

# Poultry News

LOHMANN TIERZUCHT 4/2009

47<sup>th</sup> Franchise Hatchery Meeting in Würzburg

## Where international experts meet



### LOHMANN ... Editorial

The 47<sup>th</sup> Franchise Hatchery Meeting held by Lohmann Tierzucht in Würzburg was certainly the climax of the double anniversary of "50 years of Layer Breeding and the Veterinary Laboratory". In the spirit of the Lohmann Philosophy "Breeding for success...together" the conference highlighted specialised topic areas: topics generated by practical issues leading to practical outcomes, interesting evaluations of the past and exciting perspectives for the future. The 345 guests from 41 countries were clearly impressed by the varied programme of specialised topics, and returned home armed with valuable initiatives.



In the last five decades, Lohmann Tierzucht has created new benchmarks in layer breeding. The right egg for every market; the right hen for every management. Sustaining success in the future is dependent on building the right foundations now. This includes innovations in breeding and R&D in the Veterinary Laboratory.

Highly promising developments now in the pipeline are clear indicators of our leadership in innovation. With our strategic marketing measures we are well placed for new markets. It is our customers' success which constantly spurs us on, and also ultimately makes us successful.

Yours sincerely,  
Dr. Hans-Friedrich Finck

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# Interesting re-evaluation and an exciting glimpse of the future

Tuesday, 22<sup>nd</sup> September 2009



In his opening speech Dr. Hans-Friedrich Finck, Managing Director Lohmann Tierzucht, prepared the participants for the following three days and presented important data illustrating the company's leading international role.



Dirk Wesjohann from the EW GROUP welcomed the participants to the 47<sup>th</sup> Franchise Hatchery Meeting and wished everyone a successful event.



## Looking back over 50 successful years

Prof. Flock, who was responsible for Genetics for over three decades at Lohmann Tierzucht, reviewed the highlights of 50 years of Layer Breeding in Cuxhaven. He recalled important landmarks such as the introduction of feather-sexing LSL and adaptation to specific market segments which had made the company an international market leader.



Prof. Dr. Dietmar Flock inspired the auditorium with "A review of 50 years of Layer Breeding".

## Status and future of layer breeding

Prof. Preisinger, Managing Director at Lohmann and Head of Genetics, explained that behavioural factors are becoming increasingly important, together with feed management and the quantity and quality of eggs laid. Using molecular genetic analysis, these complex issues could be more precisely calibrated in conjunction with classical performance tests for all breeding birds.



"Layer Breeding – current status and prospects" was the title of the lecture given by Prof. Dr. Rudolf Preisinger, Managing Director Lohmann Tierzucht and Head of the Department of Genetics.



Martin Kind, President of the German Bundesliga team, Hannover 96, explained to the listeners that the club runs like a business enterprise.

- 1 Interested listeners in the hall: Günther Zahrte (left) and Michael Steffan (right).
- 2 View of the auditorium.
- 3 Centre picture: Musa Freiji, Egypt, in conversation with Alfons Hüttmann (right), former Managing Director at Lohmann Tierzucht.
- 4 Guests from 41 countries were in Würzburg; Agostino Amaro, Atilio Giribaldi and Luz del Río from Peru are in the spotlight (f.l.t.r.).
- 5 Rafael Serrano U. with Marta Patricia Tascón, Colombians, in animated discussion.
- 6 Asian guests: Kanemitsu Yamamoto (left) and Shuji Watanabe (right) from Japan.
- 7 Pete Block, USA (left) and Erich Wesjohann
- 8 From Scandinavia: Börje Hjalmarsson with his wife Berith.
- 9 Fengying Shi and Baogui Zhou from China were hosted by David Lin. (f.l.t.r.).



# LOHMANN ... Franchise Hatchery Meeting 2009



Tuesday, 22<sup>nd</sup> September 2009



Participants at the 47<sup>th</sup> Franchise Hatchery Meeting were impressed by the diversity and excellence of the lectures and applauded the apt choice of topics.



- 1 Georg Gronbach, former Executive Director of LSL Rhein-Main, engages in the general discussion.
- 2 A small European group: Gianluca Selva, Italy, with Joël Audefray and Emmanuel Lemaire, France, (f.l.t.r.).

