



2020: The Chicken Can Feed the World

Peel Holroyd
SCI Patron



2020

Thursday Friday Saturday

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**“2020 IS HERE...
...HELP!”**

**How do we
prepare?**

Peel Holroyd

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The future challenge and reality for...

Professional

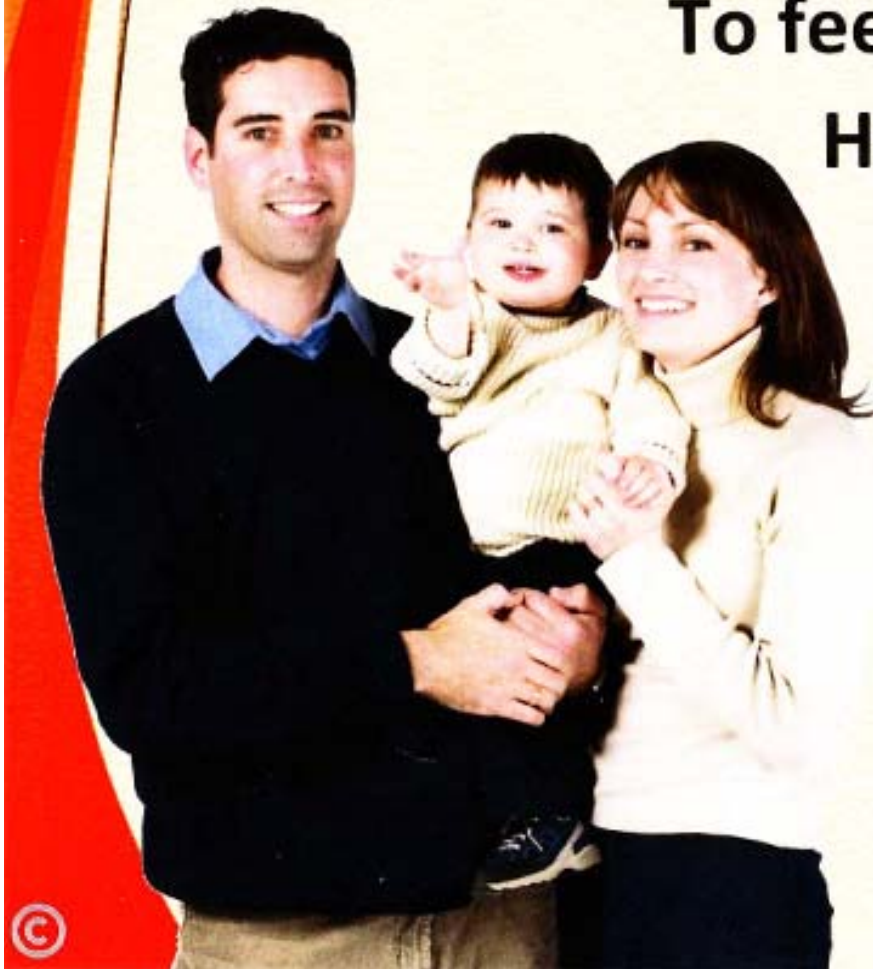
Poultry production

To feed the world.....

Has never been better!

**OPPORTUNITIES ARE
VERY MUCH**

ALIVE



The pace of change throughout the total food chain is fast and getting faster

- **How will this affect your business?**
- **How will this affect your customers?**
- **What joy can you offer your customers?**

REMEMBER – THE TRUE DEFINITION OF QUALITY IS ‘REPEAT BUSINESS’

**THE ONLY TRUE DEFINITION OF QUALITY IS
REPEAT BUSINESS**

This leads to ACTION 2010/2020:

**TO MAKE YOURSELF WANTED BY YOUR
CUSTOMERS.....**

BRING SOLUTIONS NOT PROBLEMS

Enjoy the fact that in climate change.....

Poultry have a very low Carbon Footprint index/e.g

Beef	-	16.2
Lamb	-	12.0
Pork	-	9.0
<u>Chicken (45 day/2.8kg)</u>	-	<u>6.2</u>
Turkey	-	4.0

(20 week stag for deboning)

But make it better.



**Disease control/take
full advantage
of modern technology and
brilliant stockmanship**



- **Professionally control all the raw material inputs to the business by source, quality, consistency, reliability and logistics**
- **In Food Safety terms operate a 'zero risk' policy**
- **Continually search ways to get full utilisation of every input**



- Every sector of Industry has its own investment policy and in the highly competitive market place any improvement in efficiency equates to 'Gold Dust' and the genuine opportunity to meet budgets
- Target 2020 must revolve around quality standards of *98.5% Grade A every minute of the day*

i.e

- Achieving 2 extra fertile eggs per breeder hen per flock
- Full container loads both on outbound and return journeys
- Zero waste by positive programmes of renewables

Thus yielding to the accountants a realistic % downtime of 1.5% and potentially better

**Such policies really
make you wanted ******

YEAR	Average Live weight	Average FCR	% of UK cereal production used by the poultry sector
2009	2 kg	1.7	26% (Based on the same volume of chicken production/year)
2020	2 kg	1.3	13%

And thus release land for other crops.

**Target 2020
is all about
being ready to
*Bounce Forward!***



To supply the global human population with access to one egg per person daily based on an average layer producing 240 eggs per year:

2009 FOR 6 BILLION PEOPLE

9 BILLION HENS

2050 FOR 9 BILLION PEOPLE

13 BILLION HENS

TODAY FOR 6 BILLION PEOPLE

ONLY 4 BILLION HENS ON FARMS

**MEGA CATCH UP IS A
GREAT OPPORTUNITY**

