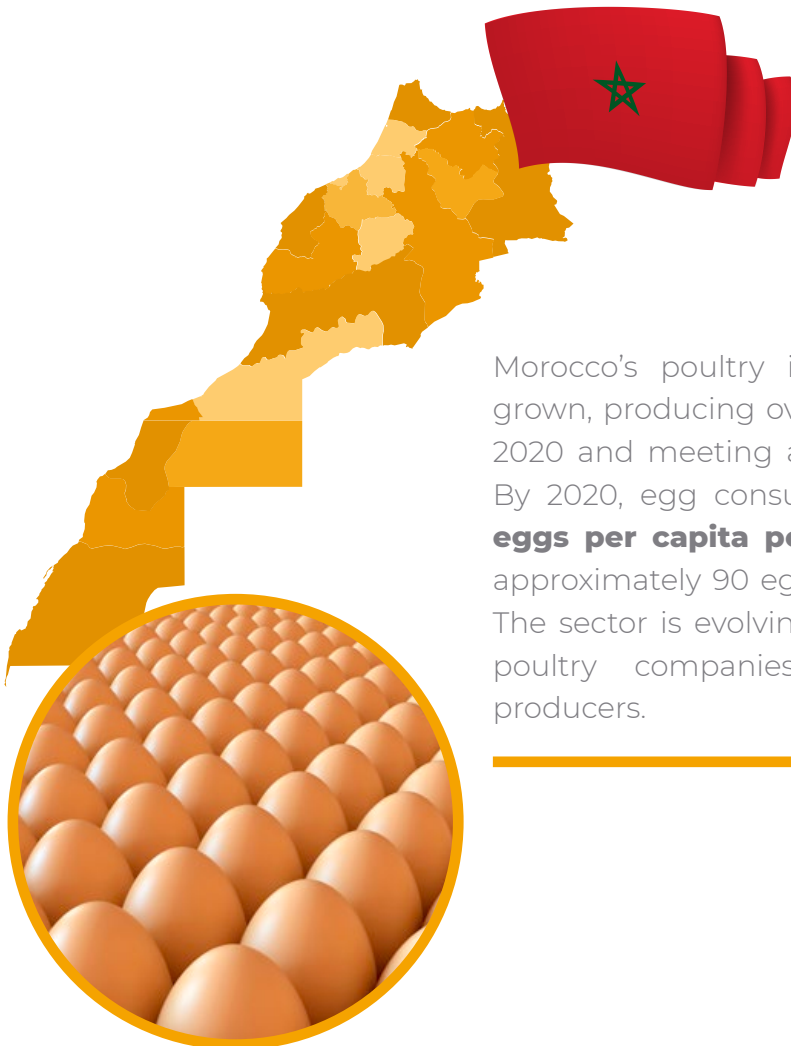
LOHMANN
BREEDERS



SNV

REMARKABLE SUCCESS OF THE LOHMANN MOROCCO SEMINAR

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PR/Communication



Morocco's poultry industry has steadily grown, producing over **6.1 billion eggs** in 2020 and meeting all domestic demand. By 2020, egg consumption reached **180 eggs per capita per year**, compared to approximately 90 eggs per capita in 2010. The sector is evolving due to professional poultry companies and skilled egg producers.

The re-introduction of the LOHMANN BROWN in Morocco a decade ago marked the beginning of a strategic partnership between LOHMANN BREEDERS and Société Nouvelle de Volaille (SNV). This collaboration has significantly strengthened their position in the Moroccan layer market.

As a world leader in poultry genetics LOHMANN BREEDERS together with the company SNV held a successful seminar, from May 16th to 18th in Marrakech.

The event brought together more than 160 participants, including egg producers, veterinarians, feed companies, and other industry professionals.



A strategic partnership serving the Moroccan market

This seminar marks a new stage in the collaboration between SNV and LOHMANN, aimed at strengthening the presence of the LOHMANN BROWN in the Moroccan market. Thanks to this synergy, egg producers benefit from high-quality technical support.

High-level technical conferences

The seminar was marked by high-quality scientific presentations, led by LOHMANN BREEDERS experts and SNV team.

