

International Hatchery Practice

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Practical information for better breeding and hatching

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hen to the hatchery

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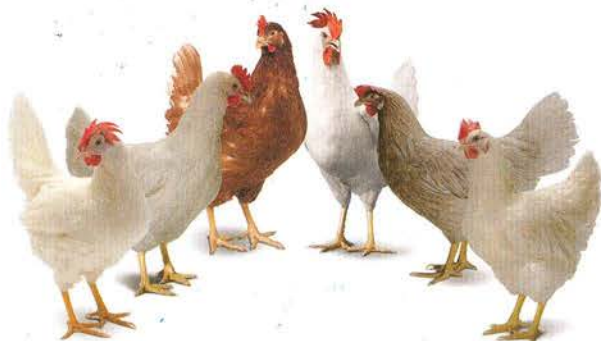


Accelerating progress across all genetic lines

Hy-Line is accelerating genetic progress across all genetic lines, putting more selection pressure on increased egg numbers and shell strength while not overlooking other key traits.

hyline.com

With Hy-Line layers, producers get more saleable eggs from balanced layers suited for every market.



Commitment to quality and performance in breeding

Established over 40 years ago, the Orvia Group has become a major operator fully and actively dedicated to duck and geese breeders through an innovative and strict genetic selection programme.

orvia.fr

In 2019 Orvia reached €117 million total turnover, from which 20% is from its substantial growth and presence in international markets throughout more than 40 countries. Thanks to its many years of

"We are achieving progress in all lines faster than has ever been seen before," noted Dr Danny Lubritz, research and development director for Hy-Line International, in a recent discussion regarding Hy-Line's intensified efforts in genetic selections.

Hy-Line produces and sells brown, white and tint egg breeding stock to more than 120 countries worldwide and is the largest selling layer around the world.

Hy-Line layers are known for their strong egg production, superior liveability and feed conversion as well as outstanding shell strength and interior quality.

research into the genetic development of waterfowl, Orvia has gained a solid reputation and well recognised competitiveness with its holistic approach.

With its global leadership position in the supply of waterfowl genetics, the Orvia group is expanding in the Pekin market with key professional companies adopting ST5 Pekin ducks. To sustain this development in Europe and Asia, Orvia is continuously upgrading their local production facilities in strategic countries, such as in France, Spain and Hungary, to secure the supply of Pekin ST5 H breeding stocks to customers upstream.

In addition, Orvia is also operating in China under great grandparent stocks to be able to directly supply grandparent stocks to the local market.

Through relevant investment allocated to research and



Developing ideal layer hybrids

In Bábolna, a city with 230-year-old animal husbandry traditions, poultry breeding has been recognised as world famous for more than half a century.

elmalayers.com

In recent years upgrading within the fields of infrastructure as well as in research and development the geneticists in Bábolna have selected the ELMA White and ELMA Brown, two hybrids that will be an ideal choice for the industrial layer market.

The Elma geneticist team have been focusing on the changing demands of customers all around the world evolving from the apparent warming of the world's temperature.

The longer, drier summer periods affect poultry farmers even in

considerably cooler climates. Egg production has dropped due to extended heatwaves throughout the world.

Therefore, customers will be pleased to know that they have not been left alone with this problem. ELMA can be an optimal solution for those who look for liveability, high egg production and strong eggshell even in this ever changing world.

ELMA focus on selection in order to fulfil the dreams of all those involved in egg production to develop the ideal layer hybrids characterised by:

- Excellent egg production – exceptional laying performance.
- Outstanding feed conversion ratio.
- Broken egg ratio kept to a minimum – maximal shell strength.
- Excellent liveability both during the rearing and laying periods.

Elma layers with their calm temperament and high resiliency can easily cope with different climatic and management conditions, both in cages and in alternative systems, while producing a large number of high quality consumption eggs.

development, Orvia continues to enhance the optimal returns of the ST5 Pekin for their customers by continuously combining field trials in different climatic environments with the most up-to-date technology in terms of breeder selection.

The Orvia ST5 Pekin offers one of the most optimal combinations of feed conversion ratio, speed of growth, meat yield and liveability of the ducks, offering customers the ability to potentiate the high-performance genetic heritage of this product. Accordingly, the market has reacted and quickly identified the

benefits of using the Orvia ST5 Pekin, both technically and economically.

Last year more than 800 million ST5 H broilers were produced and issued from Orvia Pekin genetics managed by all their customers within the four continents.

Orvia are committed to working closely and efficiently with their customers through a team of experts dedicated to performance and making the ST5 Pekin ducks excel in the field.

Next year they are proposing a new digital solution to reinforce customer relationships.

