

POULTRY NEWS

by **LOHMANN**

01/2020

LOHMANN TURNS 60

A GOOD REASON
TO CELEBRATE

GLOBAL EGG SCHOOL

A NEW ERA OF OUR
SOCIAL COMMITMENT

For every management
the right hen
– for every market the right egg



LOHMANN
BREEDERS



*It still takes a lot to crack
a LOHMANN egg -
even more after 60 years!*

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LOHMANN
BREEDERS

BREEDING FOR SUCCESS ... TOGETHER

INNOVATIONS

FOR A STABLE AND SUCCESSFUL FUTURE

These are unsettled times for all of us, times when you have to separate or move closer together, whichever is the best.

Like everyone else, we at LOHMANN are also looking for continuous stability to meet the demands not only of the market but also of the times. This requires a partial change to the existing structures, **which in our case has a purely positive effect. Therefore, we are pleased to announce two fundamental innovations, this time within the internal structures.**

The focus of LOHMANN is always on constantly new customer needs in the individual countries, and on the permanently changing market requirements. To pursue this goal in the best possible way, **we decided to merge two departments: technical service and sales.** This merger naturally requires a coordinating leading position and we are proud to have appointed **Mr. Farhad Mozafar as director of sales & technical service.** Thanks to his extensive technical expertise and his many years of experience at LOHMANN in both departments, Mr. Mozafar fully satisfies the criteria for this newly created role.

Many changes have been taking place in another area as well. For over 60 years, we have offered first-class laboratory services in the field of poultry diagnostics. In order to be well prepared for the challenges of the future and, above all, so we can continue to offer you collaboration at the highest level, **we are pleased that, since 1st January 2020, the veterinary laboratory has been on its own two feet.**

It now operates under the new name LDG Laboratory Diagnostics Germany with **Dr. Martin Barz as managing director.** This independent subsidiary of LOHMANN can offer a more diverse range of services and expand its offering beyond the poultry sector. The laboratory will, of course, continue to expand its programme of certified diagnostics testing by adding new testing techniques and technology to comply with new demands.

As you can see, even after 60 years, LOHMANN still stands for innovation and the ability to optimally adapt to current conditions. Our excellent customer care and service will always remain in every respect, as will our competent and motivated team. So you can continue to rely on excellent cooperation and quality of the highest level. This are the values that LOHMANN represents –in unprecedented and difficult times, too.

But the most important change, emphasizing all of the above, you will find on the next page. I hope you enjoy reading our new edition of Poultry News.

Sincerely yours,

Javier Ramírez
Managing Director



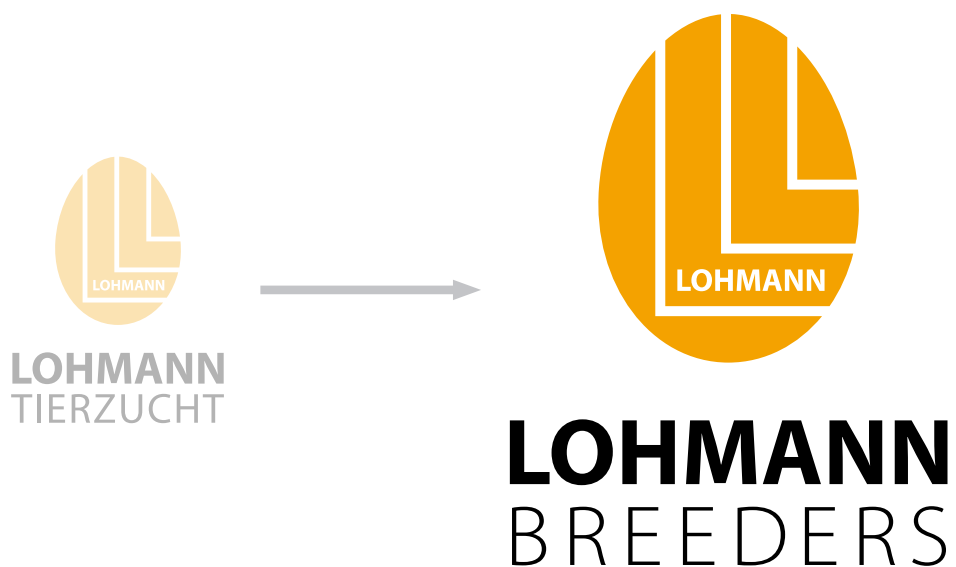
We are pleased to inform you that from now on LOHMANN TIERZUCHT GMBH will become **LOHMANN BREEDERS GMBH**

For every management the right hen
– for every market the right egg

With this claim, LOHMANN TIERZUCHT has, until this very day, achieved excellent breeding results and has become the global leader in the production of parent stocks and laying hens in the last six decades. We appreciate you as a loyal customer and partner and thank you for the trust you have placed in us so far and that you have accompanied us on our path to success LOHMANN TIERZUCHT – Breeding for success ... together!

Worldwide presence gives us the edge. With production sites, subsidiaries and global shareholdings, LOHMANN is represented in all key regions of the world. With a customer base that extends to almost all countries in the world and hundreds of employees who work at our worldwide locations, it is time to express this internationality, decentralization and global presence in the company name as well.

You can be sure: only the name will change, the high quality of our breeds and our excellent service will remain. Rely on LOHMANN BREEDERS GMBH.



BREEDING FOR SUCCESS... TOGETHER

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BREEDERS

CONTENTS



GLOBAL EGG SCHOOL

A NEW ERA OF OUR SOCIAL COMMITMENT

LOHMANN has committed for many years to supporting various charitable projects by donating to different foundations and help organisations.

We were already considering the option of another form of contribution, alongside our...

WOMEN'S POWER

AT LOHMANN

Genetics and IT are looking forward to competent growth in their departments. We are very happy to report two new additions to LOHMANN in this issue....



12



eGUIDE

UPDATE TECHNICAL TOOLS

We would like to briefly introduce our new e-guide, which was presented during our Franchise Distributor Meeting in Mexico 2019...

LOHMANN TURNS 60

A GOOD REASON TO CELEBRATE!

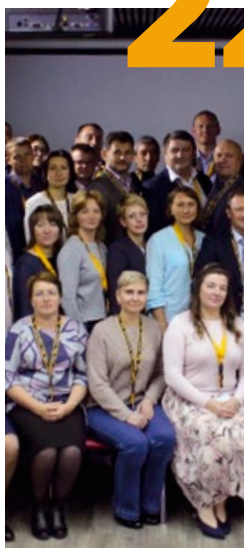
57th Franchise Distributor Meeting Macro Style in Cancun Mexico.

Exceptional events require exceptional measures. So we invited you to join a very special event. Exceptional style, exceptional venue, exceptional programme! A special setting to celebrate our 60th birthday!

16



22



SUCCESSFUL LOHMANN SCHOOLS IN RUSSIA AND GERMANY

It is already a tradition to organise our famous LOHMANN Schools at least once a year as a way of training specialists from companies that work with LOHMANN parent flocks and commercials...

