



THE INSIDE CHIRP



POULTRY NEWS VOL 31

AVIAGEN MANAGEMENT ESSENTIALS



INTRODUCING THE AVIAGEN TMEA's EXECUTIVE CLUB

The Executive Clubs have been developed to recognise and celebrate great performance by producers of breeder and broiler poultry.

Once a farm enters the executive club, into a specific tier, the farm will stay in that specific tier until a higher tier is achieved. I.e. if the same farm reaches the Bronze executive club twice, recognition will only be given once, and the farm will continue to belong to the Bronze executive club.

When the same farm achieves the required criteria to move up into the next tier i.e from Bronze to Silver the farm will then receive recognition into this category. The same principle will then apply moving from the Silver tier into the Gold tier.

ROSS BREEDER EXECUTIVE CLUB

INTRODUCING AVIAGEN TMEA'S ROSS BREEDER EXECUTIVE CLUB

*Where Your Poultry Production
Performance is Celebrated*



The Ross Breeder Executive Club recognizes farmers and producers within the TMEA region, who achieve a breeder performance of 150 or more chicks per hen housed at 60 weeks.

The members are presented with certificates and awards when they gain entry into this exclusive Club.



LAUNCHING 1 MAY 2023 INTO 3 TIERS:

- Bronze** - 150 + Chicks / hen housed
- Silver** - 160 + Chicks / hen housed
- Gold** - 170 + Chicks / hen housed

In order to enter any tier of the breeder executive club the customer data must be shared with Ross Poultry Breeders. The club achievement will only be granted on chicks per hen housed converted to 60 weeks.

ROSS BROILER EXECUTIVE CLUB

INTRODUCING AVIAGEN TMEA'S ROSS BROILER EXECUTIVE CLUB

*Where Your Poultry Production
Performance is Celebrated*



The Ross Broiler Executive Club recognizes farmers and producers within the TMEA region, who achieve a **European Product Efficiency Factor (EPEF)** of 400 or more with their broiler flocks.

The members are presented with certificates and awards when they gain entry into this exclusive Club.



LAUNCHING 1 MAY 2023 INTO 3 TIERS:

- Bronze** - EPEF Factor of 400 +
- Silver** - EPEF Factor of 425 +
- Gold** - EPEF Factor of 450 +

In order to enter any tier of the broiler executive club the customer data must be shared with Ross Poultry Breeders. The club achievement will only be granted on actual results and not converted to a specific age.



WORLD'S NO.1 BROILER BRAND

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