

THE INSIDE CHIRP

POULTRY NEWS Vol 1

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 first poultry newsletter, the "Inside Chirp". Over the next few issues, we will be bringing 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.

Rag Stanburg

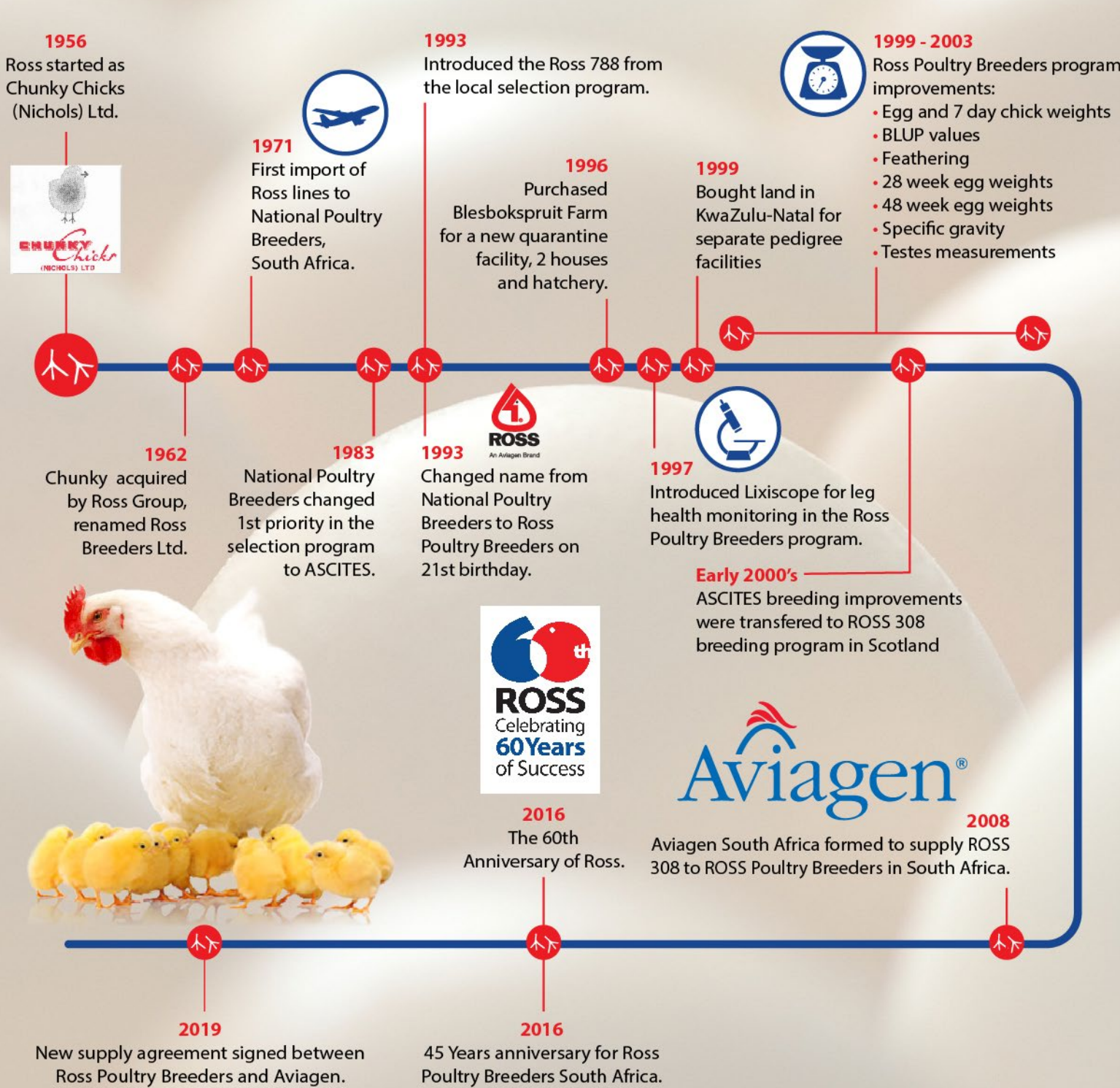
PROUD SUPPLIER OF THE GLOBALLY RECOGNIZED ROSS® 308 BROILER BREEDER

Ross Poultry Breeders is the proud supplier of the globally recognized and sought after **Ross® 308** broiler breeder to the South African poultry industry, this is 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 selected neighboring 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 product 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 the performance of customers by regularly assessing production results and aligning focus areas to enable world-class performance.

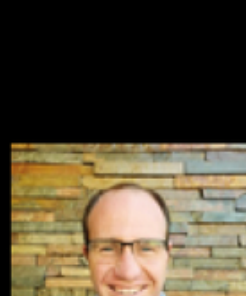
YOUR LOCAL TECHNICAL TEAM



Andre Human

Andre started his career in the poultry industry in 1996, managing a small private broiler breeder operation, supplying hatching eggs to a broiler chick producer. In 1998 Andre seized a career opportunity and joined National Chicks as a technical advisor.

The decade that followed saw him reaching the position of National Sale & Technical executive. After a short absence from the poultry industry, Andre joined Ross Poultry Breeders as Technical & Marketing manager in 2013.



Ludwig Look

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 generation developed. In 2014 Ludwig joined Ross Poultry Breeders as a technical advisor.



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.



Latoya Beyer

Latoya completed her National Diploma in Animal Production at Tshwane University of Technology in 2012. During her studies Latoya developed an interest in poultry production that ultimately led her to pursue a career in the poultry industry and securing her a position as a technical advisor with Afgri Operations.

Her hard work and craving for more knowledge saw her joining the Ross Poultry Breeders technical team in 2018 as a technical advisor for broilers.



WORLD'S NO.1 BROILER BRAND

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WE WOULD LOVE TO HEAR FROM YOU - PLEASE EMAIL US at Andre.Human@rpb.co.za