SUCCESSFUL COOPERATION FOR 25 YEARS

BOTH PARTNERS ARE WINNERS.

The successful cooperation between Sverdlovskaya Poultry Farm and Lohmann.

When 25 years ago, in May 1995, the management and specialists of "Sverdlovskaya Poultry Farm" (Director G. V. Kochnev, Chief Technologist V. A. Chichkina and Chief Farm Veterinarian V. G. Burun) and...



26



34

LOHMANN DO BRASIL STANDS OUT IN THE BRAZILIAN MARKET

LOHMANN products have been synonymous with high standards in breeding and selection procedures for more than 60 years and its presence in the Brazilian market has strengthened year after year.

The egg market in Brazil is...



Farhad Mozafar - Director Sales & Technical Service

GLOBAL EGG SCHOOL

A NEW ERA OF OUR SOCIAL COMMITMENT

LOHMANN has committed for many years to supporting various charitable projects by donating to different foundations and help organisations.

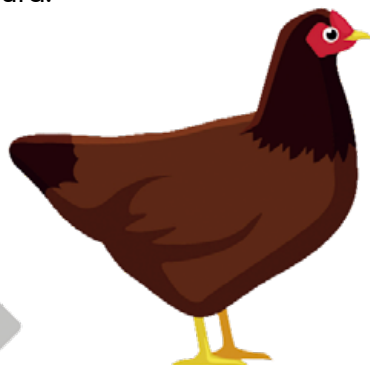
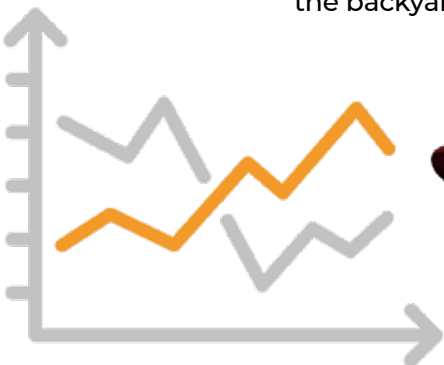
We were already considering the option of another form of contribution, alongside our existing social engagement. Doing something that was a more sustainable, long-term way of supporting a community in need.

So why not simply direct our profound technical knowledge in a different, less industrialised direction?

New project was born

In this context, a new project was born, in partnership with IEF (International Egg Foundation) - the so-called "Global Egg Schools".

These schools aim to train and teach the basics of poultry housing to needy communities. This training can help them to improve their standards of living by learning new skills and, at the same time, boost their income for the family by keeping poultry - even just a few birds in the backyard.



First school in Mozambique

Mozambique is a country in south east Africa. Its capital is Maputo. It is located on the Indian Ocean and borders on Tanzania, Malawi, Zambia, Zimbabwe, South Africa and Swaziland. After years of civil war, it is one of the poorest countries in the world.

In 2019, it ranked 180th out of 189 countries in the Human Development Index. The country has seen an upswing in recent years. Mozambique's economy is mainly based on agriculture.

The first "Global Egg School" activity was held in June 2019 close to Nampula in Mozambique. It included farm visits, two days of training programmes and practical sessions with 45 less experienced farmers and 30 technicians as participants.

The school was specifically tailored to the individual needs of the chosen area and participants.

Topics include basics of Rearing, improving bird health and feed efficiency, as well as implementing meaningful biosecurity programmes. During practical part, vaccinations methods and Necropsy sessions were practiced.



Concept

The concept of the project is providing an on-going series of travelling global egg schools each year in areas of need around the globe. **The next one is planned in Ecuador.**

As the LOHMANN family, we will continue to support such projects in future in the context of fulfilling our social commitment in the egg industry.



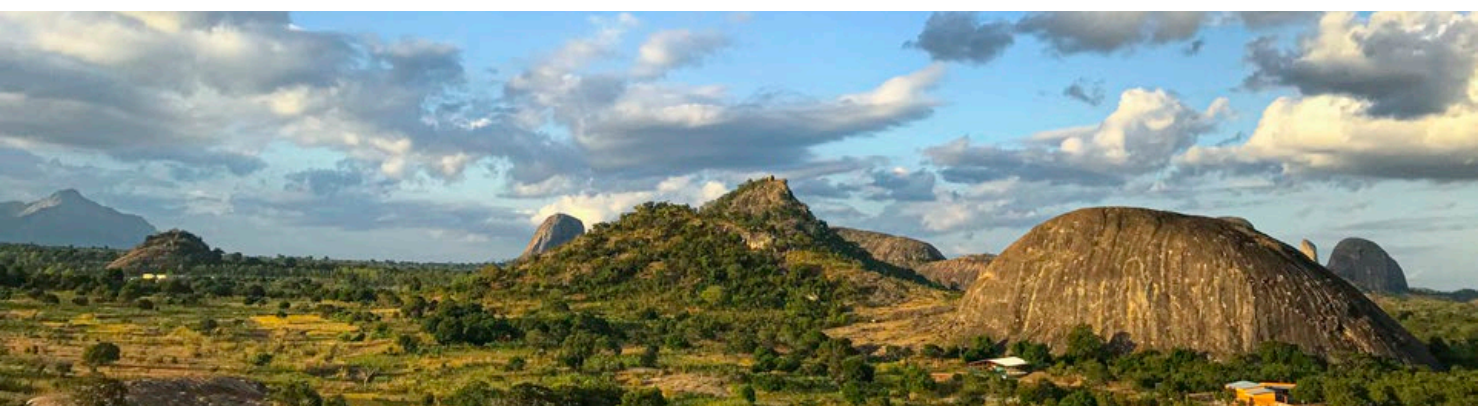
LOHMANN
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IEF

The IEF works in partnership with leading global bodies and charities around the world, adding value to existing projects in order to help fight malnutrition and provide a self-sufficient food supply in developing countries

By working together with our global partners, the IEF is empowered to have maximum impact and effectiveness through funding, collaboration and the sharing of information and best practice.





Nicole Rehse - Marketing/PR/Communication

WOMEN'S POWER AT LOHMANN

Genetics and IT are looking forward to competent growth in their departments. We are very happy to report two new additions to LOHMANN in this issue.

Genetics

Since the beginning of 2020, Dr. Hakimeh Emamgholi Begli has complemented our genetics department as a statistical geneticist. She previously worked on a research project at the University of Guelph in Canada.