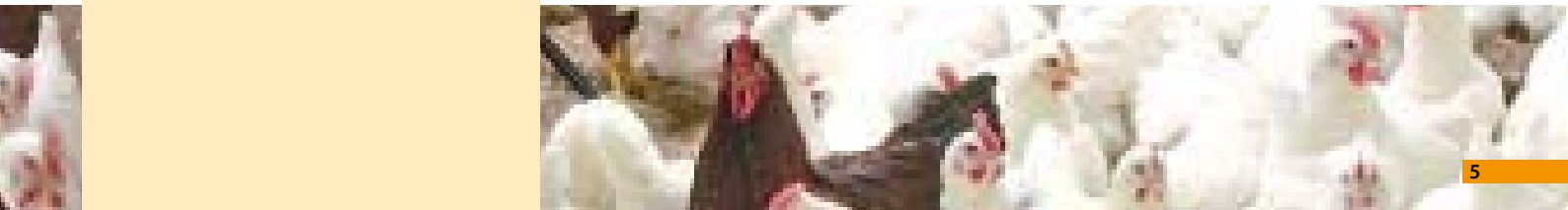
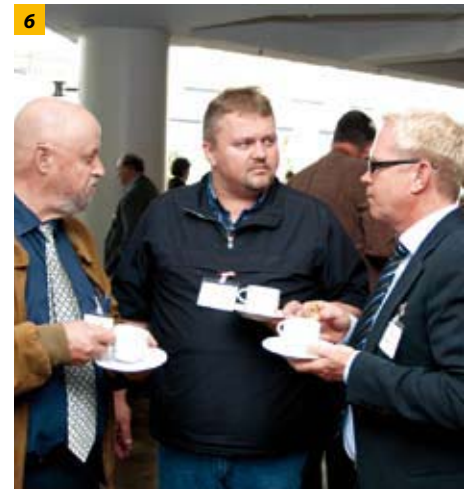
# High calibre speakers with an international perspective

Wednesday, 23<sup>rd</sup> September 2009



Speakers reporting on good practice are all delighted with Lohmann Tierzucht products, underpinning the slogan "Breeding for success...together" (f.l.: Michael B. Seidel, Gennadiy V. Kotchnev (Sverdlovskaya PF/Russia), Hussein Bahri (Arab Poultry Breeders Co. Ltd./Saudi-Arabia) Shuji Watanabe (Ghen Corporation/Japan), Musa Freiji (Wadi Farms/Egypt), Prof. Dr. Dietmar Flock, Rafael Serrano (Pronavicola S. A./Colombia), Dr. Hans-Friedrich Finck.

- 3 Dr. Carlos Aranguren (left), Michael B. Seidel (centre), Dr. Hans-Friedrich Finck (right) together with Atilio Giribaldi, Raúl Velit Jr., Raúl Velit Sr. and Agostino Amaro, the Peruvian partners (f.l.t.r.) .
- 4 A group picture of the Hussein Bahri family, Saudi-Arabia, together with Michael B. Seidel (2.f.r.).
- 5 During the short break between lectures: Akbar Shamayev, Adishirin Babashov and Ilgar Aliev from Azerbaijan (f.l.t.r.).
- 6 The Danish neighbours Aage and Kim Jensen both in conversation with Glen Nielsen (f.l.t.r.).



# Stimulating topics on the agenda



Wednesday, 23<sup>rd</sup> September 2009



Robert Pottgüter from Lohmann Tierzucht illustrated future strategies and the shape of things to come in feeding.

## Future feeding strategies for Layers

Robert Pottgüter identified the principle challenge facing all poultry rearers: providing optimum feed whilst targeting optimum cost effectiveness. Pottgüter explained that the needs-based supply of amino acids – grounded on the ideal amino acid model – was very significant in this context. His lecture went on to highlight the topic “Feed and Salmonellae”. He stated that hygienic, clean feed was the basis for optimum intestinal health in poultry.



The lecture delivered by Dr. Thomas Bartels of Leipzig University concentrated on determining gender in the egg.

## Determining gender in the egg

Dr. Thomas Bartels emphasised that determining the gender in the egg could satisfy the most stringent requirements of animal protection. He presented the results of a current interdisciplinary research project into various related procedures. In his view spectroscopic gender diagnosis has the greatest potential.



