



**Total Farm
Performance®**

Unlock Your Potential

What is Total Farm Performance?

A new, innovative offering that combines cutting edge technology, farming expertise and advanced analytics, to improve performance and financial gain across the poultry supply chain.



What makes Total Farm Performance different?

- ⌘ We have all round expertise in farming, technology and data analysis
- ⌘ We can tailor the service according to your needs
- ⌘ Our team of experts are on-hand to help whenever you need us

We can help with your everyday challenges...

- ⌘ Optimising bird performance and welfare
- ⌘ Increasing financial return
- ⌘ Meeting supply chain needs
- ⌘ Improving business efficiency
- ⌘ Greater business transparency and insight

Our Holistic Approach

By taking a holistic approach, we will utilise our on-farm, nutrition and data expertise in order to help you optimise bird performance and increase financial gain.



Meeting the needs of the entire poultry supply chain

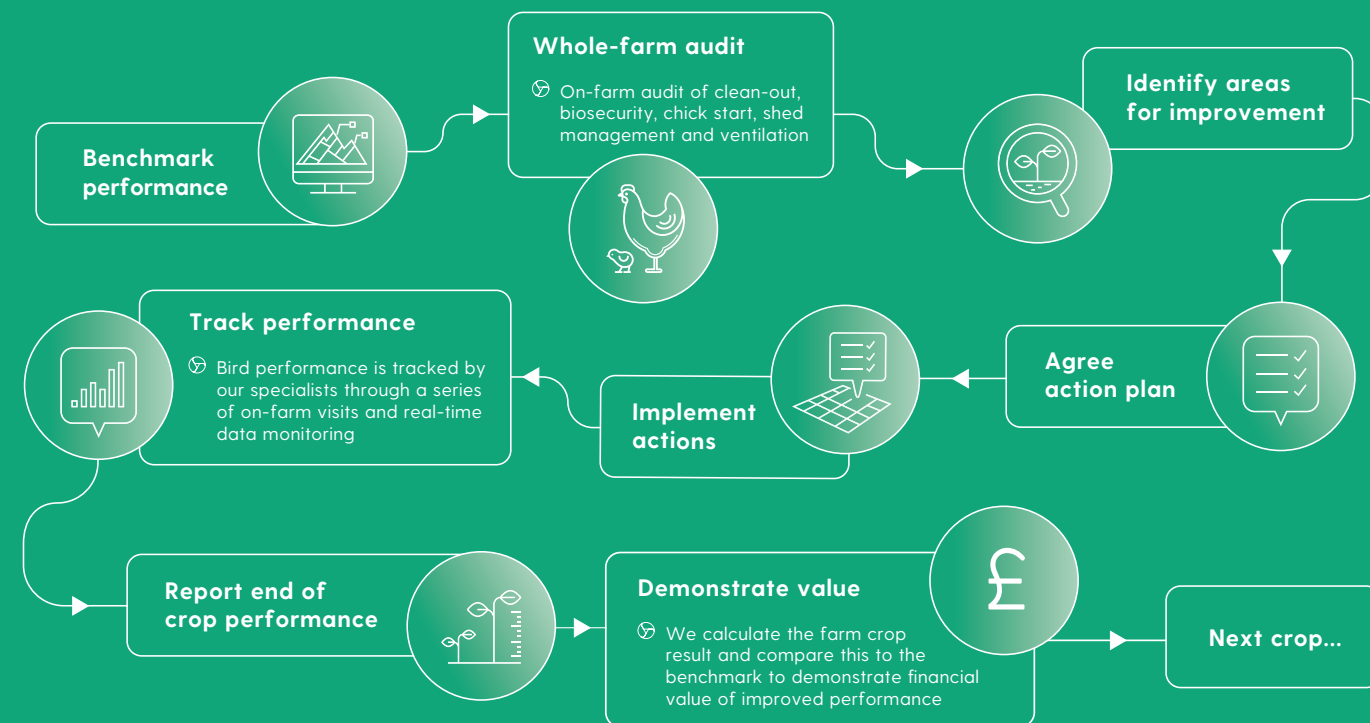




inFarm provides a dedicated on-farm technical service that takes a practical whole farm approach to optimise bird performance and increase financial gain for the producer.



