

NOVOGEN NEWS



JANUARY 2020 - N°17

IN SHORT

Last update on
NOVOGEN website!

Discover the new alternative system management guide. Available online on Novogen website.

Enjoy reading!



HURRY UP!
Don't miss any news



Subscribe on the NOVOGEN website to receive the next Electronic Newsletter

Scan the above QRcode to subscribe or click here :

www.novogen-layer.com/fr/newsletters.html



NOVOGEN
Caring for life

THE BOLSTERED NOVOGEN DO BRASIL TEAM FOR 2020

As it does every month, the NOVOGEN DO BRASIL team met up in Espírito Santo do Pinhal in the state of São Paulo. The NOVOGEN DO BRASIL and CHOICE GENETICS offices share a building in order to make the most of collaborative efforts within the Grimaud Group.

Over the past year or so, NOVOGEN DO BRASIL has bolstered its team with the addition of Devanir Freitas as hatchery manager and Jefferson Peixoto as field technical manager. These two experienced recruits, along with the rest of the team, contributed to NOVOGEN's positive technical results in 2019. After eight years in Brazil, NOVOGEN has made a name for itself and garnered a good reputation thanks to both its NOVOgen Brown and NOVOgen White layer hens.

Egg production in Brazil had a record year, with a 10% increase compared to 2018. Egg consumption per capita has also increased, and now sits at over 230 eggs per capita per year. Our company intends to take full advantage of the developments in the sector in order to assert itself in this country!

To face the new challenges that 2020 brings, the NOVOGEN DO BRASIL team has just welcomed a new vet to its ranks, Marina Rostirolla, who will report to Luis Tadeu Ribeiro, who is also a vet and GP and PS production manager. Marina will be in charge of both technical and health monitoring. Marina will also play a crucial role in monitoring process quality within the hatchery.

Tercio Rodrigues has been expanding NOVOGEN genetics' place on the Brazilian market since 2012, and has now been appointed sales manager of NOVOGEN DO BRASIL.

Tercio will now be in charge of NOVOGEN DO BRASIL's sales policy and will manage sales agent relations.

He will also rely on Alexis Carfantan, who has become head of sales and sales agents in the southern states of Brazil in addition to maintaining his role as marketing manager.

This new organisational structure within NOVOGEN DO BRASIL demonstrates the depths of our ambition for this market, aiming for significant increases in sales in 2020 while still providing high quality technical and commercial services.



From left to right: Tadeu, Tercio, Jean, Lilliane, Devanir, Marina, Minoru, Jefferson, Rafaela, Alexis

GROUPE GRIMAUD
Caring for life



FOCUS ON

NOVOGEN, INNOVATIVE SELECTION FOR HEN BEHAVIOUR

Due to attitude changes in Europe a few decades ago that have since spread to numerous countries including the United States, Australia, New Zealand and many others, consumer expectations regarding animal welfare in farming are ever-increasing. What this means is that producers need to adapt, and change their production systems to alternative systems (floor housing, aviaries, free range, etc.).

In order to remain competitive and respond to such market changes, a layer breeding company must anticipate and tailor its selection programme as best possible.

For over 10 years now, NOVOGEN has demonstrated its expertise in this area by developing unique and innovative breeding program, including, among others, complementary farming systems, collective cages, and floor systems that make it possible to select animals in environments resembling the production systems seen around the world. These also allow for selection based on behavioural criteria, alongside traditional production and egg quality criteria.

Focus on Floor Selection System

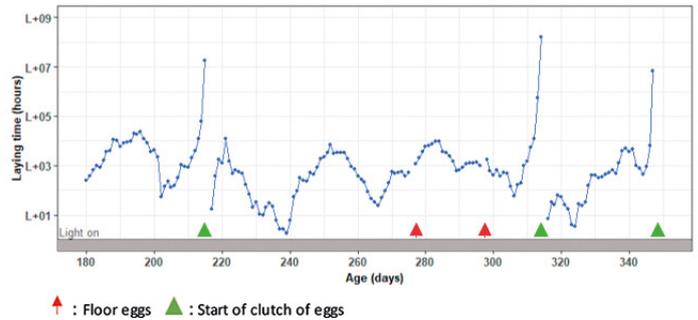
This wholly innovative selection system allows us to measure new criteria. While within the floor housing and in groups, the hens are individually monitored using electronic identification. It is therefore possible to record a diverse set of information on a daily basis, including nest laying rate, laying time, time spent in the nest, the interval between two egg-layings, number of nests visited, etc.