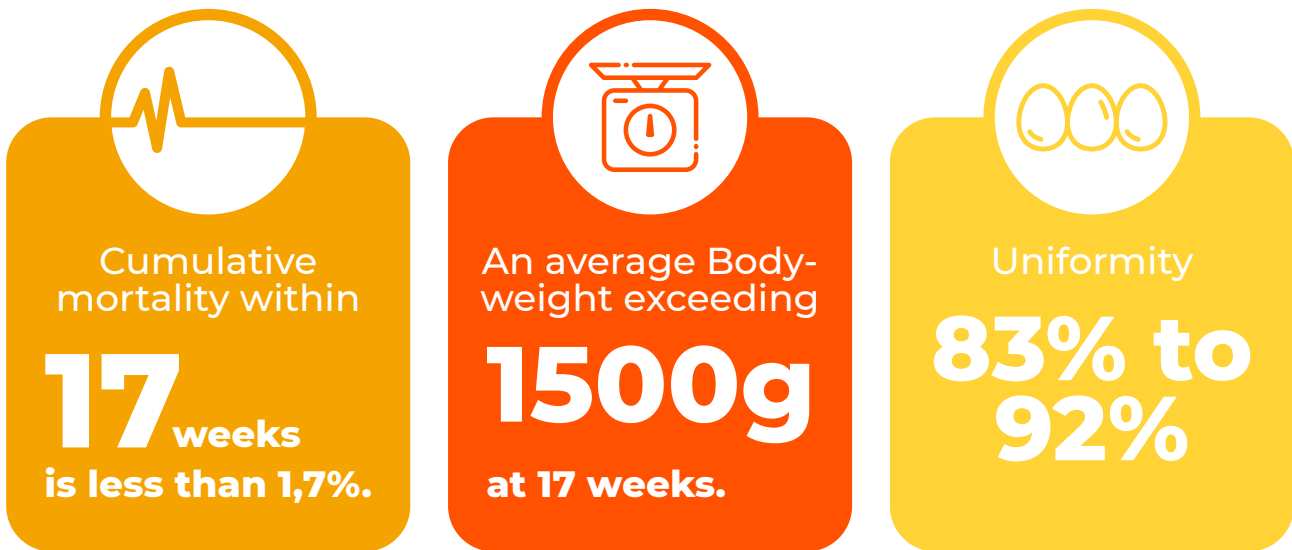
These presentations generated great interest and high satisfaction from all the participants who expressed their appreciation for the relevance and quality of the content.



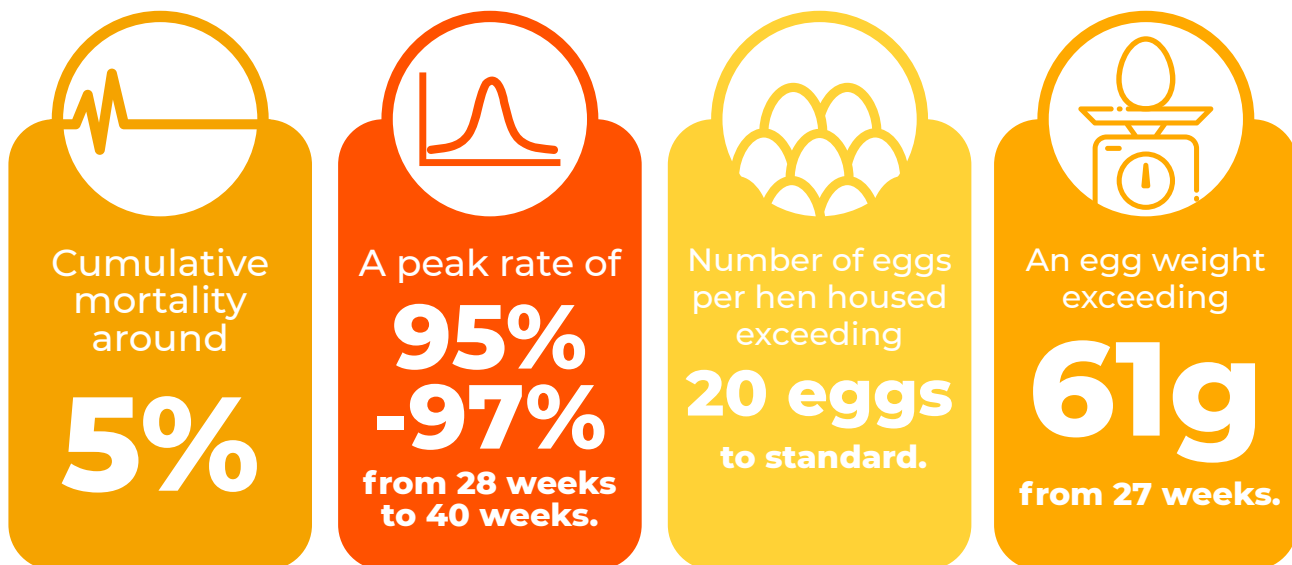
How is LOHMANN BROWN performing in Morocco?