On Farm Technical Service





inFocus is a secure data capture and insight service for the poultry supply chain. It uses cutting edge technology to put data at your fingertips to guide daily decisions and actions, making your business more efficient.

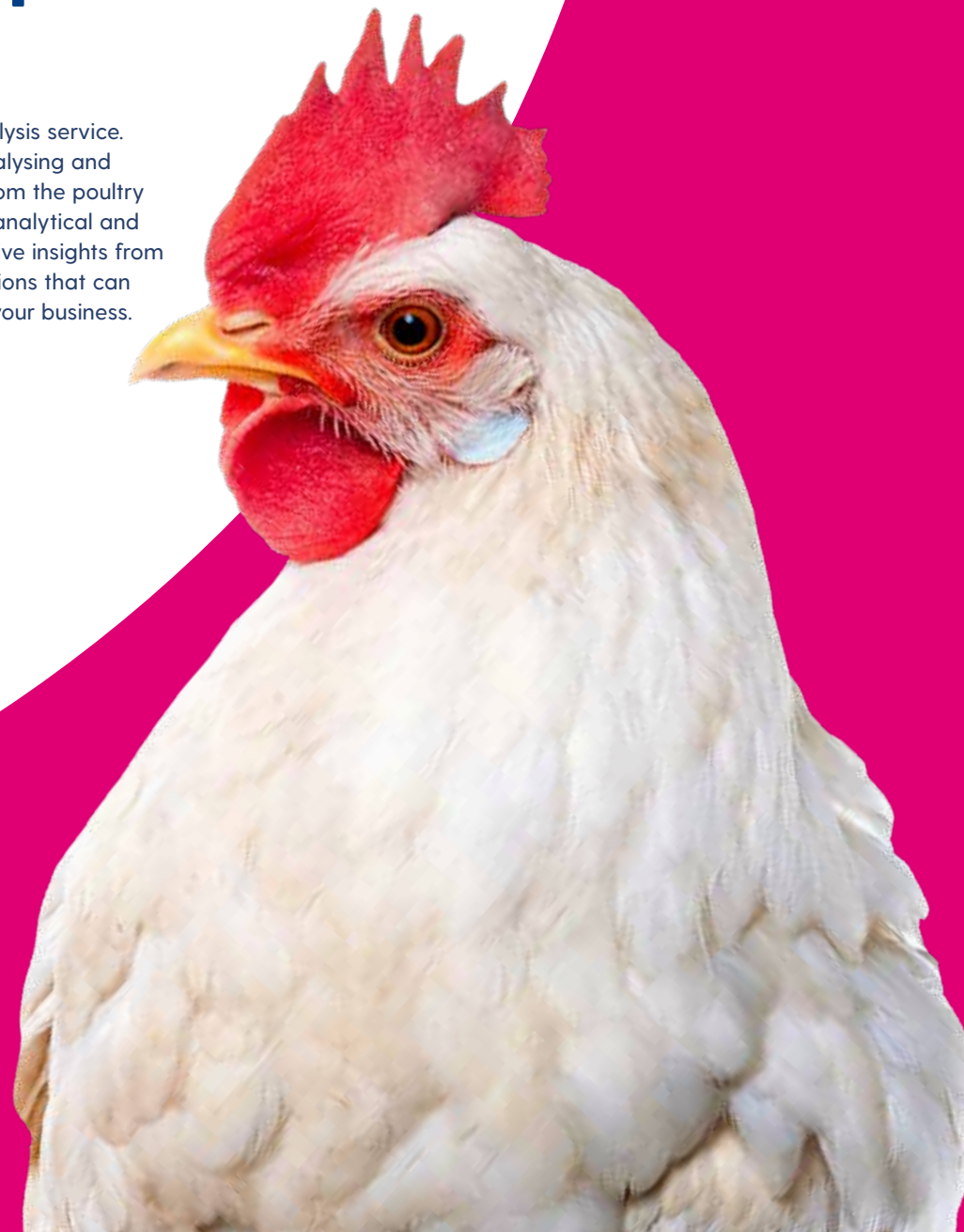


Data Capture & Insight Service