The speakers who reported on good practice, Gennadiy V. Kotchnev (Sverdlovskaya PF, Russia), Hussein Bahri (Arab Poultry Breeders CO. Ltd, Saudi-Arabia), Musa Freiji (Wadi Farms, Egypt), Kanemitsu Yamamoto (Ghen Corporation, Japan) and Rafael Serrano U. (Pronavicola S.A., Colombia) (from top down) stressed the importance of Lohmann birds for their success.





**1** In the interval for refreshments: Prof. Dr. Kathrin Stöve-Schimmelpfennig with her husband.

## Quality leads to success

How do you market over a billion eggs a year? This was the tantalizing question posed by Jan van Esch, Kwetters Eieren, Netherlands. His answer: Produce eggs of the best quality, collaborate with the best partners and spread the risk with different sorts of eggs and a corresponding customer base. He advised the listeners never to sell eggs above price. "You can always say no".



**2** Erhard Himmelsbach (centre) makes small talk with interested participants.



*Christian Endres from Endres Ei had a message for those selling on the open market: they must clearly distance themselves from the discounter and go in for intensive marketing.*



*The lecture given by Jan van Esch from Kwetters Eieren "Marketing 1.3 billion eggs – a challenge" was particularly well received.*



*Determining future phases at an early stage was an important recommendation made by Prof. Dr. Wolfgang Becker and Patrick Ulrich from Bamberg University in their lecture on success factors for medium-sized companies.*



**3** Georg Gronbach, former Executive Director LSL Rhein-Main, Markus Zahn, Executive Director LSL Rhein-Main, Dietmar Footh (f.l.t.r).  
**4** In the foreground, guests from Venezuela, José Angel Herrera (left) in conversation with Ernesto Díaz.  
**5** Standing casually in line: Dr. Hans-Heinrich Thiele (left) and Robbie Kruger from South Africa.



**6** The small Scandinavian group: Sanna Muurama, Finland (left), with Nils Steinsland and his daughter from Norway.



Wednesday, 23<sup>rd</sup> September 2009



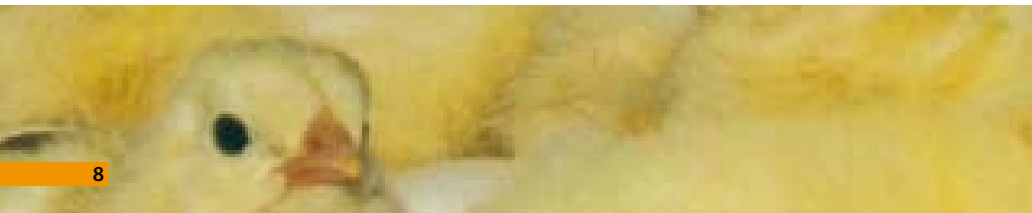
Patrick van Rijkeghem (De Biest, Belgium) presented Dr. Finck (left) and Prof. Preisinger (right) with some confectionary.



Karl Horstmann from the poultry breeders Horstmann GmbH was congratulated at the Franchise Hatchery Meeting for 50 years of successful breeding: Heiko Tiller, Prof. Dr. Rudolf Preisinger, Karl Horstmann, Michael B. Seidel, Dr. Hans-Friedrich Finck (f. l. t. r.).

Intensive exchange of experience and interesting contacts

- 6 Elmar Sörries-Trockels (left) and Alfons Hüttmann (right) in an informal group.
- 7 Tennyson G. Chen, The Philippines, Pieter Kruit, Netherlands, Michael B. Seidel and Kenneth G. Chen, The Philippines (f. l. t. r.).
- 8 Having a discussion between lectures: Christian Endres, Agnes Spyra and two colleagues of Dr. Klaus Damme (f. l. t. r.).
- 9 Experts in discussion: Christiane Trockels-Geisthövel, Robert Pottgüter, Markus Zahn, Franz-Rudolf Geisthövel (f. l. t. r.).