◀ **Dr. Hakimeh
Emamgholi Begli.**
Statistical geneticist





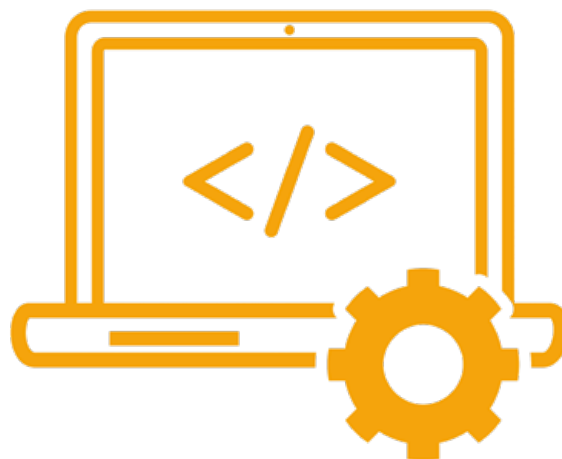
IT

Since 1 February 2020, our IT team has finally had female support. Ms. Akshaya Nargarajan has joined the IT department as a software developer.

She gained her programming experience in the development of a web-based e-commerce system, game software and a shop system.



◀ **Ms. Akshaya Nargarajan.**
Software developer



The entire LOHMANN team is happy to welcome these new colleagues so we can continue to work on our success with this active support. Breeding for success - TOGETHER!

Jan Krassmann - Online Marketing

UPDATE TECHNICAL TOOLS eGUIDE

We would like to briefly introduce our new e-guide, which was presented during our Franchise Distributor Meeting in Mexico 2019.

We have spared no expense to give you an outstanding interactive experience. Just convince yourself of the excellent quality of the e-guide.

You can find our e-guide with integrated downloads and educational films at:



**View
online**

**English
edition**

**View
online**



**French
edition**



View
online

English
edition

View
online



English
edition



View
online

Arabic
edition

Nicole Rehse - Marketing/PR/Communication

LOHMANN TURNS 60

A GOOD REASON TO CELEBRATE!

57TH FRANCHISE DISTRIBUTOR MEETING
MACRO STYLE IN CANCUN MEXICO

Exceptional events require exceptional measures. So we invited you to join a very special event. Exceptional style, exceptional venue, exceptional programme! A special setting to celebrate our 60th birthday!

Exceptional style

This was the first time that we invited not only our customers, but also their customers and business partners. **This enabled us to exchange even more experiences and to see the poultry world from different perspectives and points of view.**



Exceptional venue

We exclusively reserved the Club Med Yukatan on the wonderful peninsula of Yucatan in Mexico – a really exotic venue for our event. All the facilities at the club were available to our guests for the entire duration of their stay.

This time, too, our tried and tested combination of “work and pleasure” was a guarantee of success.

We exclusively reserved the Club Med Yukatan on the wonderful peninsula of Yucatan in Mexico – a really exotic venue for our event.





Exceptional programme

Our event this year will also be something special: after you have illuminated the past, present and future with us, we are now tackling another important aspect that is always in the foreground at LOHMANN: Innovations!

60 years of breeding for success – together! The past is the basis for the future.

This was our motto. A technical programme assisted by our technical experts, by real contemporary witnesses of our success story and well-known external speakers. However, technical discussions are not everything.

Our guests joined us in the footsteps of the Maya for one whole day. What a nice change! We also did our best to put together a varied evening programme too.

But, as the saying goes, pictures speak louder than words! Many thanks to everyone who was there and made this event so special!





And another tip for all existing and future FDM fans: our event this year will also be something special: after you have illuminated the past, present and future with us, we are now tackling another important aspect that is always in the foreground at LOHMANN: Innovations!

And what could be a better starting point for this than the home country of our company? We look forward to welcoming you to Hamburg in Germany next year! A world metropolis to discover, in our innovative way, of course!







INTERNAL | Lohmann turns 60 — A good reason to celebrate!

Norbert Mischke - Regional Area Manager C.I.S.

SUCCESSFUL LOHMANN SCHOOLS IN RUSSIA AND GERMANY

It is already a tradition to organise our famous LOHMANN Schools at least once a year as a way of training specialists from companies that work with LOHMANN parent flocks and commercials.

Bringing all these specialists to Russia at the same time is quite a challenge, so, it's easier for us to visit the shores of the North Sea ourselves and invite our partners from Russia and other Russian-speaking countries to attend there.

Every year we hold the **LOHMANN School** in Germany in English. For two consecutive years, groups from Russia have been able to join this event. The lectures given during the training were presented by non-Russian-speaking specialists from LOHMANN, with a subsequent translation into Russian. Bringing all these specialists to Russia at the same time is quite a challenge, so, it's easier for us to visit the shores of the North Sea ourselves and invite our partners from Russia and other Russian-speaking countries to attend there.

After the first LOHMANN School in 2019, this idea turned out to be so successful that this year we managed to organise the same event a second time before all the problems associated with coronavirus emerged. The programme of the event is the same every year and offers a detailed discussion of all the issues relating to flock management, hatching and brooding management, poultry feeding, biosecurity, veterinary problems etc.

After having the opportunity to discuss all the topics, the participants at the School can talk about all the remaining issues during the informal games and meals in the evening.



▲ **Picture 1.** Joint Seminar LOHMANN Tierzucht, EVONIK and EW Nutrition in Nizhny Novgorod October 2019

Фото Школа 2019 и 2020 Photo School 2019 and 2020

Our speakers noted the high interest and attention shown by the Russian-speaking group, which was smaller in number than the other group, in the presentations, and that only dinner could stop them from asking more questions!

Our annual training in Russia was another successful event. Together with our partners - EVONIK and EW Nutrition - we managed to prepare an interesting programme for almost a hundred participants. The profile of the participating companies had already made it clear that the main topic would be poultry feeding and nutrition. This wonderful event took place in Nizhny Novgorod in October 2019.



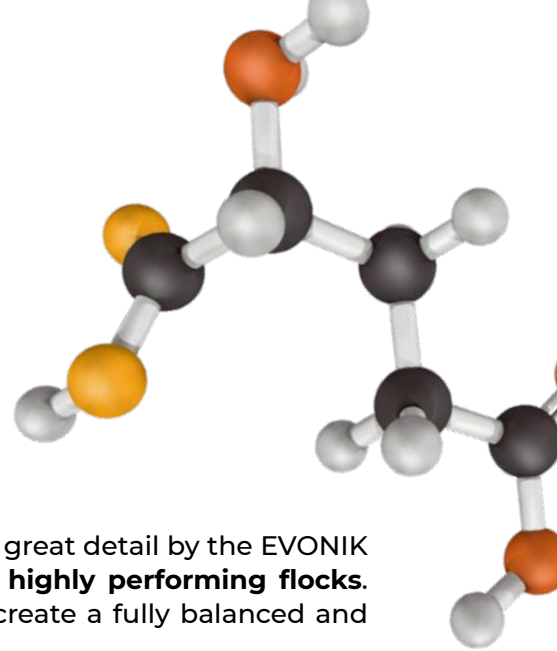
The profile of the participating companies had already made it clear that the main topic would be poultry feeding and nutrition. This wonderful event took place in Nizhny Novgorod in October 2019.

The most important question that is always asked at all our meetings, seminars and training sessions relates to energy and the energy value of poultry feed.

Here, our approach differs from the approach of many local poultry feed specialists. They try to use a low energy diet because energy is the most expensive part of the feed.

