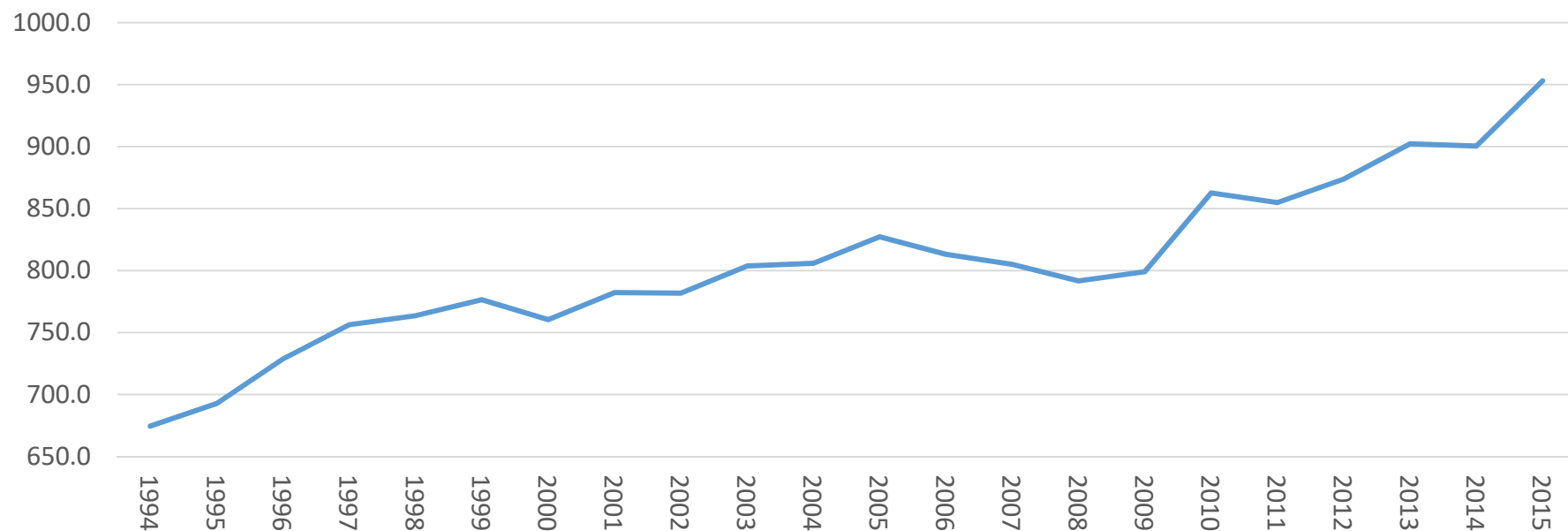


Future Farming Systems- An Integrators Approach

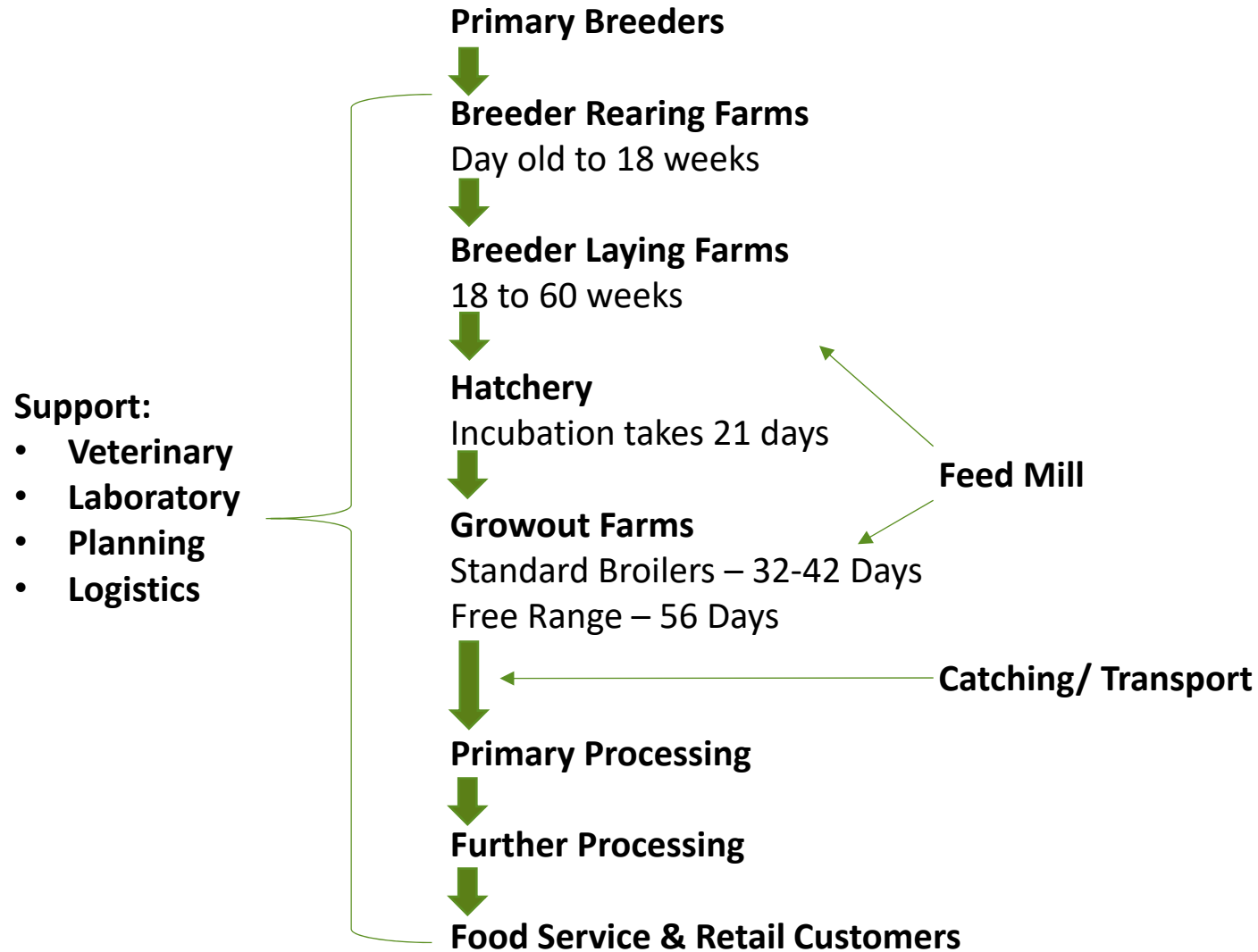
John Reed

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



