FLOCKMAN and the Food Chain

Benefits to the various Sectors

The Environment

Less excreted ammonia
More efficient in feed energy use
Less protein resources used
Savings in electricity
(more dark periods)
Dryer litter for power generation

The Consumer

Higher bird Welfare Standards
A more natural environment for the birds.
More attractive appearance
Less wasted fat, more lean meat.

The Supermarket

More uniform product
Less fat birds
Fewer blemishes
More customer appeal
More Natural production system

The Arable Farmer

Can sell whole cereal to poultry farmers rather than feed compounders. Reducing the cereal's Carbon footprint and increasing farmer's Margin.

FLOCKMAN

The Integrator

Less factory rejects
Cheaper production costs
More uniform weight
Fewer fat birds
Less bird variability.

The Birds

Better Health and Welfare
Fully developed crops and gizzards ensure better feed digestion and less excretion
Fewer deaths and culls
A more natural, eventful and enriched life
Less stress - from more rest and sleep and gradual changes in lighting and feed
Fewer painful hock & foot lesions
Better, cleaner feathering, dryer litter
Stronger Legs, fitter, less obese birds
Fewer heart attacks, SDS and Ascites.

The Breeder

Better Integrator and on farm performance/profit gives added value to the strain.
Birds look cleaner, healthier and more uniform so giving increased grower pride and satisfaction.

The Third Party Grower

25% less dead, culls and rejects
Lower feed and litter costs
Better FCR and EPEF
More profit / bird housed
Better Health and Welfare and environment (less ammonia) for both birds and workers.
Dryer litter has added value