Therefore, everyone is trying to “save” costs or overestimate the role of enzymes in increasing the energy level of the feed. We recommend using the WSPA formula to calculate energy, and not to overestimate the role of enzymes in additional energy release.





Our sister company EW Nutrition very accurately explained the problems associated with mycotoxins and the benefits of using feed additives to reduce the negative impact on the poultry.

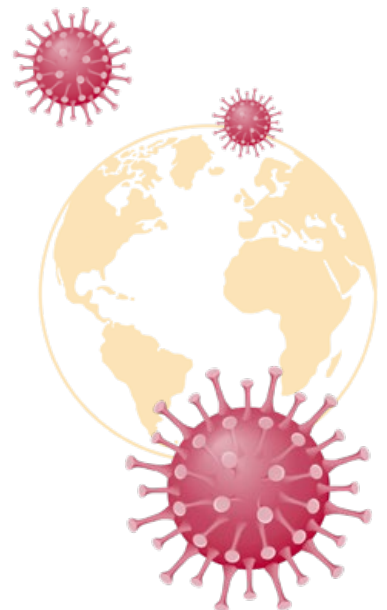


The second question which was covered in great detail by the EVONIK specialists was **the amino acid supply to highly performing flocks**. The ideal protein formula is the ability to create a fully balanced and optimal ration for the best price.

Our sister company EW Nutrition very accurately explained the problems associated with mycotoxins and the benefits of using feed additives to reduce the negative impact on the poultry.

For 2020 we have serious plans. Celebrating 25 years after the first delivery of a parent flock to the Sverdlovskaya Poultry farm was a great reason to meet everyone in Ekaterinburg.

We planned meetings with our customers from the whole world in Hamburg and at Euro Tier in Hanover at the end of this year. However, the success of all these plans depends on the situation surrounding coronavirus in Germany and in the world.





Customers ↪

Norbert Mischke - General Director of LOHMANN BREEDERS RUS LLC

SUCCESSFUL COOPERATION FOR 25 YEARS

BOTH PARTNERS ARE WINNERS.

THE SUCCESSFUL COOPERATION BETWEEN SVERDLOVSKAYA POULTRY FARM AND LOHMANN

When 25 years ago, in May 1995, the management and specialists of “Sverdlovskaya Poultry Farm” (Director G. V. Kochnev, Chief Technologist V. A. Chichkina and Chief Farm Veterinarian V. G. Burun) and Prof. W. Bonitz, - the representative of LOHMANN in Russia - met together at Koltsovo Airport in Ekaterinburg to receive the first shipment of day-old chicks from the LOHMANN LSL parent stock flock, none of the participants knew that this was the beginning of a long and very successful cooperation between the companies.

It is a form of cooperation that has made each party become acutely aware of the deep sense of the word “partnership” during these 25 years, and has emphasised of the value and meaning of being able to completely rely on each other.



Prof. Bonitz opened up wide opportunities in Russia

At the beginning of the 1990s, LOHMANN was very lucky to employ Professor Winfried Bonitz, the former head of the Institute of Genetics of the GDR and manager of the laying hen breeding programme in all countries of the Council for Mutual Economic Assistance (CMEA), as the head of the sales department in the territory of the former Soviet Union.

His excellent knowledge of the Russian language, Russian mentality and poultry farming in Russia opened up wide opportunities for cooperation, both at state and enterprise level.

Initially, the supply of LOHMANN breeders to Russia at the end of the 1980s, resulted in the development of local strains Rodonit (Sverdlovsky State Poultry Plant), Ptichnoye (Ptichnoye State Poultry Plant) and Kuban' (Labinsky Poultry Breeding Plant).

The supply of LOHMANN breeders to Russia at the end of the 1980s, resulted in the development of local strains Rodonit (Sverdlovsky State Poultry Plant), Ptichnoye (Ptichnoye State Poultry Plant) and Kuban' (Labinsky Poultry Breeding Plant).



◀ **Photo 1.** Visit of Galina P. Gracheva to Cuxhaven in August 1990. Photographed together with prof. D. Flock - after the first supplies of LB breeding stock to GPZ Sverdlovsky in 1989.

In the 1990s almost every poultry farm in Russia had its own parent flock. At that time 70-80% of hatching eggs were used as table eggs.

In the early 1990s, we started negotiating for the supply of parent stocks to Russia. The first company that took the risk and decided to change from the Belarus-9 domestic white-shell strain cross to the imported LOHMANN LSL was **Sverdlovskaya Poultry Farm.**

In the 1990s almost every poultry farm in Russia had its own parent flock. At that time 70-80% of hatching eggs were used as table eggs. The parents were just a little more expensive than the commercials, so it did not matter whether they produced hatching eggs or “breakfast eggs”. **The archive of Prof. Bonitz contains a very interesting historical table, “Breeding enterprises of Russia in 2003”.**



Today, LOHMANN and Hendrix Genetics together do not have as many pure lines and GP as Russia had in 2003. The total number of grandparent flocks were enough to meet the country demand almost 20 times.

▼ **Table 1. Breeding enterprises of Russia in 2003-2004**

No.	Breeding enterprise <i>PPZ – Poultry Breeding Plant PF – Poultry Plant PPR – Poultry Breeding Multiplication Farm PR – Poultry Multiplication Farm</i>	Flock size (thousands) <i>PL - pure line GP – grandparents Par - parents</i>	Lines	
			White	Brown
1	PPZ Khabarovskiy	PL-35 GP-60	—	Lohmann Brown LB
2	AO Belorechenskoye	Par-85	Hisex	—
3	PF Borovskaya	Par-79	—	Hisex
4	PPZ Novosibirskiy	GP-15 Par-55	Shaver	Shaver
5	Sibirskiy NIIP (Sibirskiy Scientific Research Institute of Poultry)	PL-17 GP-35	Hisex	—
6	PPZ Sverdlovskiy	PL-60 GP-60	Hisex	Rodonit
7	PF Sverdlovskaya	Par-60	Lohmann White	—
8	PF Chelyabinskaya		Lohmann White	—
9	PPR Vereschaginskiy	GP-20 Par-50	—	Rodonit
10	PPR Znamenskiy	GP-18 Par-51	—	Rodonit
11	PPZ Ptitsevod	PL-40 GP+Par-70	Bovans	—
12	PPZ Marx	GP+Par-50	Bovans	—
13	PPZ Labinskiy	PL-45 GP-65	Lohmann White	Kuban'
14	PF Taganrogskaya	Par-40	Lohmann White	—
15	PF Roskar	GP-20 Par-65	IZA	IZA
16	PPR Mazhayskoye	GP-25 Par-75	—	Hisex
17	PR Kholturinskiy, Kirov	GP-65	—	IZA
18	PR Arzhenka	GP-60	Hisex	—
19	PR Alexandrovskiy	GP-20 Par-55	Hisex	—
20	PPZ Gorki-2	PL-35 GP+Par-75	Hisex	—
21	PPZ Pichnoye	PL-40 GP-60	Zaria-17	Lohmann Brown LB
22	VNITIP (All-Russian Scientific Research Institute of Poultry)	GP-50	Bovans	—
23	PR Bolshevik	GP-55	Hisex	—
24	PR Novooskolskiy	GP-60	—	Rodonit

Total: PL-272; GP-718; GP+Par-195; Par-315

Preparations for this supply of birds were made carefully, of course. The specialists and management of the poultry farm visited Cuxhaven several times for training sessions.