The technical team of SNV presented some outstanding performances of our LOHMANN BROWN layer based on 3 million layers data received from their customers.

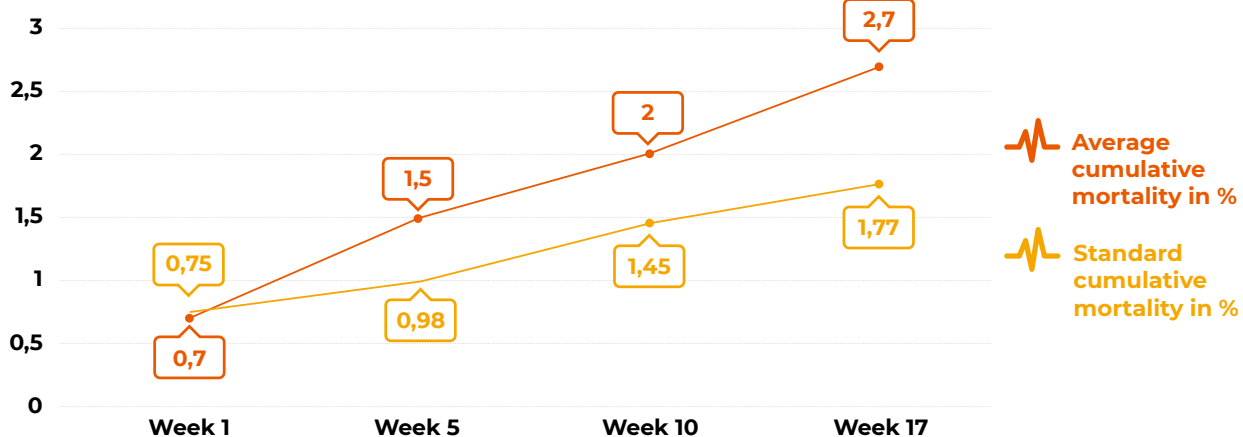
In the rearing period:



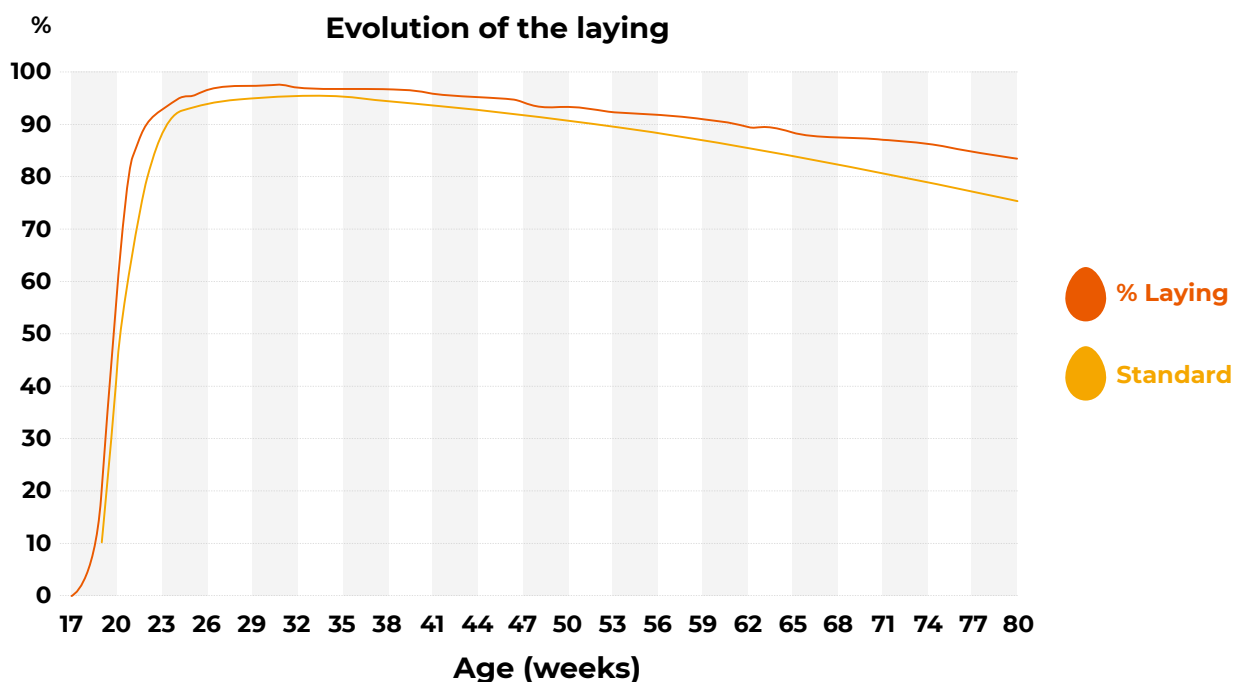
Production Phase at 95 weeks:



