

HÅ RUGERI

EPC 2014

Arild Pollestad

Hå Rugeri AS

27.06.2014

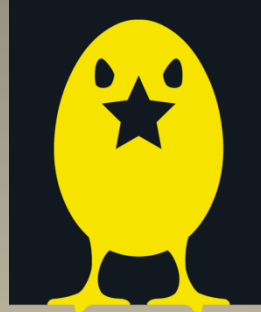


HÅ RUGERI

Welcome

Presentation

Hå Rugeri AS



HÅ RUGERI

Facts of Norway

Country of the Vikings!



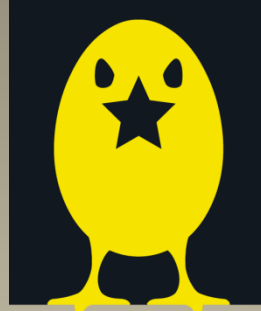
HÅ RUGERI

- Population: 5,1 mill
- Size: 385 178 km²
- Length: 2 367 km
- Coastline: 25 148 km (100 000km)
- Land in prod: 3,3%
- Climate: Variable



Broiler Production

- Total market: ca 80 000 tons
- Broilers produced: 76,6 mill (2013)
- Consumption: appr 15 kg/capita
- No Import – No Export of broilermeat/livestock
- Hå Rugeri AS – ca 30 % of the market

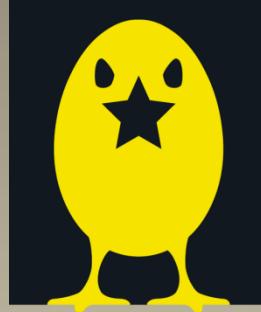


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Production-quotes

- Broilers: max 140 000 pr year
 (280 000)
- Breeders: max 7 500 hens

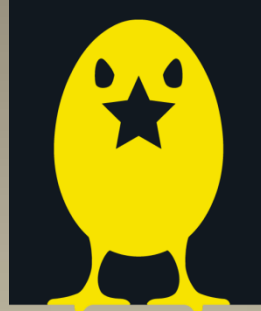
Limited on birdnumbers – High Performance



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Farms

- Broilers: 650 farms
- Breeders: 70 farms – 700 000 breeders yearly
- Hatcheries: 3 (west/east/mid)
- Slaughteries: 4 major



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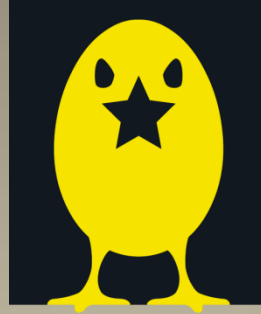
Level of costs

- Hatching eggs: 0,37 EUR
- Day old chick: 0,70 EUR
- Breeder feed pr ton: 490 EUR
- Labour cost/h 25 EUR
- Breeder house 1 600m² 1,1 mill EUR



Health Status

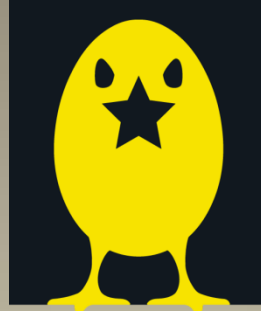
- 100% Salmonella-free
- No use of antibiotics
- No vaccination of broilers
- No mycoplasma/ND (test-programme)
- No big issues – some TR in breeders/TD in broilers
- Use Narasin in broilerfeed until 3 days of depletion



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Vaccination-programme Breeders

- Day-old Marek's
- 5 day Paracox
- 12 weeks CAV
- 14 weeks AE



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Why so???

- Small flock-sizes
- Spread-out production
- Biosecurity
- Farmer-owned production
- Strict import-regime



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Hå Rugeri AS

Presentation

Overview

Results



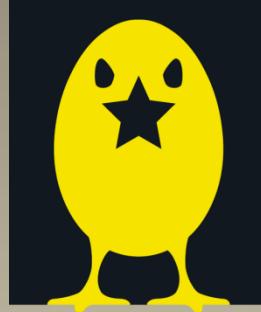
Hå Rugeri AS - History

- Hatching since 1949
- Production of layers
- Broilerhatchery since 1996
- Extended several times



