



Introducing the product you have been waiting for... the integrators choice...the Arbor Acres Plus

Aviagen, the world's leading poultry breeding company, is now offering customers in Russia, the Ukraine and Kazakhstan even greater choice with the introduction of Arbor Acres products into these markets.

The single most important measurement of performance in a broiler integration is least cost per kilo of meat. The Arbor Acres Plus can meet this criteria through it's the genetic potential in the production chain from parent through broiler to slaughter house yield. The AA Plus is selected to produce chicken meat efficiently through excellent performance at breeder, broiler and processing levels.

The AA Plus parent is very easily managed with the capacity of producing high numbers of day old chicks through a combination of large numbers of hatching eggs in combination with superb hatchability. The AA Plus broiler is becoming globally recognised as a highly competitive performer with characteristically fast growth, low FCR and a robustness which leads to excellent liveability. The excellent breast conformation and meat yield is proving very attractive to processors.

As one of Aviagen brands, product development is firmly focused on meeting the current and future needs of the global poultry industry. Through established breed selection processes, using both traditional scientific techniques and the latest technology, Arbor Acres product lines are steadily improved to ensure they consistently add value to customer operations.

Efficient performance at all generations means Arbor Acres Plus is rapidly becoming THE Product of Choice.



AA Plus Performance



Customers around the world are placing the AA Plus because of its highly competitive position.

Broiler Performance

As with all Aviagen products, the Arbor Acres Plus has been selected for health traits such as leg strength, liveability, skeletal strength and cardiovascular fitness. On top of these, Arbor Acres Plus shows exceptional performance in key broiler characteristics, such as growth rate, feed conversion and slaughter house yield. See field results from Asia and Latin America below.

	AA Plus	Comp A	Adv/(Dis)
Age (days)	38	38	
Live weight (kgs)	1.939	1.902	0.037
Daily gain (g)	51.0	50.1	0.9
Actual FCR	1.780	1.830	0.05

	AA Plus	Comp B	Adv/(Dis)
Age (days)	42	42	
Live weight (kgs)	2.749	2.652	0.097
Daily gain (g)	65.5	63.1	2.3
Actual FCR	1.640	1.650	0.01
Adjusted FCR	1.634	1.665	0.031



Breeder Performance

The Arbor Acres Plus parent is very easily managed, producing high numbers of day-old chicks due to high hatching egg production combined with superb hatchability. See the field results below.



AA Plus	AA Plus	Comp A	Comp B
HE/HH to 65 weeks	168.2	163.7	153.7
% Hatch	84.6	84.1	83.4
Chicks/HH to 65 weeks	142.2	137.7	128.1

The combination of first-class breeder and broiler performance, coupled with excellent slaughter house yield, is certainly an attractive package for the integrated poultry industry, where the single most important factor is least cost per kilo of meat.

The Arbor Acres Plus adds value to an integration. The example below shows just how much value can be added to an operation slaughtering 1 million broilers per week.

Characteristic		Roubles per annum
Breeder Performance		
1 more hatching egg	=	9m
1% less rejects	=	12m
1% better hatchability		
	=	9m
Broiler Performance		
Improvement in Live weight of 20g	=	78m
FCR improved by 1 point	=	17m
1% better liveability	=	80m
1% more meat yield	=	78m
Total extra value with AA Plus	=	283m

Arbor Acres – more than just performance



Presently Arbor Acres is the fastest growing breed on the world market, reflecting customer delight with the performance of the product. Confidence is high that in the years ahead the AA Plus will become an established, dependable and reputable supplier to the CIS broiler industry.

The map shows just how popular the AA Plus is becoming, with more GP distributors joining the Arbor Acres family than ever before. Arbor Acres supplies stock to some of the world's most prestigious companies.



Sharing Knowledge

Part of Arbor Acres' commitment to customer service is the provision of education and knowledge transfer. This is done in a number of different ways: Training courses, technical literature, customer seminars and roadshows, workshops, laboratory and production training and collaboration with universities and colleges all play a part in this process.



Workshops & Seminars



Education



On Farm Advice



International Exchanges



Technical Literature



The People Behind the Brand



Arbor Acres customers benefit not only from the highest quality of genetics, but also exceptional technical service - an essential ingredient in supplier – customer relationships. Experienced management advisors and various specialists are available to support customers and assisting them in achieving best possible performance from their Arbor Acres stock.

To promote and sell Arbor Acres, Aviagen has appointed VIPP Agri Services B.V., an established Russian-based poultry agency, to represent Arbor Acres. The well-known and respected management of VIPP, Mr. Bart Feijen and Mrs. Tatiana Gorjdeeva, work closely with Stanley Millar, Senior Sales Manager for Arbor Acres, and Kruno Bosilj, Technical Service Manager.

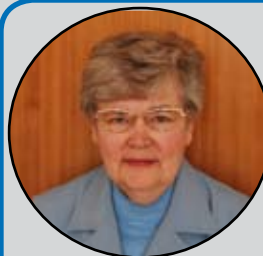
Bart Feijen



Bart has been involved in the poultry industry for 25 years. He started as an area manager (layers/broilers) for feed company UTD in his native Netherlands before moving into the broiler integration part of the company a few years later. Bart then joined Euribrid in 1989, as a technical/commercial representative supporting Middle East customers in the layer and broiler industries. He then became area manager, responsible for the sales activities of layer and broiler breeding stock in Central and Eastern Europe (incl the CIS countries).

Email: bart.feijen@vipp-agriservices.com

Tatiana Gorjdeeva



Tatiana has been involved in the Russian poultry industry for 42 years. She graduated from Moscow State University, biological department having assigned a specialization in genetics. Tatiana joined Ptitseprom USSR in 1967, working as a chief specialist of the breeding department. She was involved in developing their network of farms to produce breeders for broiler and layer industries, including the importing of genetic material and developing local genetic programmes. In 1992 she joined Euribrid as a technical/commercial representative for CIS countries.

Email: tgordeeva-vipp@mail-ru

Stanley Millar



Stanley graduated from Loughry college, N. Ireland with a diploma in poultry science. Since 1971 he has been employed in the breeding business, joining Arbor Acres in 1983. During his 26 year career with Arbor Acres he was assigned to the Middle East and Africa, initially as a technical service manager gaining valuable hands on experience in all facets of the broiler industry. Since 1995 he moved to a more commercial role and continues to support the ever-increasing number of Arbor Acres distributors throughout the Middle East and Africa region. Added responsibilities were assigned in 2009 to undertake and support the launching of Arbor Acres in CIS.

Email: smillar@aviagen.com

Kruno Bosilj



Kruno joined Aviagen in 2007 as a Technical Service Manager. He has a diploma in Veterinary Medicine and for five years has worked as a Breeder Farm Manager with one of Aviagen's major customers in Eastern Europe. He won the flock award for the best breeder flock in Croatia in 2007. As a Technical Service Manager, Kruno provides technical service to customers across the region.

Email: kbosilj@aviagen.com

VIPP Agri Services B.V., Novaya Plotshad 10, Building 2 room 503, Moscow 109012, Russia
Tel: + 7 495 225 0097, Fax: + 7 495 225 0098

Aviagen Kft, No. 75. Fehérvári Street Győr H-9028, Integrál Park Hungary
T:+36 96 516 000, F: +36 96 516 001, E: officeHU@aviagen.com

www.aviagen.com