After the shipment arrived, training the farm staff and getting used to a new way of poultry farm management became even more important.

First supply of parent stock

Let us come back to the first supply of parent stock to Sverdlovskaya Poultry Farm from Germany.

● **The first delivery was actually planned for March 1995**, but it failed, because no permission had been obtained from the State Veterinary Department.

● **In May 1995, the second attempt has made.** It was impossible to deliver 17,500 chickens of LOHMANN White (the former name of LSL Classic) in a single flight - Lufthansa managed to deliver them in three flights.

Time has shown that choosing Sverdlovskaya as a business partner was the right decision. This has been proved by the results, which have improved from year to year (Table 2).

All LOHMANN's recommendations (in respect of flock management, feeding, lighting programmes, etc.) have been implemented without question, shortly after they were received, since the specialists of both companies trust each other.



▼ **Table 2.** Key performance indicators of OJSC "Sverdlovskaya Poultry Farm" in 1995-2019

	Indicators	Units of measurement	1995	2000	2005	2010	2015	2019
1	Annual egg production	Mln. pcs	283.6	579	711.2	846.0	888.2	967.1
2	Average annual number of commercials	million	1,11	1,73	2,17	2,51	2,57	2,78
3	Egg production per layer	eggs	253.2	334.1	338.3	344.7	345.5	346.9
4	Feed per egg	g feed / egg	157	130	123	119	121	119

25 years of substantial improvement

Over the past 25 years, the performance of both LOHMANN PS and commercial flocks has improved substantially.

In order to keep slightly more than 1 million commercials in production, it was necessary to have 70,000 PS in 1995. We delivered 35,000 of DOC PS twice a year.

Today the size of the commercial flock of the farm has increased 2.5 times and the parent flock has decreased 1.5 times respectively.

There is now only one delivery (35,000 PS DOC) every 10-11 months. The average annual commercial flock number in 1995 was 1.1 million, in 2019 this was 2.8 million (Table 2).

Each visit of LOHMANN's specialists to Ekaterinburg (Photo 1-5) or each visit of Russian specialists to Germany immediately resulted in a practical effect.

The efficiency of the PS flock utilisation increased almost four-fold in this period.

The farm managed to achieve these results thanks to the steady growth in the genetic potential of Lohmann's PS flocks and a new approach of the local specialists to their daily work, with a focus on optimal financial returns.



▲ **Photo 1, 2.** Dr. Bonsak at Sverdlovskaya PF (2006) and Mr Lee in a new hatchery, teaching the correct way to sort chicks.



► **Photo 3, 4, 5.** Specialists of Sverdlovskaya Poultry Plant in Germany (2007 and 2012).



Our clear feeding recommendations and their smooth implementation, as well as new ideas initiated by Sverdlovskaya specialists have significantly improved all indicators.

Milestones in the partnership

Describing this partnership, it is important to mention some events which had a significant influence on the condition of the poultry farm and that of our company, LOHMANN, and the constant development of our relationship.

The first of these significant events was the decision of the farm management to build its own feed production plant.

The recommendations and experience of **Prof. W. Bonitz** and the work of farm specialists laid the foundations for the success of new production. The feed mill, and its heat treatment system for feed, manufactured by Avila, was launched in 2002.

It is still successfully operating today, and provides compound feed for the entire poultry flocks. Our clear feeding recommendations and their smooth implementation, as well as new ideas initiated by Sverdlovskaya specialists have significantly improved all indicators.



▲ **Photo 6.** Ekaterinburg 2005 – Prof. W. Bonitz, Minister for Food & Agriculture Lower Saxony Hans-Heinrich Ehlen, Jürgen Reimers LTZ Präsident and G. Kochnev at LOHMANN Klub and touring the new feed mill facility.

When the management of LOHMANN considered the possibility of supplying the parent stock from our own grandparent flocks in Russia, **it was clear that Sverdlovskaya Poultry Farm was the first point of contact. It took several years to implement the decision.**

In the winter of 2007, LTZ specialists, headed by **Prof. W. Bonitz**, came to investigate the opportunities for placing LOHMANN grandparent flocks in Russia.



◀ **Photo 7.** Prof. W. Bonitz and G. Kochnev (2004 and 2005)

Each company follows its own path of development, but I am sure that neither Sverdlovskaya Poultry Farm nor LOHMANN would have reached the position we enjoy today without these 25 years of cooperation.

And now, almost 10 years later, LOHMANN has a subsidiary, LOHMANN BREEDERS RUS, its own GP farm in Emanzhelinka (Chelyabinsk Oblast) and its own genetic research site there. All PS DOC are still produced by our holding hatchery in Yasnogorsk (Tula Oblast), but we hope to supply DOC from the hatchery in Emanzhelinka in the near future.

Our goal is to include Russia in LOHMANN's world supply system.

Each company follows its own path of development, but I am sure that neither Sverdlovskaya Poultry Farm nor LOHMANN would have reached the position we enjoy today without these 25 years of cooperation.

And I'd like to remember the people who were involved in the very beginnings of our 25-year cooperation: Professors Winfried Bonitz and Dietmar Flock, Director of Sverdlovskaya Poultry Plant Gennady Veniaminovich Kochnev with his team of specialists and his successor, Director General Alexander Sergeevich Rogalev.

I'd like to add that I have dedicated 17 years to this cooperation and I am grateful for the opportunity to meet these excellent specialists and work with them.

Norbert Mischke

Director General of Lohmann Breeders Rus LLC

Marcos Borges - Technical Service
Manager at Lohmann do Brasil

LOHMANN DO BRASIL

STANDS OUT IN THE BRAZILIAN MARKET

DISTRIBUTING LOHMANN LSL-LITE PRODUCTS

LOHMANN products have been synonymous with high standards in breeding and selection procedures for more than 60 years and its presence in the Brazilian market has strengthened year after year.

