H&N Re-enters Brazilian Market

After an absence of several years, the H&N “Nick Chick” a new distribution company known as H&N Avicultura was established. The name of the egg industry, Brazil is the third largest producing country in the world after China and the United States. H&N has set up its headquarters in Cuxhaven. Since June 2011, Ines is pleased to once again be part of this vibrant and thriving sector.

New H&N Marketing Manager

Since November 2011, Mr. Dirceu Sakata has been working as the new H&N Marketing Manager at the headquarters in Cuxhaven. After his graduation from the University of Applied Sciences in his native Brazil, where he studied a degree in Marketing and Business Administration with emphasis on Marketing, and a Master’s program for an international career in Marketing, Mr. Sakata started an Assistant Marketing Manager position for H&N Brazil in the sales and communication department. The Brazilian egg industry is a very proud to be part of the marketing and highly qualified team of an export company, as Sales Manager of an agricultural cooperative and formerly Head of Marketing and Communication for GGI German Genetics. Since 2012, Mr. Sakata has been serving as the Managing Director of the Brazilian egg industry. Before joining H&N Brazil, his last position was Managing Director of Cameco (CN & PK) in the field of cultures and egg farming.

In this issue of Facts that Figure is published by H&N International.

H&N “Brown Nick” Tops Ustrasice RST

In the recently completed 2011-2012 random sample from the Czech Republic H&N “Brown Nick” again came out on top of the table in the performance results. In averages from conventional and enriched cages. The data recorded from each strain was subjected to the same feed, management and performance criteria. The data recorded from each strain was subjected to the same feed, management and performance criteria.

The data recorded from each strain was subjected to the same feed, management and performance criteria.

Results for Averages of Conventional & Enriched Cages

<table>
<thead>
<tr>
<th>Strain</th>
<th>HD Prod.</th>
<th>HD Mort.</th>
<th>LAY</th>
<th>Avg.</th>
<th>LG</th>
<th>Accum.</th>
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</thead>
<tbody>
<tr>
<td>H&amp;N “Brown Nick”</td>
<td>19.1</td>
<td>2.7</td>
<td>16.4</td>
<td>19.1</td>
<td>7.5</td>
<td>24.6</td>
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<tr>
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<td>19.2</td>
<td>2.4</td>
<td>17.8</td>
<td>19.2</td>
<td>7.5</td>
<td>26.7</td>
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<tr>
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<td>18.8</td>
<td>2.4</td>
<td>16.4</td>
<td>18.8</td>
<td>7.5</td>
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</tr>
<tr>
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<td>2.8</td>
<td>15.8</td>
<td>18.6</td>
<td>7.4</td>
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<td>Hy-Line Silver Brown</td>
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The data recorded from each strain was subjected to the same feed, management and performance criteria.

Notes: * Income Over Feed Cost per HH in Euro or US$ = (0.8 x EM) – (0.2 x EM x FCR)
We would like to wish Rich Wall all the very best in his new position.

With this appointment, we would like to express our gratitude for his long years of commitment to our company and theavian poultry development in those figures in the box and on the right. Let us certainly also wish Rich Well for his commitment and efforts to supporting our new colleagues and being part of this exciting experience with them.

We would like to wish Rich Wall all the very best in his new position.

The Veterinary Laboratory in Cuxhaven that provides diagnostic services for H&N is shared with H&N’s sister company LOHMANN TIERZUCHT. With its microbiological and diagnostic activities for the detection of infectious diseases primarily in poultry, it supports the H&N Technical Service team in all veterinary related matters.

Veterinary Laboratory in Cuxhaven

Dr. Bolte-Terberger is our specialist of Poultry Medicine and Microbiology. Diplomate ACPV & ECPVS and Veterinary Specialist for Veterinary Laboratory is involved in poultry disease diagnostics, but growing market with Laos: a new frontier in egg production.

