



THE INSIDE CHIRP

| POULTRY NEWS VOL 01

In an effort to keep you informed of what is happening within **Ross Poultry Breeders**, and other industry news, we are proud to send you our poultry newsletter, "The inside Chirp." We will continue to bring you relevant information driving our industry today, tips and techniques to get the most out of the **Ross® 308**, as well as other newsworthy articles of interest. We hope you find our 'chirps' useful and encourage you to send us any queries you may have.

Ray Stanbury

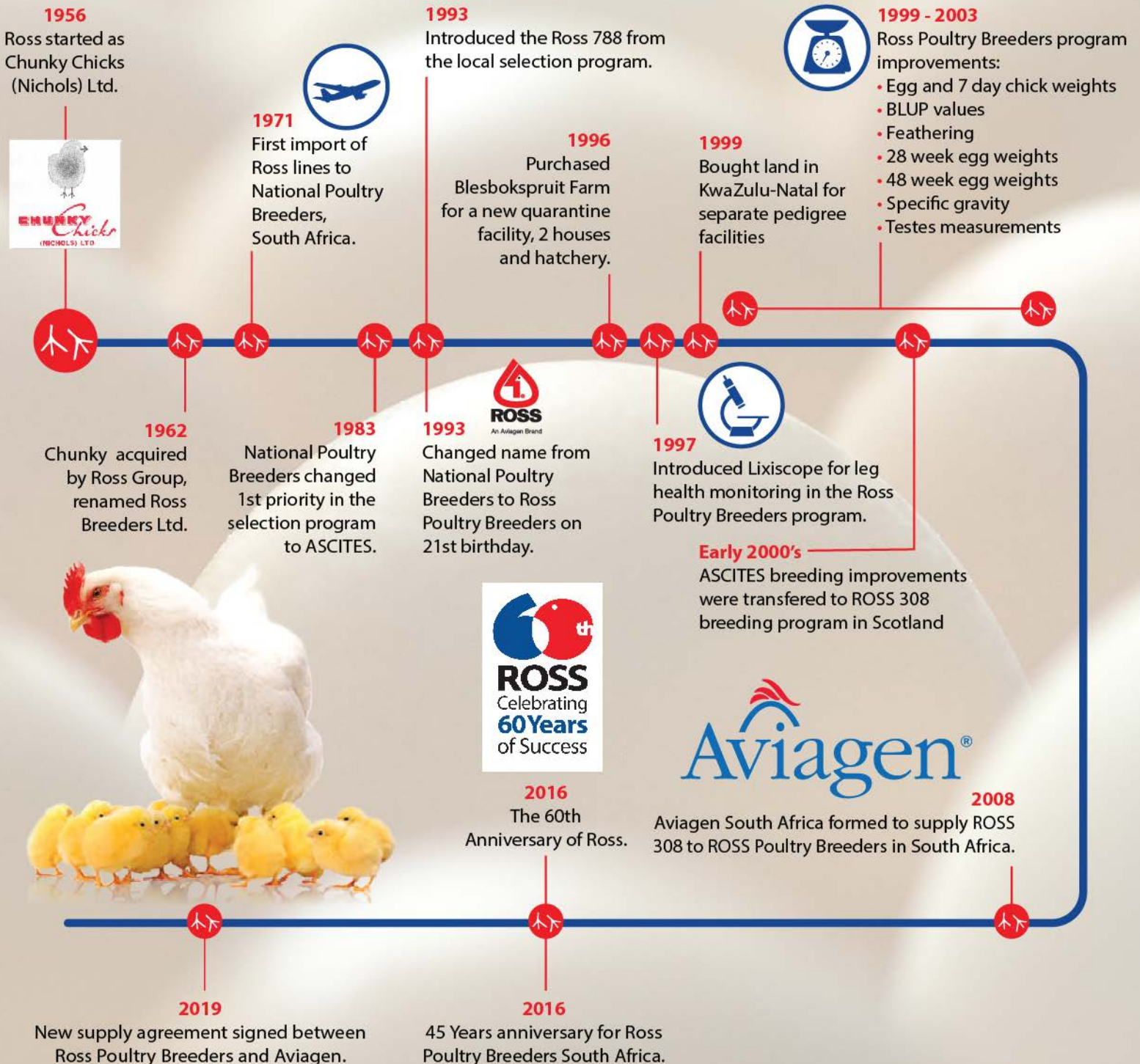
PROUD SUPPLIER OF THE GLOBALLY RECOGNIZED ROSS® 308 BROILER BREEDER

Ross Poultry Breeders is the proud supplier of the globally recognized and sought after **Ross® 308** broiler breeder to the South African poultry industry, in close association with Aviagen, the global leader in poultry genetics.

The long-standing relationship between **Ross Poultry Breeders** and Aviagen started back in 1971 when the companies entered into an agreement, and **Ross Poultry Breeders** obtained the exclusive right to distribute the internationally renowned **Ross** Broiler Breeder to the local poultry industry and in selected neighbouring countries.