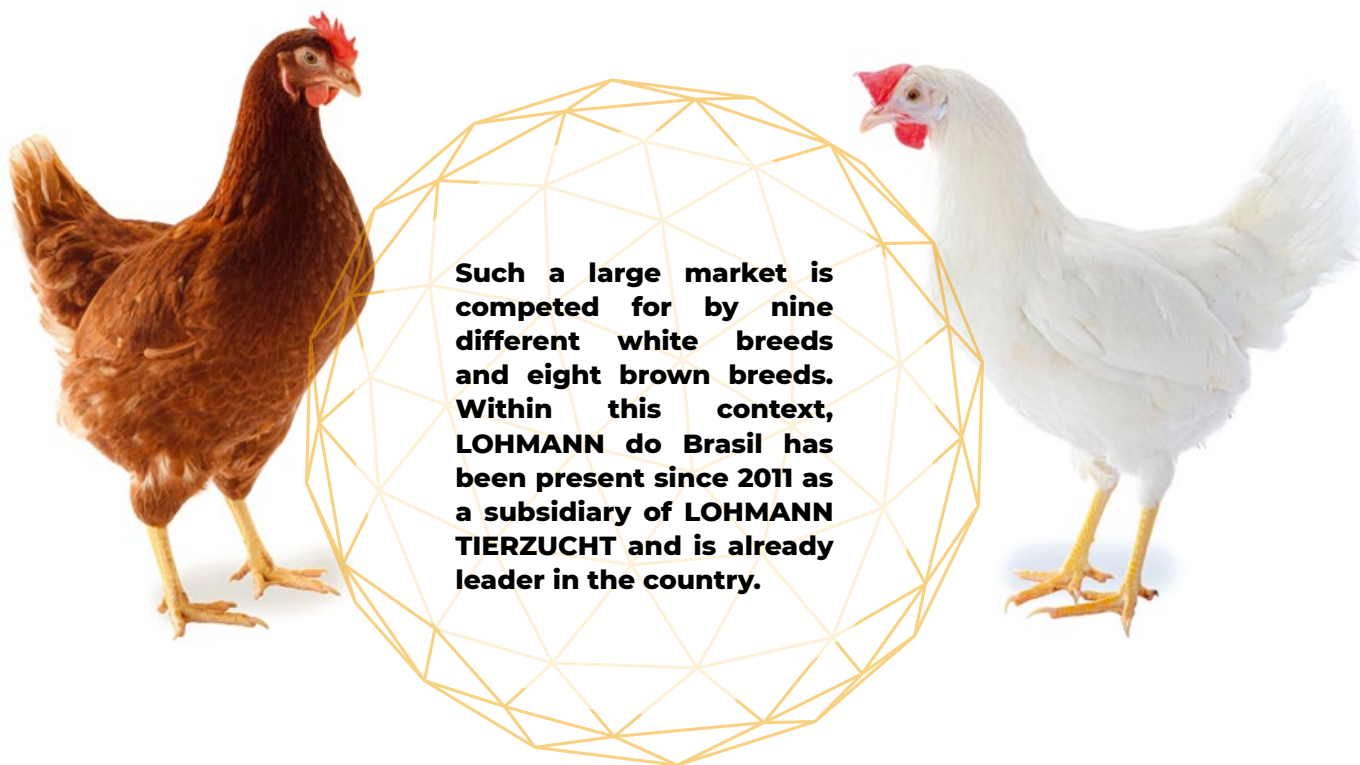
Egg market in Brazil

The egg market in Brazil is highly competitive and the consumer profile has been changing at a fast pace over the last years.

Nowadays, customers seek a large egg, between 55 and 59 g, as well as highly productive birds to meet the steady growth in egg consumption. This has risen from roughly 190 to the current figure of 230 eggs per capita in just a few years.

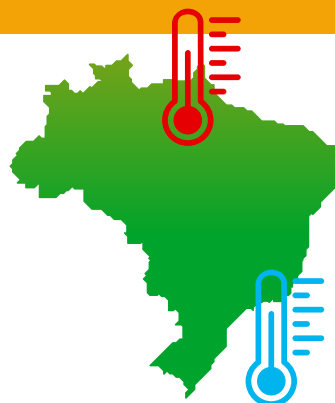


This is a market where 75% of the eggs are white and 25% brown, however there are some regions, such as the south of the country, where this share is the other way around.



For LOHMANN, laying 500 eggs is not enough, since our focus is on producing saleable eggs at a low cost with highest return on investment in our birds. LOHMANN products are present in all the states of Brazil from the far south (cold environment) to the extreme north (high temperature and high humidity).

LOHMANN products are present in all the states of Brazil from the far south (cold environment) to the extreme north (high temperature and high humidity)





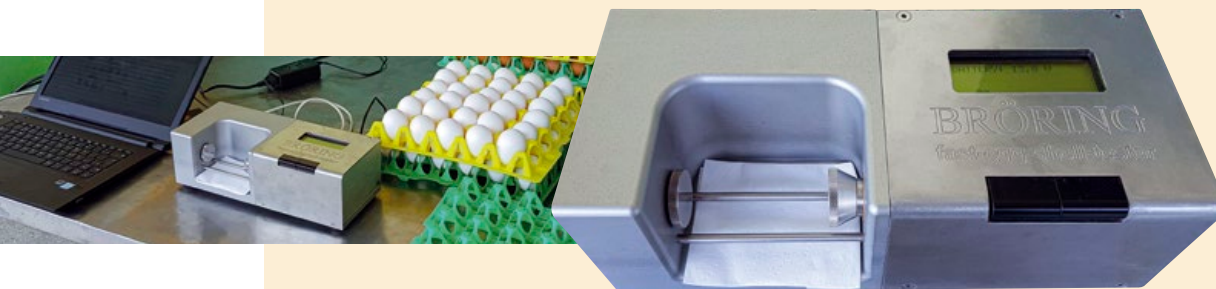
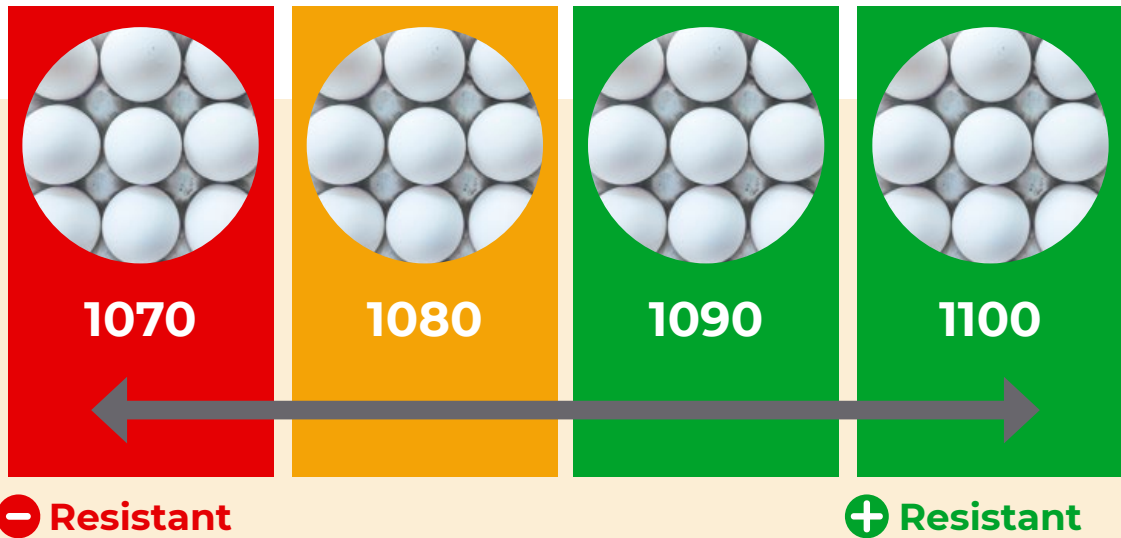
In order to withstand being transported on the long belts that lead to on-farm egg processing areas, the eggs must have an outstanding shell quality that gives the least damage possible.