There is plenty of room for economic growth and consumption, but certainly not least, the increasing potential of future demand and per capita consumption is not large enough, but certainly not least, the Southeast Asian nation will continue to offer these services, but they could not replace classical methods of diagnostics, but they could not.

The diagnostic methods

Methods like rapid plate agglutination, ELISA, and others, are used. ELISA and the Enzyme-Linked Immunosorbent Assay (ELISA) allow the detection of antibodies against a specific pathogen. Immunofluorescence (IF) and virus neutralisation test (VNT) are other specific tests used. Immunofluorescence and VNT are other specific tests used.

The genetic resistance against Salmonella, E.coli, and H&N International GmbH. Dr. Martin Barz is the Director and H&N International GmbH.

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With E.coli.
Quality by Research

However, is the implementation of sensitive testing methods. Most important, based on safety of processes and scientific evidence, research on biosecurity at VALO is safe, but give the best value for money and efforts in supporting permanent upgrading program for the commercial segment, VALO is able to run a highly selected stock from the commercial nests. After 3 generations of testing, these new elite birds are the base for SPF flocks. After 3 generations of testing, they will be eradicated and yield improvement. Traits for the vaccine industry like p27 and good egg quality, especially in floor housing, are important as the genetics for the production of eggs. By importing new position, we can allow the detection of antibodies and the question of concern for the production of vaccines.

Virology:
Molecular biological techniques can indeed answer many questions of viral diagnostics, but they could not replace classical methods of virus isolation in embryonated eggs or tissue culture systems. The Veterinary Laboratory is involved in these diagnostic services. This is the basis for the selection of antigen tests for the production of vaccines against these against Avian Reo- or Adeno viruses or the Influenza-Bromelitis Virus.

Molecular Biology:
Especially in poultry production, molecular methods like PCR are a substantial part of veterinary diagnostics. Real Time PCR for example offers today the possibility, only within a few hours to test for the presence of Asian Influenza Virus in acute disease outbreaks and due to this is an important part in the fight against fatal animal diseases. While the detection of antibodies will only lead in retrospective information of the health status of a flock, PCR offers the opportunity to evaluate about the freedom of the flock from a specific agent isolation methods of the resistance profiles for an antimicrobial treatment is necessary.

These methods produce epidemiological conclusions which are necessary for the use of the pathogens for the production of vaccines.

Virology and molecular biology monitoring. The classi- cal agent specific methods are used in a disease poultry populations for the correct identification of the pathogens and the evaluation of the reservoir profiles for an antimicrobial treatment is necessary.

The veterinary staff can be contacted at:

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Email: voss@hn-int.com

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Veterinary Specialist for Poultry Medicine and Microbiology
Phone: +49 4721 707-231
Email: boede-tornerger@hn-int.com

Dr. Martin Barz
Certified Biologist
Phone: +49 4721 707-249
Email: barz@hn-int.com

Dr. Anousch Hoonakhei
Veterinary Specialist for Poultry Diseases
Diplomate ACVP, DECPVS
Phone: +49 4721 707-233
Email: hoonakhei@hn-int.com

Please find out what the Veterinary Laboratory in Cuxhaven can do for you!
Laos: a new frontier in egg production

The Southeast Asian nation of Laos has a relatively small but growing market with Skylarking increasing at rates of economic growth and consumer purchasing power. These factors are leading to a growing demand for eggs. There is plenty of room for growth as estimated yearly per capita consumption is not more than 51 eggs. Demand is currently 100% for layers, Laos is also home to a sizable expatriate community as well as a thriving tourist industry. It is interesting to note that some egg producers incorporate their facilities with aquaculture ventures. This allows for building the laying flocks in stilts in ponds producing Tilapia, a fish rich with growing popularity in world markets. One of the main advantages of raising the pond fish is that the byproducts from the raised layers drop directly into the fish pond. This means that there is no need for manual disposal of the manure and production cost of the fish is reduced.

