



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 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.