Egg quality

It is a known fact that customers in Brazil are investing in better welfare, climate control, biosecurity and energy efficiency etc. Following the growth of egg consumption, farms are being transformed into true protein production industries.

Larger operations bring all the previously mentioned advantages but also some significant challenges, the long egg transport system being one of the most profit impacting ones.

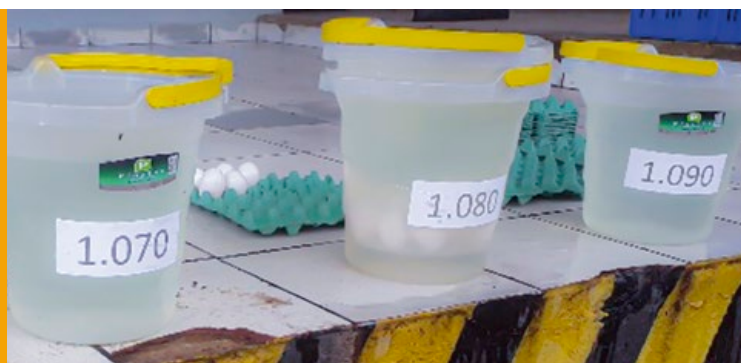
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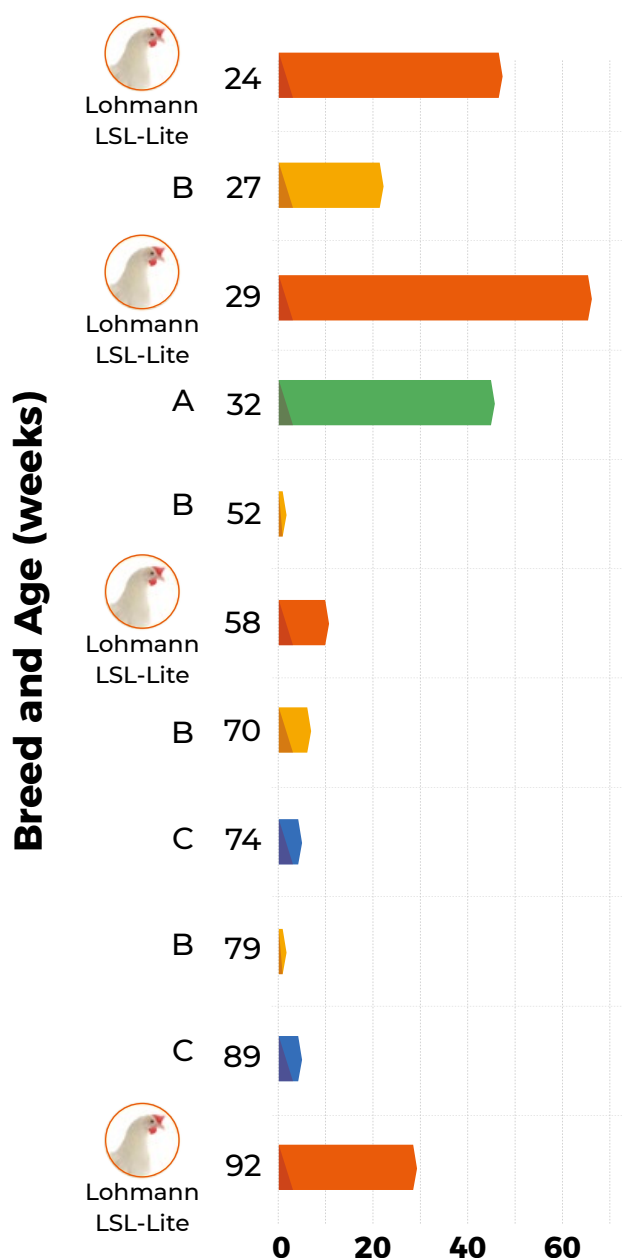
Starting in 2016, the Sales and Service team of LOHMANN do Brasil has added another service category by offering egg quality analysis to their customers, using specific gravity.

This method consists of soaking eggs in different concentrations of a sodium chloride solution in order to find which solution matches the egg and therefore determines the eggshell quality. **Lohmann do Brasil uses specific gravity levels from 1.070g/l to 1.100g/l with increments of 10g/l from one solution to another.**

The process consists of soaking the eggs from the smaller concentration to the highest. When the egg floats, it is considered to belong to the concentration it floated in. It is well known in the industry that a higher specific density means a better eggshell.



% of eggs on 1.100 g/l



The graph shows the percentage of eggs in the 1.100g/l category in different ages, from different breeds. The figures clearly show that Lohmann LSL flocks have a higher percentage and better quality.

These results have been confirmed in several replicates among many customers and in regions throughout the country over the past four years.

However, as there are some customers who question the efficiency of this methodology, the Sales and Service team of LOHMANN do Brasil once again searched for a new way to demonstrate the better eggshell quality produced by Lohmann birds.

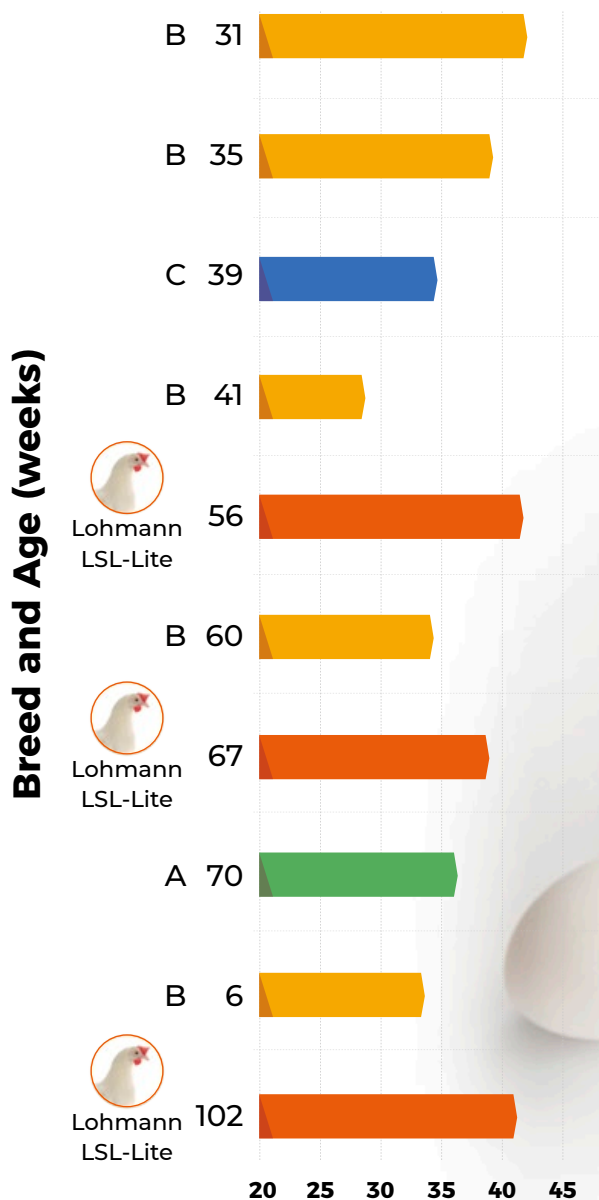
The solution had be more technologically advanced, however most eggshell tester machines are bulky and not portable, making it almost impossible to move them around the country. The few portable versions had calibration problems after experiencing so many shocks on route from farm to farm.