New supply agreements, between **Ross Poultry Breeders** and Aviagen were signed during 2019.





AVIAGEN

Aviagen supply day-old broiler breeder grandparent and parent stock chicks to customers in more than 100 countries worldwide under the **Ross** brand and a number of other brand names. Their brands are among the most recognised and respected names in the industry & each has a proven record of success in addition to a large & loyal global customer base.

Ross is the world's number one broiler breeder brand, with a production range that offers customers the solution for all requirements, first-class genetics and product performance and a comprehensive global distributor network. It is no wonder **Ross** is the breed of choice for the global poultry industry. Customers can be assured that the **Ross** breed will add value to their operations, through their first-class health traits and all-round performance.

Dedicated regional customer focus teams provide customers all over the world with first-class sales and service with numerous professionals in areas such as health, nutrition, hatchery, stock and environmental management supporting those teams.

This industry-leading brand is also backed by the dedicated local technical management team from **Ross Poultry Breeders**, seeking to continuously improve performance of customers by regularly assessing production results and aligning focus areas to enable world-class performance.

YOUR LOCAL TECHNICAL TEAM



 **Ludwig Loock**

Ludwig Loock

Ludwig Completed his National Diploma in Animal Production at Tshwane University of Technology in 2008. In 2009 he started his career in the poultry industry joining Early-bird Farm Olifantsfontein as a broiler farm manager.

In 2010 Ludwig moved to the broiler breeder department at the same company, where a passion for the broiler breeder operation developed. In 2014 Ludwig joined Ross Poultry Breeders as a Technical Advisor. In 2022 Ludwig was promoted to Technical & Marketing Manager.




 **Hendrik Lombard**

Hendrik Lombard

Hendrik completed his B-Tec degree in Animal Production at Tshwane University of Technology in 2013. He completed his degree whilst working with Afgri Operations, managing the broiler breeder farm Merinovlakte.

Hendrik's passion for broiler breeders and his drive to achieve top performance led him to join the Ross Poultry Breeders Technical Team in 2015 as a Technical Advisor.




 **Riaan
Janse Van
Vuuren**

Riaan Janse Van Vuuren

Riaan began his poultry career in 2016 as a Trainee at the Aviagen South Africa Great Grand Parent (GGP) operation. By 2017, he was promoted to Quality Control Manager, overseeing all quality aspects and procedures for the operation, including managing the Blesbokspruit GGP farm.

In 2018, Riaan participated in the Aviagen Broiler Breeder School in the UK. Driven by a deep passion for poultry and a desire to expand his expertise, Riaan joined the Technical Team at RPB in 2021.




 **Theunis
Steyn**

Theunis Steyn

Theunis completed his B.Com degree in Economics and International Trade at the North West University in 2018. During the same year he started his career in the Poultry Industry joining Aviagen at their GGP Operation as a Trainee Manager. In 2019, Theunis attended a Breeder course “Optimizing Breeder Performance and Economic Returns” at the Aviagen Broiler Breeder School in the UK. This encouraged him to develop a strong passion for broiler breeders.

His eagerness to gain knowledge has driven him to join National Chicks in 2020 as a Farm Manager where he broadened his experience. In 2023 Theunis joined Ross Poultry Breeders as a Technical Advisor.



 **Tristan
Jansen Van
Vuuren**

Tristan Jansen Van Vuuren

Tristan Jansen Van Vuuren has developed a distinguished career in the poultry industry, driven by his passion and dedication. His journey began in July 2018 with Ross Poultry Breeders, where he started as a maintenance worker. Later that year, he transitioned to the Schickfontein operation under Aviagen, continuing his role as a maintenance/poultry worker. In 2019, Tristan's commitment and skills were recognized, leading to his promotion to GGP (Great Grand Parent stock) site foreman at Aviagen. This role allowed him to gain extensive experience and deepen his understanding of poultry operations.

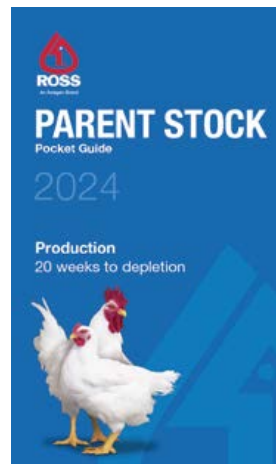
In 2022, Tristan rejoined Ross Poultry Breeders as a trainee manager. This position further fueled his passion for the poultry industry, driving him to excel and expand his expertise. His dedication and growing knowledge led to his advancement to the Technical Advisor team in 2023, where he now serves as a Technical Advisor.

PLEASE CLICK THE LINKS BELOW TO VIEW THE PARENT STOCK POCKET GUIDES



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PRODUCTION

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WORLD'S NO.1 BROILER BRAND

T: +27 (0) 16 366 0249
www.rosspoultrybreeders.co.za

Block D, Techno Link Office Park,
63 Regency Drive, Route 21 Business Park, Irene.
Republic of South Africa

P.O.Box 297
Meyerton 1960
Republic of South Africa

