



**Ross Poultry Breeders** recently acknowledged top achievers from **Goldi** and **Festive**, who excelled in broiler production with production efficiency factors (PEFs) of 400 or higher, proving once again those good genetics produce great results under dedicated management. The awards ceremony took place during the **Goldi** and **Festive** contract farmers' information days held in Standerton and Delmas respectively in mid-February.

COO of Ross Poultry Breeders, Ray Stanbury congratulated the new Club 400 entrants on their exceptional achievements, noting: "A PEF of 400 or more is truly superior performance, and an achievement to be very proud of and to celebrate. To put it into perspective, you should know that fewer than 1% of all broiler flocks across the globe achieves that. "It takes hard work, dedication and top performance every single day."

Entry into the Ross 400 Club is afforded to producers who achieve an average PEF of 400 or more for all houses on a farm in a single cycle. For that reason, growers can only receive the 400 Club award once.

However, Basson Viljoen, Regional Broiler and Contract Grower Manager Central Region for Astral is confident that entry into the 400 Club will not be an outlier performance for the Goldi and Festive growers:

"We have already achieved a PEF of 432 in the group, and we are now aiming for 450."

According to Stanbury, this is not an unrealistic goal, given the genetics of the Ross 308, as flocks in South African test facilities are already realising PEFs of 500, and this is also being achieved in commercial flocks elsewhere in the world.

## Goldi growers new to ROSS 400 Club

Contract growers who were unable to attend the event were recognised in absentia for their achievements on the following farms:

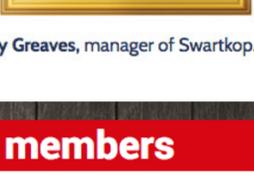
- Loutjie Wasserman of Wasserman farm, realised a PEF of 403.7.
- Weilaagte, owned by Kobus Oelofse and managed by Henry Gerlach, achieved a PEF of 412.6. Bobaas, also owned by Oelofse, achieved a PEF of 418.01.
- Simon Nkuna's Siya Khulisa, managed by Joshua Nkuna, realised a PEF of 405.81.
- Rietkuil Kuikens, managed by Yolande Schoeman, achieved a PEF of 401.6.
- Owner Callie van der Linde and manager Zack Nortjé of Eike Boerdery achieved a 404.07PEF.
- Amajuba, managed by Jacques Horn, realised a PEF of 409.54.
- Hazel Haus of owner Corné Basson achieved a PEF 402.32.
- Joubertskop, managed by Marius Janse van Rensburg, realised a PEF of 401.46.



welcomes  
*Top Achievers*  
Ross Poultry Breeders would like to offer congratulations to

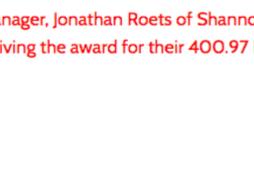


The team from Nuway Poultry their entry into the Ross 400 Club with a PEF of 424.9 on Nuway 1 and 409.98 on Nuway 2. Pictured here from left to right is Sampie van Heerden, owner of Nuway; Donovan Sucks, COO Festive & Goldi; Latoya Beyer, Broiler Technical Advisor Ross Poultry Breeders; Ray Stanbury, COO of Ross Poultry Breeders; Jasper van der Westhuizen, Manager at Nuway and Petrus Oosthuizen, owner and Production Manager of Nuway.

		
Thomas Tsotetsi, Manager of Ubuhle Siyasenzela farm.	Claudio Alberto, manager of Biochix Gumtree (left), and Siyabulela Jingose, manager of Biochix Groenfontein.	Johan Geldenhuys manager of Tonkin.
		
Petri Davel, owner of Dafel.	William Maswanganye accepted the 400 Club award for the Veritas.	Nico van Straaten, manager of HM Trust.
		
Peet Wasserman, manager of Grootdraai.	PJ Lombard manager of Schoeman farm.	Latoya Beyer, Donovan Sucks (left) and Ray Stanbury (right) with Johan Lombard, manager of Rietfontein.
		
Coert Odendaal, manager of Odendaal farm.	Lukas de Klerk, manager of Geysers.	Manager, Jaco van der Merwe received the award on behalf of his team at Van Rensburg farms.
		
Jacob Mokoena, manager of Zenzeleni.	Sakkie Matsaung, manager of Pax Jonkersdam.	Johnny Cameron, owner, received the award for Cameron 1 and 2 respectively.
		
Andre Van Rensburg, manager of Thunderflex.	Alfred Gama, manager of Sun Rays.	Frans Kasselmann, manager of Langspruit.
		
Lourens du Toit, manager of Bloukops.		Guy Greaves, manager of Swartkop.

## Festive's new 400 Club members

Metacine's owner Pieter Buitendag and owner/manager Riaan Buitendag could not attend the function, but were recognised in absentia for their PEF of 403.74, as were the owner Pieter Brits and manager Darryl Gildenhuys for their PEF of 404.27 on Modderbult 1.

		
Left to right: Donovan Sucks; Wilhelm King, Latoya Beyer, Hans van Rensburg (owner) and Ray Stanbury (right). Van Rensburg 2.	Joseph de Witt, Broiler Operations Manager for Festive, received acknowledgement on behalf of his team for 400 Club PEFs on the following corporate farms: Kaalplaas, Groenfontein 1, Groenfontein 2, Groenfontein 4, Groenfontein 5, Groenfontein 6, Groenfontein 7 (410.42), Bayview 1, Bayview 2 and Bayview 6.	Florie Bezuidenhout (second left; manager) and Phillip Potgieter (owner) of Ndlovu Poultry.
		
Manager, Jonathan Roets of Shannon, receiving the award for their 400.97 PEF		Festive Broiler Operations Manager, Andreas van Rooyen received the 400 Club award on behalf of his team for worthy PEFs on the following corporate farms: Tedstone 1, Tedstone 2, Hekpoort 1, Hekpoort 2, Woodlands, Fairview 1 and Doornkloof.

Congratulations



**WORLD'S NO.1 BROILER BRAND**