

DELIVERING IMPROVED PRODUCTIVITY AND SUSTAINABILITY

for the broiler industry over the past 20 years

REDUCED GLOBAL WARMING POTENTIAL

Improved FCR and shorter grow-out time =

19% LESS
GREENHOUSE GASES PRODUCED



IMPROVED PERFORMANCE

The modern broiler is more biologically efficient. Per kg of live weight, it requires...

320g
0.7 lb
LESS FEED



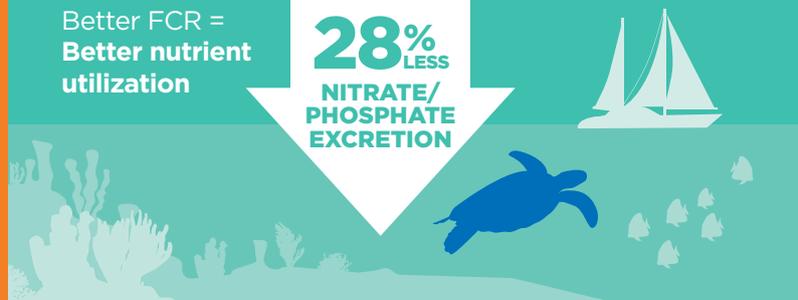
40g
0.09 lb
EXTRA TOTAL Eviscerated YIELD

while increasing livability, health and welfare through balanced selection

REDUCED POLLUTION POTENTIAL

Better FCR = Better nutrient utilization

28% LESS
NITRATE/PHOSPHATE EXCRETION



WATER USAGE

0.57L
0.15 US gal
LESS WATER

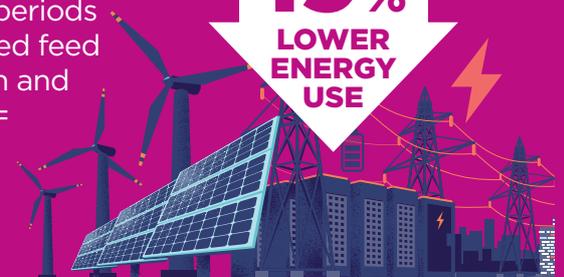
required per 1.0kg (2.2 lb) broiler

BETTER WATER INTAKE =

- ✓ Better gut health
- ✓ Better litter quality
- ✓ Better footpad health
- ✓ More efficient/sustainable water use

Progress in live weight, shorter grow-out periods and reduced feed production and transport =

19% LOWER ENERGY USE



REDUCED LAND USE & TRANSPORTATION

Improved FCR = a 2.5 kg (5.5 lb) broiler consuming...

0.8 kg
1.7 lb
LESS FEED

LESS FEED MEANS...

42% LESS
AGRICULTURAL LAND

required for the production of broiler feed

18.3%

delivering raw materials and feed for broilers

FEWER ROAD TRIPS



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