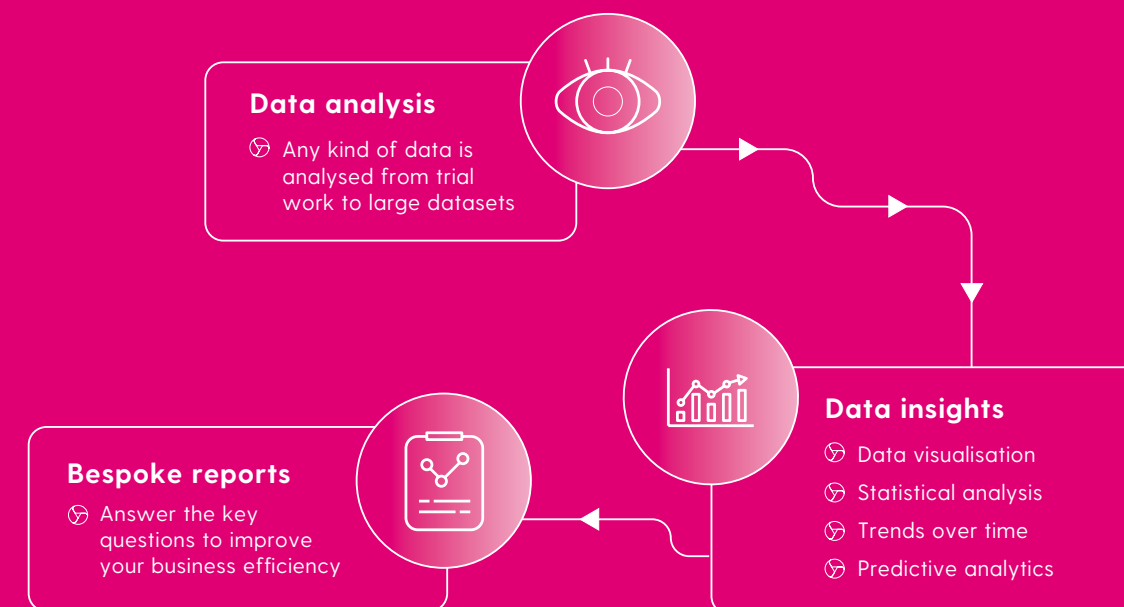




inDepth is a specialist data analysis service. We have vast experience in analysing and interpreting all types of data from the poultry industry; by using our blend of analytical and technical expertise, we can derive insights from data and answer the key questions that can help improve the efficiency of your business.