Laos Poultry Breeding Farm 111, Company of Thailand distributes H&N “Brown Nick” day old chicks and mature layers in Laos. Currently, all production is sourced from their production facilities in Thailand. Among the main customers of H&N is the Ministry of Agriculture of Laos. Total attendance at the seminars numbered 260 egg producers. The format in Laos was especially big (please see accompanying article).  

Successful Thailand Seminars

In August, 2011 H&N International cooperated with the National Institute of Agricultural and Rural Development (NARDEE) to organize the second of highly successful seminars. The seminars were held in Bangkok, Chiang Mai and Udon Thani in Thailand and Vientiane, the capital of Laos. Total attendance at the seminars numbered 260 egg producers. The format in Laos was especially big (please see accompanying article).

Representatives of H&N included Rich Wall and Dr. Gilbert Cervantes. Topics presented by Rich Wall included the history and current activities of H&N and recent flock performance and comparative test data. Dr. Cervantes presented a talk on key topics in management of commercial layers. These sessions were followed by an opening ceremony hosted by Mr. Boonyong Sitmanit, Managing Director of the company Pundee. Mr. Boonyong Sitmanit, Managing Director of the company Pundee, Mr. Somawan Sitmanit and Mr. Chuanwan Sitmanit, Directors and Mr. Boonyong Sitmanit, Marketing Manager.

Through the strong cooperative efforts of Poultry Breeding Farm 111, Nader Poultry and H&N International H&N “Brown Nick” enjoys a growing presence in Thailand and the leading position in the small but vibrant market of Laos.

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H&N “Brown Nick” Tops Ustrasice RST

Results for Averages of Conventional & Enriched Cages

<table>
<thead>
<tr>
<th>Strain Eggs/</th>
<th>Stat</th>
<th>Age @ 50%</th>
<th>Lay Cycle</th>
<th>EM</th>
<th>EM/HH</th>
<th>IOFC/HH</th>
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</thead>
<tbody>
<tr>
<td>Lohmann Brown Lite</td>
<td>41.6</td>
<td>2.5</td>
<td>15.2</td>
<td>1,975</td>
<td>7.31</td>
<td></td>
</tr>
<tr>
<td>Bovans Brown</td>
<td>36.0</td>
<td>3.3</td>
<td>14.5</td>
<td>1,948</td>
<td>7.13</td>
<td></td>
</tr>
<tr>
<td>Novogen Brown Classic</td>
<td>36.7</td>
<td>3.4</td>
<td>21.3</td>
<td>1,960</td>
<td>7.02</td>
<td></td>
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<tr>
<td>Novogen Brown Exp.</td>
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<td>3.3</td>
<td>22.4</td>
<td>2,065</td>
<td>7.18</td>
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</tbody>
</table>

**Legend:**
- **L:** Brightness or reflection value (100 = white; 0 = black)
- **a:** Red and green color spectrum
- **b:** Yellow and blue color spectrum

The EuroTier show has established itself as a cornerstone event for the animal agriculture industry. As the leading trade-fair for the worldwide livestock and animal husbandry industries, EuroTier will exhibit at 2012 EuroTier with its own stand.

H&N Re-enters Brazilian Market

After an absence of several years, the “H&N “Nick” brown egg laying strain will be re-introduced again in Brazil.

Since Brazilian egg producers are very familiar with the excellent performance of “Nick” chick, a new distribution company known as H&N Aracatuwas established. The site of the production facilities is based in the area of Teresina, in the Bahia State. From this strategi- cally located site, chickens can be efficiently shipped to customers throughout Brazil.

H&N Aracatu is being prominently represented by Dr. Maria Nilse and Mrs. Maria Regina, both of whom are well trained and respected in the egg industry.

As a member of 2 children at the age of 10 years, the “H&N “Nick” brown egg laying strain will be strongly placed on more than 80 million commercial layers at H&N Aracatu who are already breeding and managing 1.4 million cages in cage free systems. In every leading country, egg production has been identified as one of the main contributions to Latin America and ranks seventh worldwide. Thus, the importance of the Brazilian egg industry cannot be underestimated. H&N is pleased to once again be part of this exciting and thrilling market.