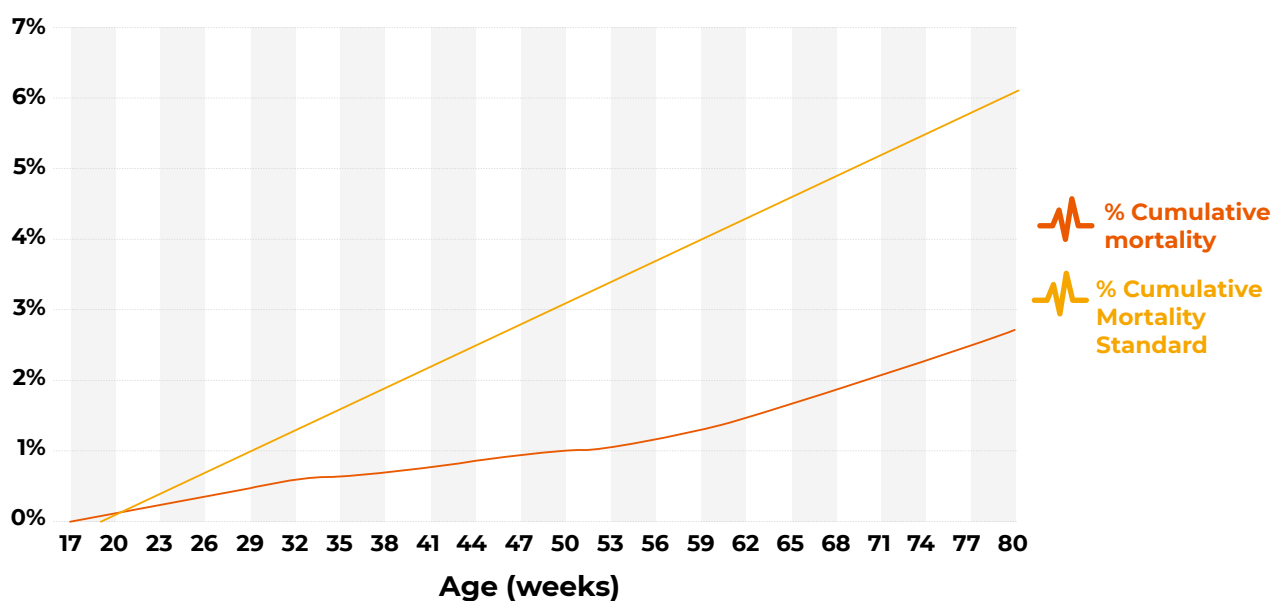
Trend of average mortality in the rearing



Evolution of the laying



Cumulative mortality

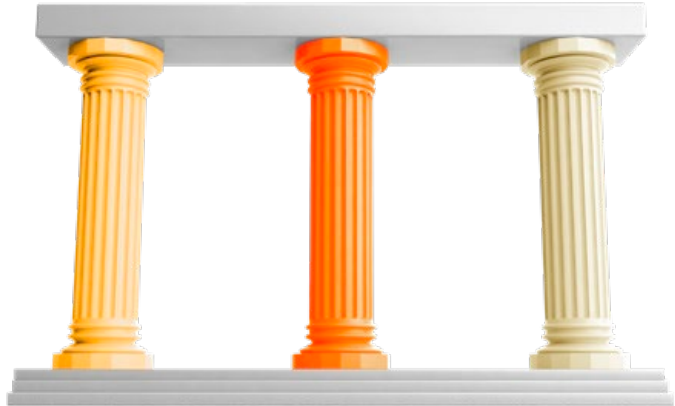


A positive dynamic for the future

This seminar illustrates the continued commitment of SNV and LOHMANN BREEDERS to the sustainable development of the Moroccan poultry sector. It also strengthens the positioning of SNV and the LOHMANN pullet in the field.

The LOHMANN BROWN strain has established itself as a reference in Morocco, thanks to its exceptional productivity, robustness, and economic profitability.

**PRODUCTIVITY
ROBUSTNESS
ECONOMIC PROFITABILITY**



According to the latest estimates (2024), our market share in Morocco is estimated at 40 %, and we aim for 45 % in 2025 (based on a market of 16-17 million pullets), reflecting the growing confidence of egg producers in Morocco.