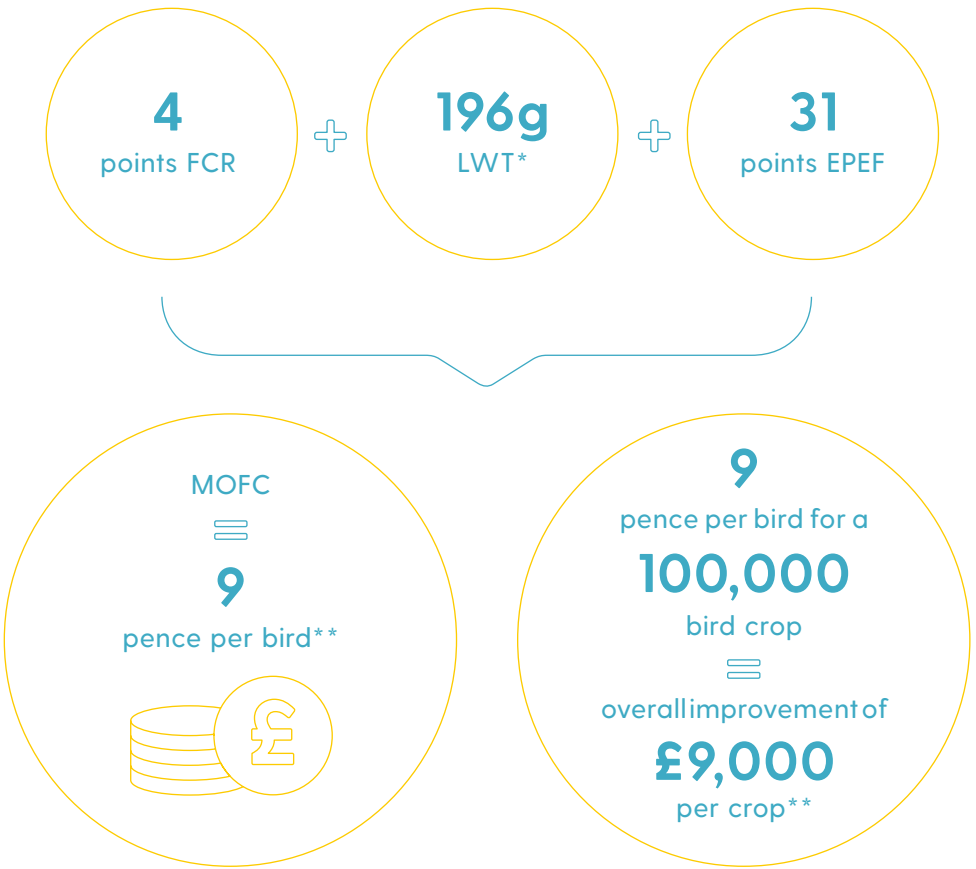


Data Analysis Service



What we have achieved

Example of the average performance improvement we have achieved with previous TFP customers.



*live weight

**margin over feed and chick

What Our Customers Say



Total Farm Performance Customer

"The nature of the poultry industry means it is easy to become very insular and disconnected from other farmers' performance. We were aware that the business was not achieving its full potential and were interested in comparing our performance to others" explains Total Farm Performance Customer 1.

At the same time, ABN were interested in understanding the value of their technical 'on-farm' and performance data analysis services and saw an opportunity to work together with Total Farm Performance Customer 1 to evaluate the potential. "The support and advice we received from ABN has put us back on track and helped us achieve our goals," says Total Farm Performance Customer 1.



Total Farm Performance Customer

"We have expanded our broiler chicken business and are always looking at ways to optimise performance and maximise return on our farms. However, growing chickens can be challenging with so many factors that can potentially influence the end result. The advice provided by ABN helped improve the shed environment and bird quality, which benefitted the overall performance" says Total Farm Performance Customer 2.

“ The support and advice we received from ABN has put us back on track and helped us achieve our goals. ”

Summary of Service



On-farm technical experts
who can recommend and
help implement best practice



Data capture and insight
service to guide daily
decisions and actions



Bespoke data
analysis to answer
your key questions



Our Team



Shona Crawford-Smith - Commercial Analyst

Shona joined the business in 2016, having completed a Biology and Management degree at Imperial College London. Since joining the business Shona has developed her knowledge of poultry production alongside data analysis and presentation skills. As the Commercial Analyst at ABN, Shona uses a variety of data from different sources to deliver insights and improvement opportunities to customers.



Kieron Daniels - Poultry Performance Specialist

Kieron went to Aberystwyth University and achieved a Bsc (Hons) in Animal Science, where he specialised in livestock production and completed his dissertation on broiler nutrition. After completing his degree, Kieron went on to work as a teacher and ran an educational farm before moving to a large broiler integrator, where he managed a broiler breeder farm and then subsequently managed a broiler unit. Kieron joined ABN in January 2017 as the Poultry Performance Specialist and really enjoys getting out to farms, tackling the challenges a site has and working with farm staff to get the best from their site.



Tom Glen - Lead Account Manager

Tom joined the business in 2014 as a Commercial Nutrition graduate, having completed a Biology degree at Leeds University. Since then he's developed strong data analysis and presentation skills, as well as on-farm poultry production knowledge. As Commercial Lead, Tom will take the time to understand your operation and discuss your needs so that Total Farm Performance can deliver improved efficiency and profitability to your business



Lucy Tovey - Technical Performance Manager

Lucy has built up extensive poultry technical knowledge and experience since joining the industry in 2004. After graduating from Durham University with a BSc (Hons) degree in Biology, Lucy started her career in commercial turkey production working in the Agricultural Research Department at a large turkey integrator, visiting farms both in the UK and Hungary. In 2010, she joined ABN providing on-farm technical support and services for our poultry customers. During her time at ABN, Lucy has completed a Master's degree (MSc) in Applied Poultry Science at the SRUC and participated in the NFU Poultry Industry Programme.



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