We suggested to the Genetic department at LOHMANN TIERZUCHT that we could possibly work with the same machine they used for their evaluations in Germany.

In January 2020, we imported the small and precise Egg Shell Tester and started a new way of measurement. After just a few measurements it was possible to conclude the already known trait advantage of Lohmann breeds shown by the traditional specific gravity test.

Testing takes place in the presence of the customer. The customer also supplies the eggs so that the team from LOHMANN do Brasil cannot recognise which breed produced the eggs before testing all the samples.

Shell strength (N)



Some of the results are presented below:

Graph 3 shows the shell strength measured in N using the Fast Eggshell Tester tested at the same customer shown in Graphs 1 and 2.

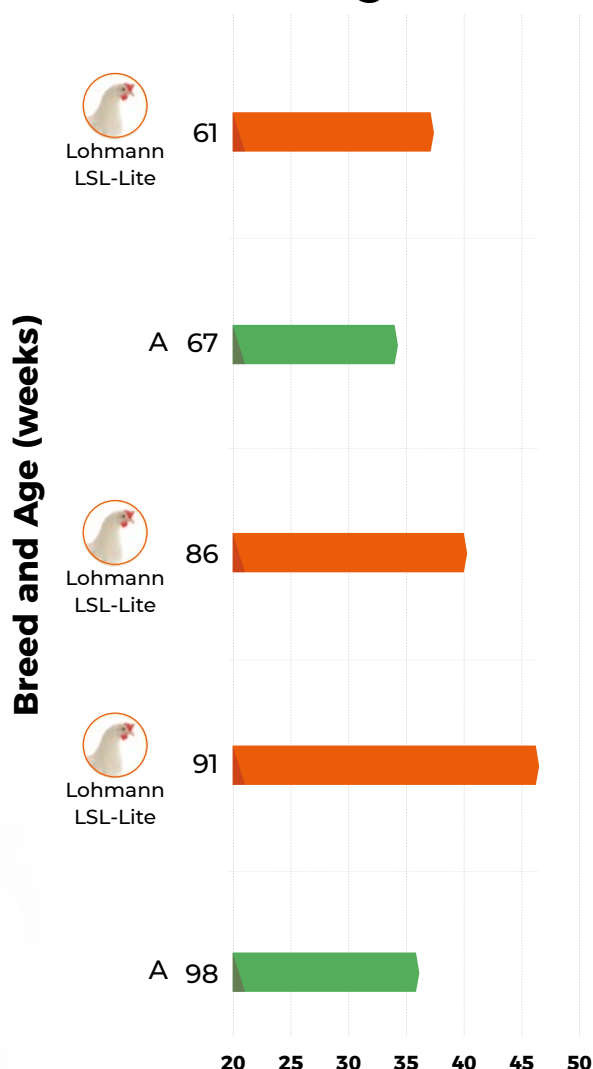
The tester confirms the superiority of the shell quality of the LOHMANN LSL-LITE breed (identified by the brown colour).

This same excellent quality was verified by a specific gravity test.





Shell strength (N)

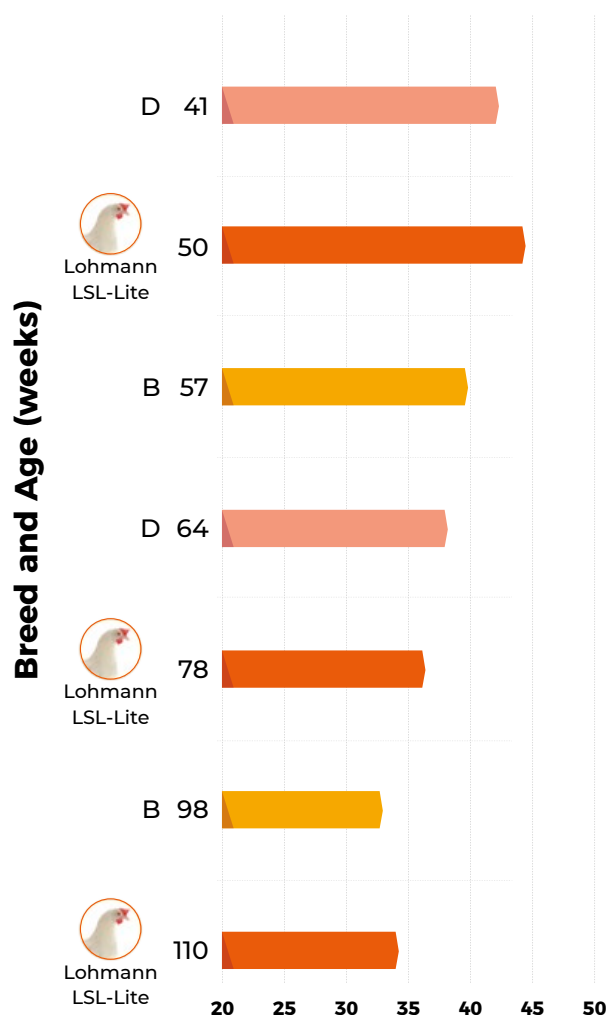


The graph shows the eggshell strength on another farm with houses that contain **70,000 birds**. The farm is in the mid-west of the country with a lot of climate challenges.

Here we can see that **LOHMANN LSL-LITE** birds produce the best shell strength compared with other breeds of similar ages.

The next graph shows the eggshell strength in the south east of the country where chicken houses hold 50,000 birds each, confirming once again that **even older LOHMANN LSL-LITE** flocks maintain a better eggshell quality compared with the competitors.

Shell strength (N)



Conclusion

- Although we have only worked with the eggshell tester for just a few months, the volume of eggs already tested and the consistency of our findings confirm the already known high quality that has been widely studied in the country in the past years.
- We can safely state that LOHMANN LSL-LITE produces the most resilient eggs in the country, which support our customers in achieving a maximum return on their investment in our products.
- We will shortly publish the results of an identical study on LOHMANN BROWN-LITE, which is proving to show the same trend as LSL.



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