



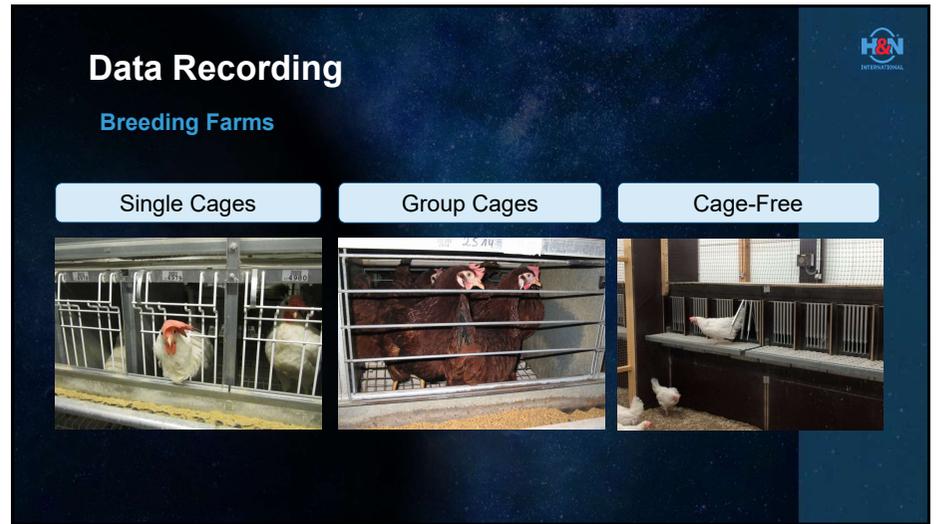
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## Data Recording

Field Testing – Commercial Farms

Group Cages

Free Range

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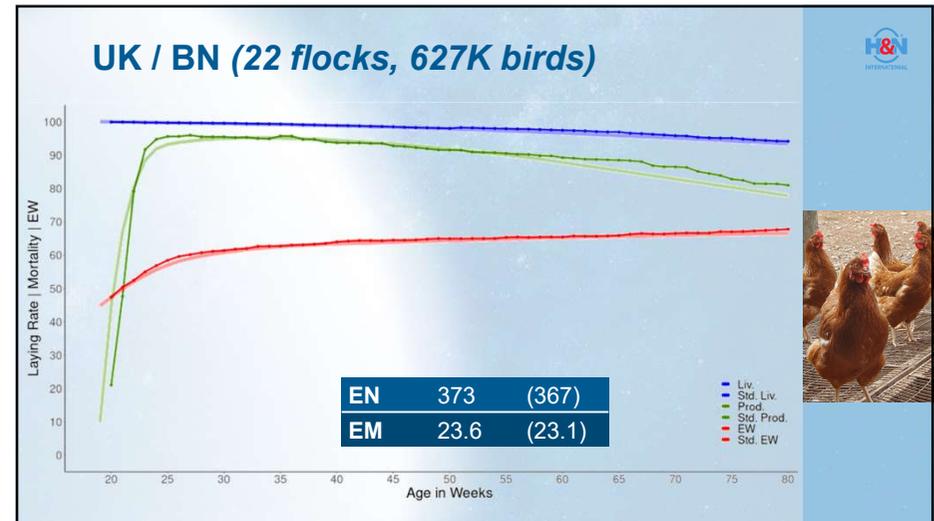
## Extended cycles >100w

**565 EGGS**  
IN WEEK 111

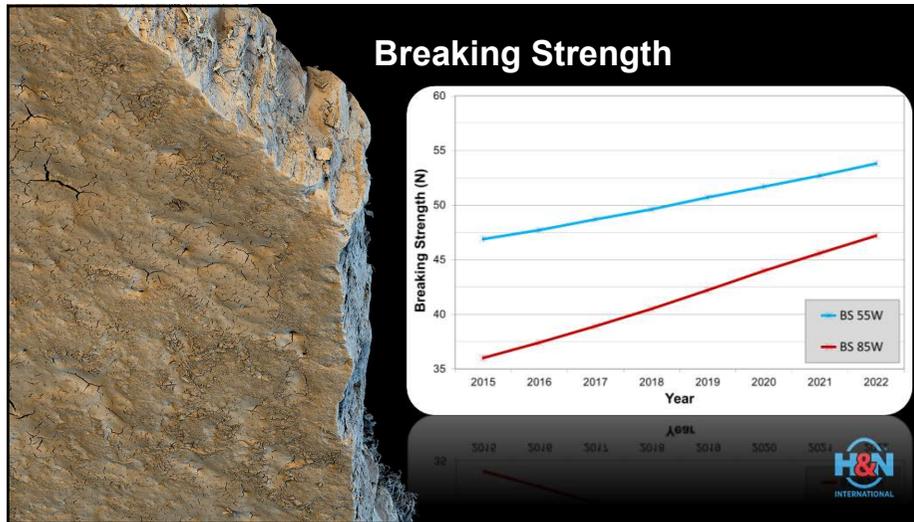
H&N Brown Nicks Customer Story  
JSR Services,  
Blairgowrie, Scotland

