

UNLOCKING THE SECRETS OF HEN HOUSING: INSIGHTS FROM THE SUN-LOHMANN LECTURE SERIES

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On December 10th, the SUN-LOHMANN Hen Housing Lecture series kicked off with its first lecture, attracting nearly 20 thousand viewers across two platforms: Jìmù Cloud Classroom and Xīnqín Kuàng Video Number.

The event, which lasted about 75 minutes, was a significant success, drawing audiences from various provinces in China.



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**圣罗兰蛋鸡
养殖大讲堂** 第一期

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活动时间 **2024.12.10 · 19:30**

特邀主持人
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Dr. Juan Valle Diez
德国罗曼全球技术服务营养师

媒体支持：新文况

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LOHMANN BREEDERS expertise

The lecture featured two guest lecturers from LOHMANN BREEDERS, Dr. Marco Magrini, veterinary specialist, and Dr. Juan Valle Diez, nutritionist.

Dr. Magrini provided valuable insights into water quality management, covering topics such as water source disinfection, water line cleaning, and water quality testing.



Marco Magrini
Regional Commercial
Technical Manager
Europe

Dr. Juan Valle Diez focused on controlling egg weight through effective housing management and feed nutrition strategies.



Juan Valle Diez
Commercial
Technical Manager
Europe/Global
Technical Manager
Nutrition

Interactive nature

Organised by SUN-LOHMANN's marketing manager, Ye Peipei, the event saw active participation from the audience, with questions on seasonal differences in water quality testing, cost-effective methods for cleaning biofilms, and the use of acidifiers in water line management.

The interactive nature of the broadcast contributed to its high average viewing duration and peak viewership, surpassing similar live broadcasts.

Popularity and reaction

The audience demographics revealed participants from Sichuan, Shandong, Guangdong, Henan and Hubei provinces.

The event was hosted by Wang Zhongqiang, Deputy Secretary-General of the High-Quality Animal Products Branch of the China Agricultural Association, and He Hai, Sales Director of SUN-LOHMANN. The positive feedback received post-event has set a strong foundation for future lectures in the SUN-LOHMANN Hen Housing Lecture series.

To put the event's popularity into perspective, the total audience of 19,500 would rank among the Top 10 average audiences in football stadiums during this year's La Liga season. This impressive turnout highlights the growing interest and engagement in topics related to hen housing and management.