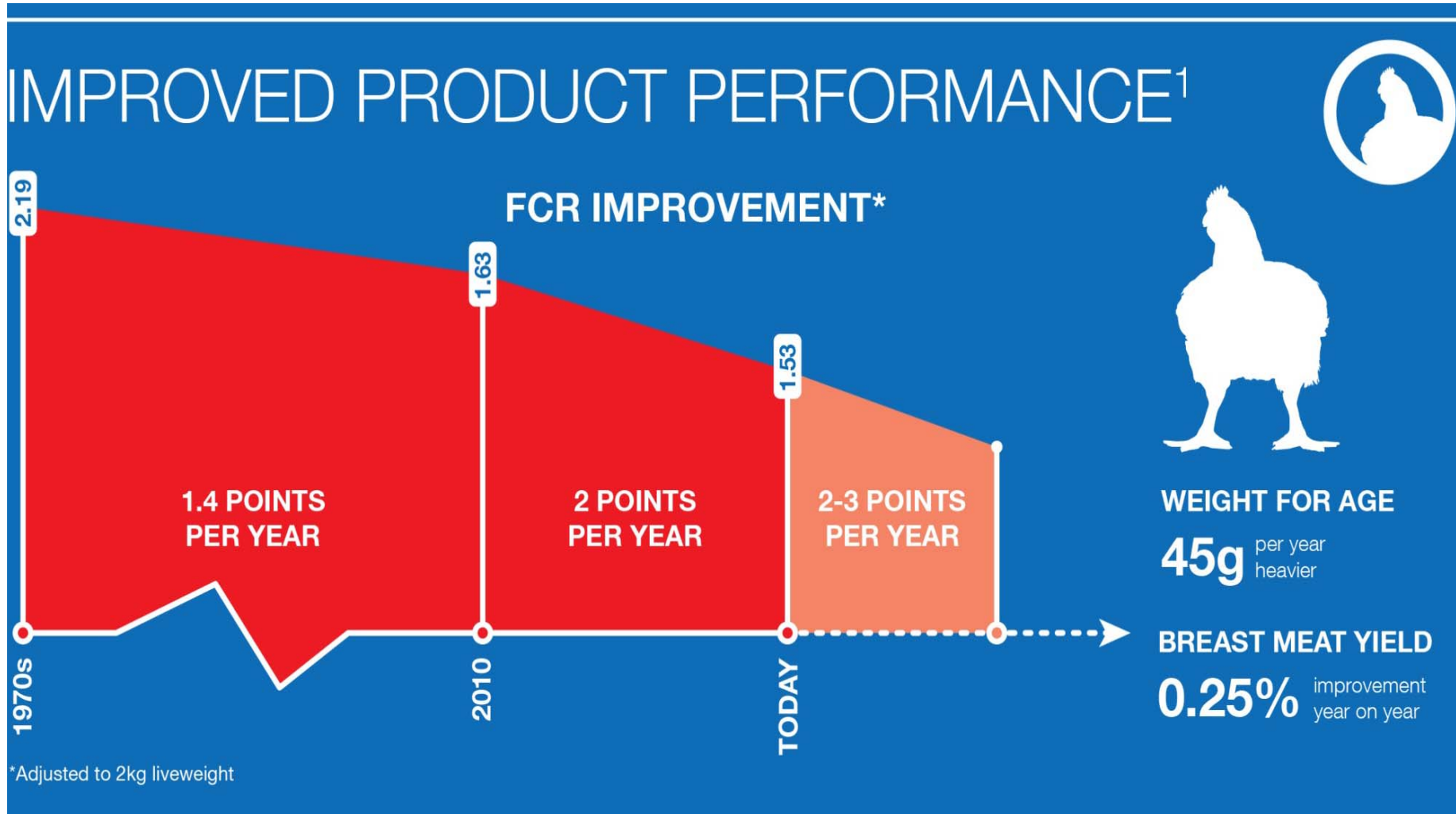
Vertical Integration Supply Chain



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

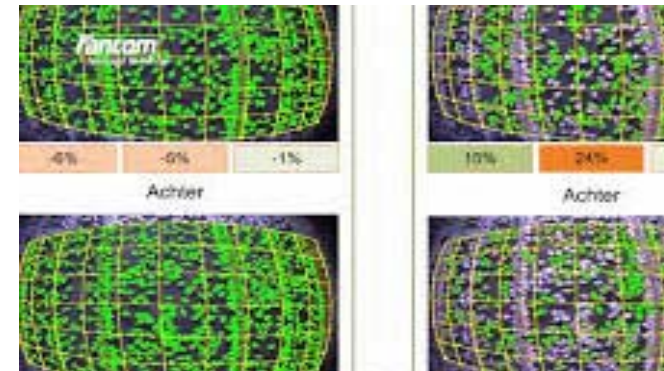
Genetic Bird Performance



Technology

DATA

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



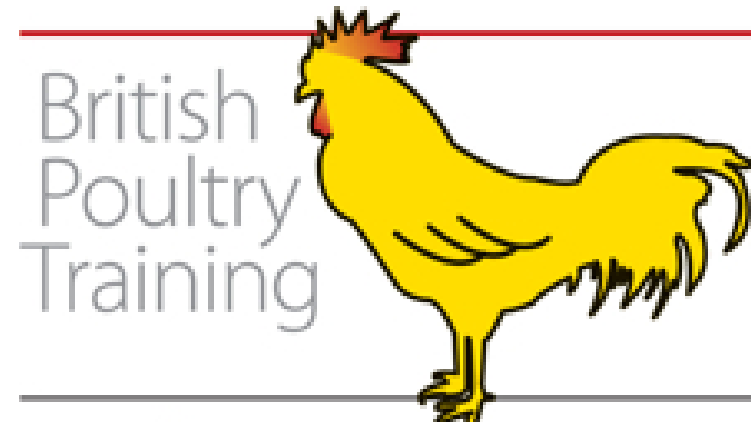
ON FARM TECHNOLOGY

- 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

