



## ABN unveils exciting poultry business offering

*Launched at the British Pig & Poultry Fair 2018, the service will unlock farm potential, drive efficiencies and increase profit margins across the poultry supply chain*

Total Farm Performance, an innovative new offering for the UK poultry industry, has been launched to the market by the technical experts at ABN to unlock business potential across the supply chain.

Developed as an independent service to the company's core pig and poultry feed business, Total Farm Performance has been designed to support the entire supply chain, from small independent broiler farms to large-scale integrators. It drives efficiencies by utilising cutting edge technology, farming expertise and advanced data analytics to increase visibility and insight of a business' operations, improving bird performance and welfare, and ultimately driving financial results.

Total Farm Performance consists of three key service areas which can be deployed in conjunction with each other or separately to meet the exact requirement of each poultry business.

These are:

- **inFarm** – a dedicated on-farm technical service that takes a practical whole farm approach to optimise bird performance and increase financial gain for producers;
- **inFocus** – a secure data capture and insight service that uses the latest technology to put real-time data at a customer's fingertips to guide daily decisions and actions;
- **inDepth** – a specialist bespoke data analysis service that helps to drive evidence-based decision making to improve efficiency and profitability across the supply chain.

The service has been developed by ABN following the success of its initial on farm offering, incorporating additional services to help the poultry industry stay ahead of the game.

Tom Glen, Commercial Lead for Total Farm Performance, said: "ABN is incredibly excited to have launched Total Farm Performance at this year's British Pig & Poultry Fair.

"We believe we are in a unique position to deliver this service because we have first-hand experience of working with farming systems across the supply chain. We understand the complex challenges facing the industry and over time, have created this unique offering to give unrivalled support to poultry producers and processors in meeting these challenges and providing real, measurable value.

"The broiler industry is one of small margins where little adjustments and improvements in management can have big pay offs. By using data to focus and inform daily actions, poultry



businesses can unlock untapped potential and will be better armed to meet a host of requirements, including performance, supply chain accountability, welfare requirements and industry legislative standards.

“We have completed a successful trial of the service, which resulted in a 9p margin over feed and chick improvement. If you were to scale that up to a larger broiler farm producing one million birds per year, the outcome could equate to around £90k in extra margin. So, you can see the impact that our service could have on the industry.”

The Total Farm Performance Team, which is headed up by Lucy Tovey, includes Tom Glen, Kieron Daniels, Poultry Performance Specialist, and Shona Crawford-Smith, Commercial Analyst. The team works as a trusted partner and an extension of its customers’ businesses. Each partner receives a bespoke service which is tailored to their individual requirements.

Matt Stephenson, an independent broiler chicken farmer, who was one of the first to trial Total Farm Performance, said: “I would recommend Total Farm Performance not just for new entrants into the market but for existing farmers too. It helps you benchmark your business and look more closely at the different aspects which you might not think are important, but which actually have a greater effect than you realise.”

## **Ends**

For media enquiries, please contact Lucie Rohani, Ellen Glover or Emily Jacklin at Finn on [abn@finncomms.com](mailto:abn@finncomms.com) or call 0113 887 3873.

## **About ABN**

ABN is proud to be a leading British manufacturer of pig and poultry compound feed providing both products and complementary solutions to the pig and poultry livestock industries.

Our aim is to be the preferred supply chain partner to the pig and poultry industry in Great Britain. We provide excellence in terms of nutrition, feed formulation, livestock production advice, meeting the varying needs of pig and poultry producers, including the organic market. Our knowledge is supported by a history of research and development investment which continues to be essential to our offering for the future.