One of the primary objectives is obviously to optimise egg laying in the nest. While this is highly dependent on both environment and management, there are genetic variations dictating hen behaviour regarding nests. This floor selection technique therefore contributes to improving production performance and facilitating flock management in alternative systems.

Analysis of hen behaviour in alternative production systems:

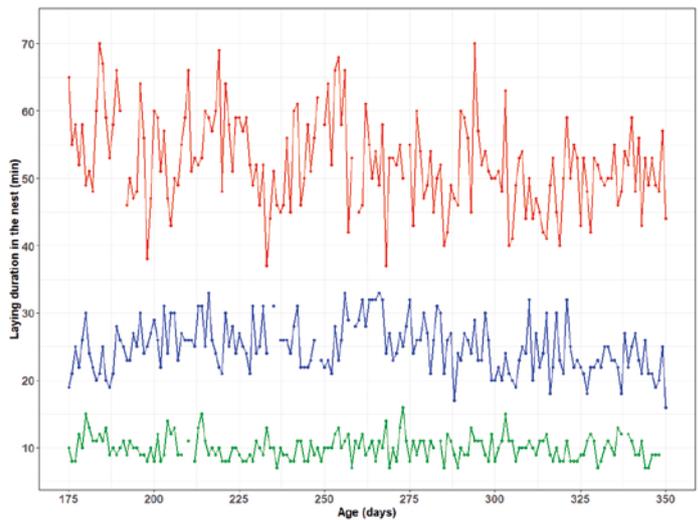
- Individual identification of laying profiles:

Varied egg laying profiles are identifiable. Some hens lay regularly—at the same time every day—while other hens tend to change their laying times, or even take a break from laying. After this break and at the start of each new cycle, a hen will usually lay the first egg of a clutch at a similar time—but remaining defined by its own potential.



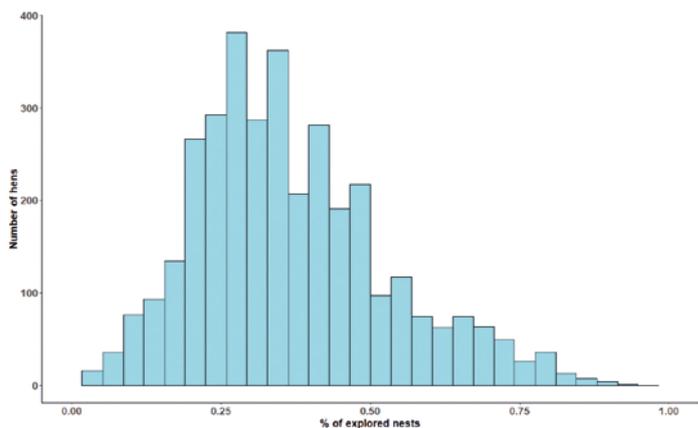
- Time spent in nest:

This criterion also varies a lot, as it has never been specifically selected before. While some hens only spend a few minutes per day in their nest, others can stay there for over 90 minutes. Nest use is optimised by short attendance times.



- Nest exploration capacity:

It is also possible to assess hens' capacities for exploratory behaviour using this new system. While some hens only visit a few nests during the entire period, others are more curious and visit many nests.



- Criteria correlation

It is also interesting to measure correlations between certain criteria. Hens' exploratory capacities have a positive impact on nest laying intensity. Selection based on this criterion therefore allows for an improvement in technical and economic results, while also providing the farmer with improved working comfort.

How the floor selection system contributes to other production systems.

Criteria measured in floor systems are also related to production and egg quality criteria. They allow for improved performance throughout all types of production systems.

For example, the average laying time during the cycle and the frequency of laying clutches impact egg quality criteria such as shell strength. The amount of time spent in the nest may also be closely related to other egg quality criteria.

This innovative floor selection system opens up new avenues for genetic improvement thanks to in-depth knowledge of the animals' laying behaviour.

In order to provide strains that suit customer expectations, innovation remains a core focus of NOVOGEN's R&D strategy. The results obtained by NOVOGEN breeds in field conditions in all types of production systems wholly justify these strategic decisions and make NOVOGEN a benchmark in laying hen selection.



