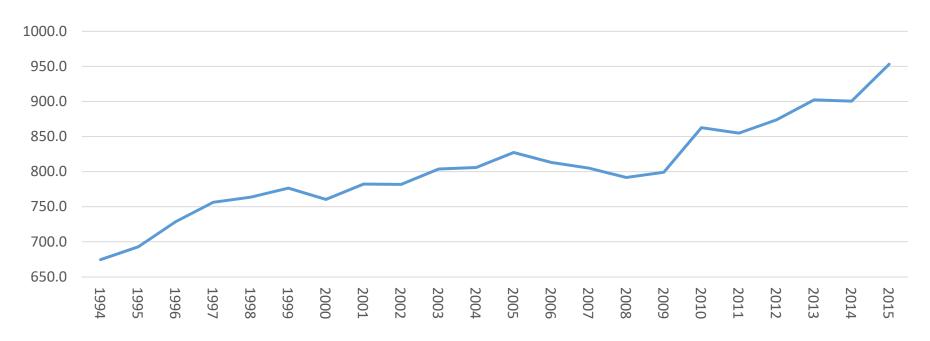
# Future Farming Systems- An Integrators Approach

**John Reed** 

## UK Poultry Industry: 1994-2015 (million birds)

- Poultry account for almost half of all meat eaten in the UK, nearly the same volume as beef, pork and lamb combined.
- 90% of Chickens, Turkeys, Ducks are reared under the Red Tractor Farm Assurance Scheme
- Sector is customer driven no state subsidies
- Sector is concentrated into a few large companies



#### Vertical Integration Supply Chain

**Support:** 

Veterinary

Laboratory

**Planning** 

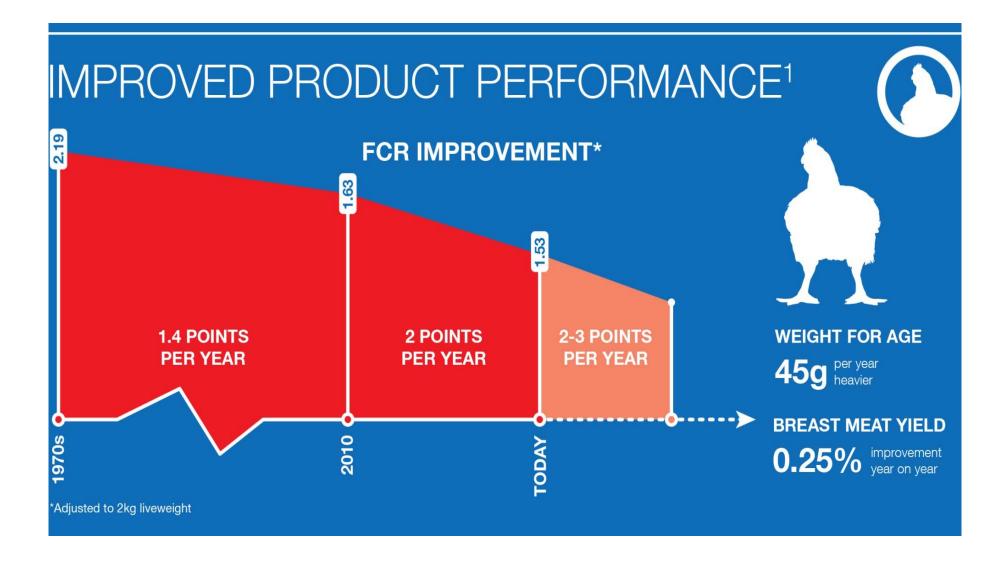
Logistics

#### **Primary Breeders Breeder Rearing Farms** Day old to 18 weeks **Breeder Laying Farms** 18 to 60 weeks Hatchery Incubation takes 21 days Feed Mill **Growout Farms** Standard Broilers – 32-42 Days Free Range – 56 Days **Catching/Transport Primary Processing Further Processing Food Service & Retail Customers**

#### Advantages of a Vertical Integration

- Control of the entire production chain
- Ownership of all or parts optional
- Full traceability
- Short supply chain: Farms > Processing > Retail
- Responsive to customer demands
- Security of supply
- Understanding of costs/ margins

#### Genetic Bird Performance



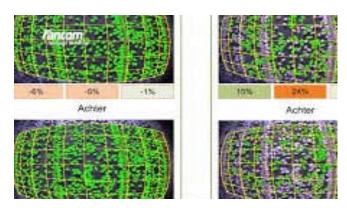
### **Technology**

#### DATA

- Real Time data and communication
- Big Data
- Integrated data systems
- Benchmarking

#### ON FARM TECHNOLOGY

- Environmental control
- Sensory measurement
- Robotics







## How are we going to attract, recruit, train, develop and retain quality people?

Brightcrop

BPC scholarship

Poultry passport

Apprentices



### Sustainability

- Wide spread renewable energy uptake
- Carbon & Water Footprinting
- Increasing focus on environmental issues
- Animal Welfare
- Antibiotic use
- Disease control