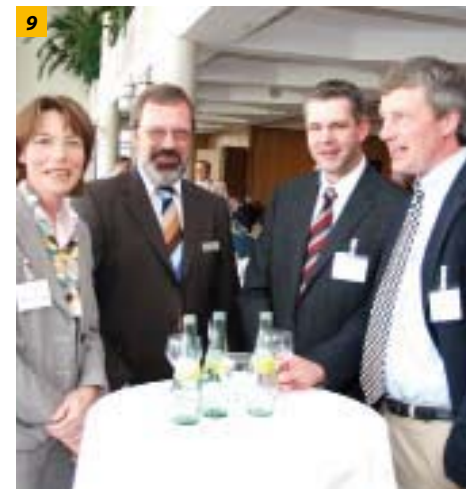




- 1 On the podium: the moderator, Prof. Dr. Kathrin Stöve-Schimmelpfennig.
- 2 Paul Brämswig and colleagues from LSL Rhein-Main; smile please.
- 3 Helmut Neuner (left) in conversation with Karl Horstmann, who has been a Lohmann Tierzucht customer for 50 years, and Burkhard Brinkschulte (right).
- 4 Representatives from the firm Zahrte in discussion.
- 5 An English dialogue between Pieter Kruit, Netherlands (left), and Marvin Friesen, Canada (right).



Prof. Preisinger receives a present for the 50<sup>th</sup> anniversary from Kanemitsu Yamamoto and Shuji Watanabe of the Japanese Ghen Corporation, also in the picture: Prof. Dietmar Flock (2. f. l.) and Dr. Hans-Friedrich Finck (2. f. r.).



# A really suitable programme right down to the last detail

## The visit to LVFZ Kitzingen was well worthwhile

The trip to the Centre for Learning, Experimentation and Expertise in Poultry (LVFZ) in Kitzingen was the first port of call on this day excursion. Many of the participants took advantage of this opportunity to learn about the hands-on research projects run by this Centre of Expertise, which plays a leading role in the testing and development of poultry-friendly methods of husbandry.

Thursday, 24<sup>th</sup> September 2009



Prof. Dr. Rudolf Preisinger, Managing Director of Lohmann Tierzucht (right) explained to the guests the key aspects of research undertaken in the Centre for Learning, Experimentation and Expertise in Poultry (LVFZ) in Kitzingen.



Participants could find out about alternative systems of husbandry for commercial poultry, a subject in which Kitzingen has much experience.



With its facilities for experimentation, its stock of poultry, buildings, technical facilities, and not least of all, its know-how, the LVFZ in Kitzingen is the agricultural centre for expertise in poultry husbandry in Bavaria. The participants of the 47<sup>th</sup> Franchise Hatchery Meeting were able to see this for themselves. The current research projects in layer husbandry generated particularly great interest.

**1** Dr. Matthias Schmutz (left) in conversation with Dr. Raafat M. Raafat, Jordan.

**2** Example of husbandry systems: Lohmann LSL in the Small Aviary.



### The supporting programme was appreciated too

Würzburg, the capital of the Franconian wine region, had much to offer guests and their partners. On the first evening, all participants were able to sample selected Franconian wines at a wine tasting in the Staatlicher Hofkeller. The guests were not just impressed by the quality of the wine. Visitors from both home and abroad took away an abiding impression of the imposing architecture of the vaulted cellar and the residence above it, both of which form part of the UNESCO world heritage site.



*Well travelled guests: Carlos and Lia de Vallecilla, co-partners in the firm Pronavicola from Colombia.*



*Knowledge from existing good practice targeting further good practice was offered to those on the excursion.*



# LOHMANN ... Franchise Hatchery Meeting 2009



## A scenic boat trip and historical ambience

Another high point on the second day of the supporting programme of events for the 47<sup>th</sup> Franchise Hatchery Meeting was a scenic trip on the River Main. On the last day of excursions the visit to LVFZ Kitzingen was followed by a tour of the picturesque town of Rothenburg ob der Tauber. With its extensively preserved old medieval town, it is a world famous tourist attraction, and all participants were able to form their own impression of it. The day was successfully rounded off in high spirits in the Bürgerspital wine bar in Würzburg.



**In the next PoultryNews 1/2010 there are reports on the following topics:**

- **Customer news:**  
**The Japanese Market**
- **Good practice reports:**  
**Successful breeding management**
- **Poultry health:**  
**Delivery by compartmentalisation**

## Dates

VIV Europe 2010

IPE Atlanta 2011

## Legal notice

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