Nest Acceptance: Breeding and Aspects

**Breading goals are constantly being ad- justed to make supermarket-performance aspects such as laying performance, egg quality, shelf stability and natural behavior also be taken less consideration for setting these goals.**

The data recorded from each of these criteria creates the basis for selection. In the subsequent generation, emphasis is stronger placed on fewer than 20 different traits and evaluated for a selection index. With the transition to cage free systems, the next best acceptance has been gain- ing great importance in the past years. The essential capa- bilities of these tests, as seen from a breeding point of view, could only be done with averages of groups in the same age and breed. Breeding and management have to be adjusted to meet consumer preferences. As EuroTier 2012 presents a unique opportunity for H&N to exhibit their new strains and products, the company has decided to participate with a joint research project with the Bavarian State Research Centre in Weihingen, which provides the data of three criteria.

For the latest news, please visit our website at: www.hn-int.com

**Editorial**

In this issue of Facts that Figure, I have the honor of intro- ducing myself as Managing Director at H&N International – side by side with our Director, Mr. Dirceu Sakata.

Before joining H&N International, my latest position was Managing Director of Cesam (RIM and PME) in the fields of cattle and pig breeding.

I am very proud to be part of the motivated and highly qualified team of H&N international.

In this issue, you will find that our full commitment to con- tinue to cover a successful year.

Ines Borchert, Marketing (borchert@hn-int.com)
Every two years H&N hosts the renowned H&N School in Cuxhaven – A success story continues

H&N Re-enters Brazilian Market

After an absence of several years, the H&N “Nick” chicken is now entering Brazil again.

Since Brazilian egg producers enjoy the excellent performance of “Nick” chicken, a new distribution company known as H&N Aracatu was established. The size of the new production facilities is based on the demands of Brazilian companies in the future. From this strategy, we can expect a long-term success of this strain.

H&N Aracatu is in Brazil for a long time and the company is in the process of expanding partnerships throughout Brazil.

In their recently completed 2011-10 random sample test, the Czech Republic H&N “Brown Nick” breed again ranked first in the top performance results in averages from commercial and enriched cages. They achieved a 5.4% egg production below average as per age-based, average egg weight, feed conversion, lay cycle mortality and modern market.

I. U.S. - EGG STRAIN; PERFORMANCE RESULTS TO 74 WEEKS OF AGE FROM COMMERICAL AND ENRICHED CAGES 2011-10 RESULTS

<table>
<thead>
<tr>
<th>Strain</th>
<th>Chicks</th>
<th>EGG PRODUCTION (%)</th>
<th>Feed (kg)</th>
<th>Feed Cost (kg/kg)</th>
<th>Fat (kg)</th>
<th>Fat Cost (kg/kg)</th>
<th>Live Weight (kg)</th>
<th>Lay Cycle Mortality (%)</th>
<th>Performance Index</th>
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<tbody>
<tr>
<td>ISA Brown</td>
<td>89.5</td>
<td>60.4</td>
<td>21.1</td>
<td>125</td>
<td>2.31</td>
<td>8.3</td>
<td>143</td>
<td>2.34</td>
<td>8.3</td>
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<tr>
<td>Hisex Brown</td>
<td>89.9</td>
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<td>21.0</td>
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<td>90.1</td>
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With the transition to cage free systems, the next H&N has been gaining great importance in the future. The essential cap- ital of these data, as seen from a breeding point of view, could only be done with averages of groups in the same breed, breeder, strain, age and sex. In order to be able to assess breed performances, the H&N will use the same data bank and the same methods for data and quality analysis. The H&N retains the autonomy and recording of data, and performance trials for each breed in a cage-free pro- duction environment. Since several years, half of the breeders have used these data for selection of the breed.