**504 EGGS**  
103 WEEKS

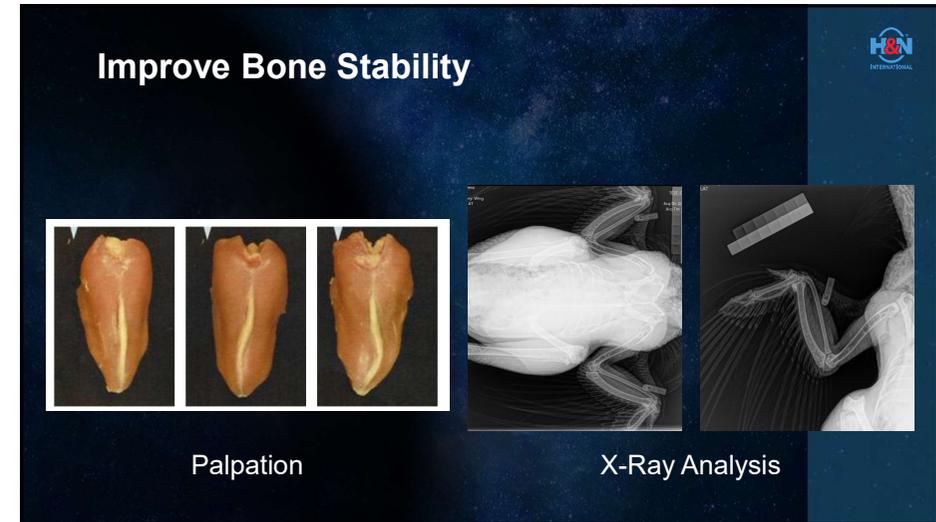
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### Selection for better feed efficiency

- Sufficient feed intake at greatest nutrient demand
- Focus is not only in FCR, but mainly in IOFC
- No special high-density diet – Flexible in raw material
- Feed intake according to production

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### Selection for good eggshell colour

**Brown Nick – Makes the difference!**

- ✓ Attractive and uniform brown/cream/white shell colour
- ✓ Good shell colour until the end of production

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### Better behaviour

Selection for low mortality, calmness & good feather cover

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### Challenge – exploit the genetic potential

GxE Interaction - Adaptability to different environments

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### Comercial Farms – Crossline Testing

Test in several countries worldwide

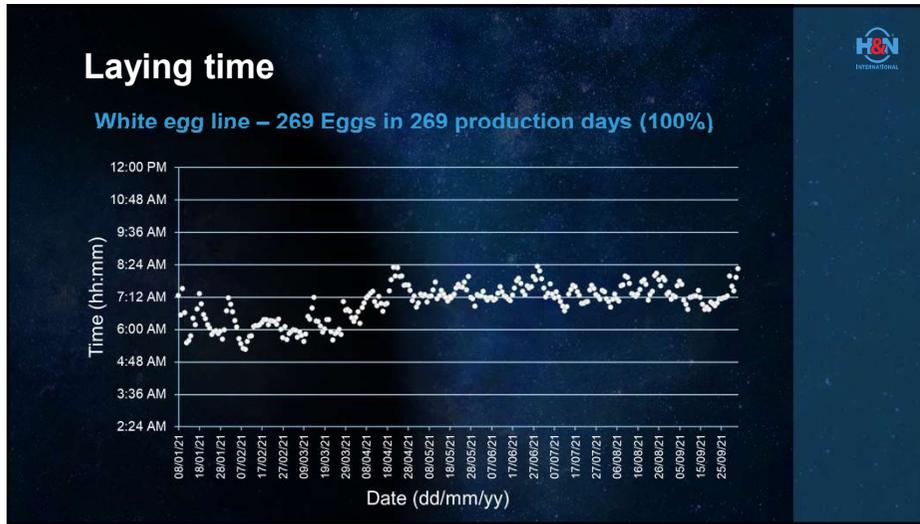
- ✓ Under real challenges
- ✓ Different feed quality
- ✓ Higher disease pressure
- ✓ Hot climate conditions

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## GENOMIC SELECTION

- ✓ MD 50k SNP-Array
- ✓ By-product: Pedigree check
- ✓ Higher accuracy in BVs
- ✓ Better use of genetic variation
- ✓ Reduce generation interval

**More Genetic Gain**

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### Application of New Technologies

Birds in cage-free environment - Behaviour

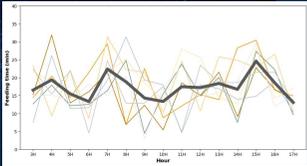
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**Bird Tracking**

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## Resilience Indicator

Individual Behavioural Patterns





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## Social Interactions

Behaviour and interactions established in a common environment




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## Take Home messages

Driving Genetics Forward

- ✓ Increase productive life of the bird
- ✓ Continuous improving the quantity & quality of the eggs
- ✓ Test in different environments for more resilient birds
- ✓ Stay ahead in genetics - Using latest technology



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## Thank you for your attention



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