TESTIMONY OF THIERRY BURLOT



Floor system selection brings us complementary information on birds behavior in an environment close to field conditions. Due to the moderate to strong relationship between these floor housing behaviours and egg quality, this system makes it possible to meet producer expectations both in alternative and conventional systems.

Thierry Burlot, R&D Director NOVOGEN



EVENTS

NOVOGEN NUTRITION WEEK

NOVOGEN has organized a Nutrition Week in October. Attendees from 8 different countries & 4 continents were present during a busy working week. The program was the opportunity to cover various aspects of the feed formulation, through a nice program in Brittany & Normandy.

Objective of the technical seminar was to better understand all the factors that influence the performance of the Parent Stock and of the Commercial Layers through visits and presentations about the state of the art in Nutrition.

From the premix to the final feed through the feed additives approach, 17 topics have been discussed. New information's, about calcium metabolism or cage free specific nutrition for example were entirely explained by several speakers. The quality of the exchanges in a pleasant atmosphere was the opportunity for each participant to share experiences. Some subjects as eggshell quality or pullet management were really



appreciated by all the participants. The comments about this new event were all positives.

Novogen is proud to share its knowledge and experience with its customers, to improve their results in their local conditions. Novogen team always remains available to help and support its partners with the objective to get profit of the potential of our genetic.



FROM OUR DISTRIBUTORS

THE NOVOPONTE HATCHERY CELEBRATES ITS 10TH ANNIVERSARY AND COLLABORATION WITH NOVOGEN

Novoponte is an independent hatchery that was established in 2009 and began exclusively distributing NOVOGEN strains throughout France. The Novoponte company is a subsidiary of the group Hubert SAS which was set up in the 1950s and has expanded into three fields: broiler breeders, clean egg production for the pharmaceutical industry and layer breeders.

Ever since the company was created 10 years ago, Novoponte has experienced continued success and today, it is a major player of french layer market. The company has recently expanded its hatchery to reach a yearly production capacity of 10 million female DOC. There is still the potential to further expand the hatchery in order to increase the capacity to 12 million to meet future demand.

This success is due to an experienced technical-sales team that deals with the entire region and has a close rapport with its clients. The team can help provide technical assistance regarding farm management either in cage or alternative production systems. Novoponte has also fully mastered every aspect of the chain to produce chicks of optimum quality.

Finally, the quality of the NOVOGEN strains, notably the NOVOgen BROWN and NOVOgen WHITE, allow the company to fully meet the needs of the French market. Loïc Hervé,



Novoponte's technical and commercial manager, comments: "The complete NOVOGEN selection system based on productivity, egg quality, calm behaviour, feather quality and nest laying , allows us to implement our strains in both caged and alternative systems; a production system which is rapidly growing in France."

Mickaël Le Helloco, the Managing Director of Novogen, stated: "Novoponte's success is down to the teams' proximity-to-market in a changing French sector. This also illustrates that the market was in need of an alternative and a strong economic solution. Congratulations to Novoponte for this excellent achievement."

NOVOGEN wishes the entire Novoponte team an excellent anniversary!



NOVOGEN AROUND THE WORLD

CIS COUNTRIES NUTRITION SEMINAR AT NOVOGEN HEADQUARTERS

From the 29th to the 30th of October, at our headquarters in Pledran, our team held a feed seminar for professionals and managers of layer farms from CIS countries: Ukraine, Russia, Kazakhstan and Uzbekistan.

The seminar comprised two days of useful information and an engaging cultural program. Topics that were discussed included: the influence of feed on egg weight, layer feeding after 70 weeks of age, management of egg shell quality. The seminar also included visits to layer farms to see the NOVOgen Brown and White breeds.

As part of the cultural program, the team visited the beautiful Mont-Saint-Michel Abbey. A perfect place to share a warm and friendly moment and to conclude a successful week.



YOUR NEXT RENDEZVOUS WITH NOVOGEN:

28 – 30 January 2020

IPPE
Atlanta – USA

28 Feb. – 01 March 2020

NEPAL POULTRY EXPO
Bharatpur – NEPAL

09 – 11 March 2020

VIV MEA
Abu Dhabi
United Arab Emirates

To contact us :

NOVOGEN- 5 RUE DES COMPAGNONS – LE VAU BALLIER – 22960 PLEDRAN – France
Tel. : + 33 (0)2 96 58 12 60 – Fax. : +33 (0)2 96 58 12 61- contact.novogen@novogen-layers.com