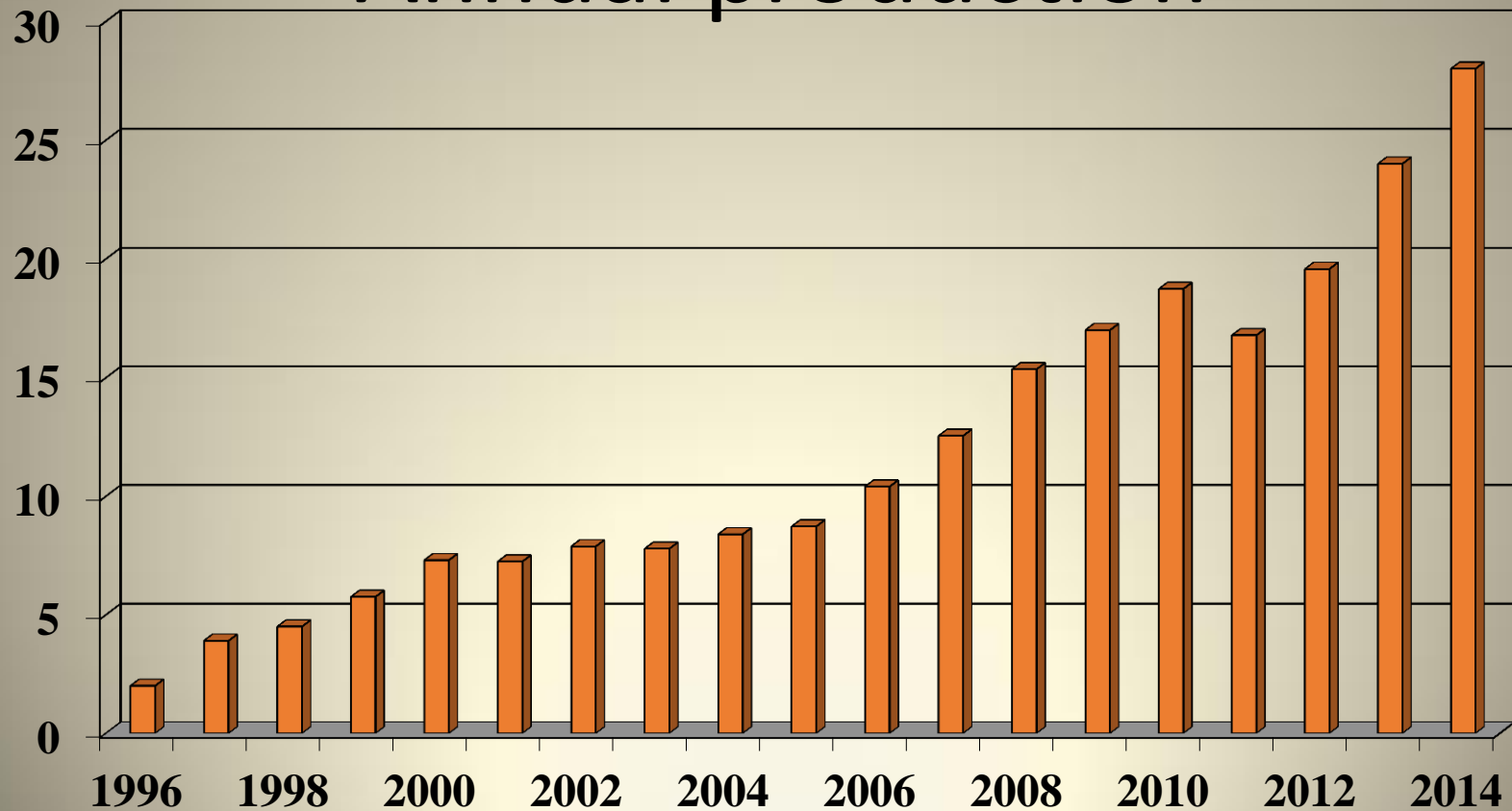
Hå Rugeri AS - Overview

- 49% Family-owned /51% Nortura
- Capacity 600 000 chicks/week
- Automation speed 90 000 egg/h – 6 operators
- 12 man-year incl drivers



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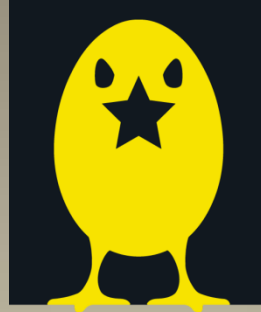
Annual production





Hå Rugeri AS – Average Results

- 100% Ross 308
- Hatchingeggs HH 60w - 2014: 172,4
- Hatchability – 2014: 83%
- Chicknumbers HH 60w – 2014: 142,4
- Mortality breederflocks: 5-6%



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Scandinavian Breeder-results

Number of chicks HH 21 w-60 w

	2012	2013	2014	2014 vs 2013
Hå Rugeri	131	132	142	+10
Norway SVK	123	128	136	+8
Denmark	123	128	131	+3
Sweden	127	135	141	+6



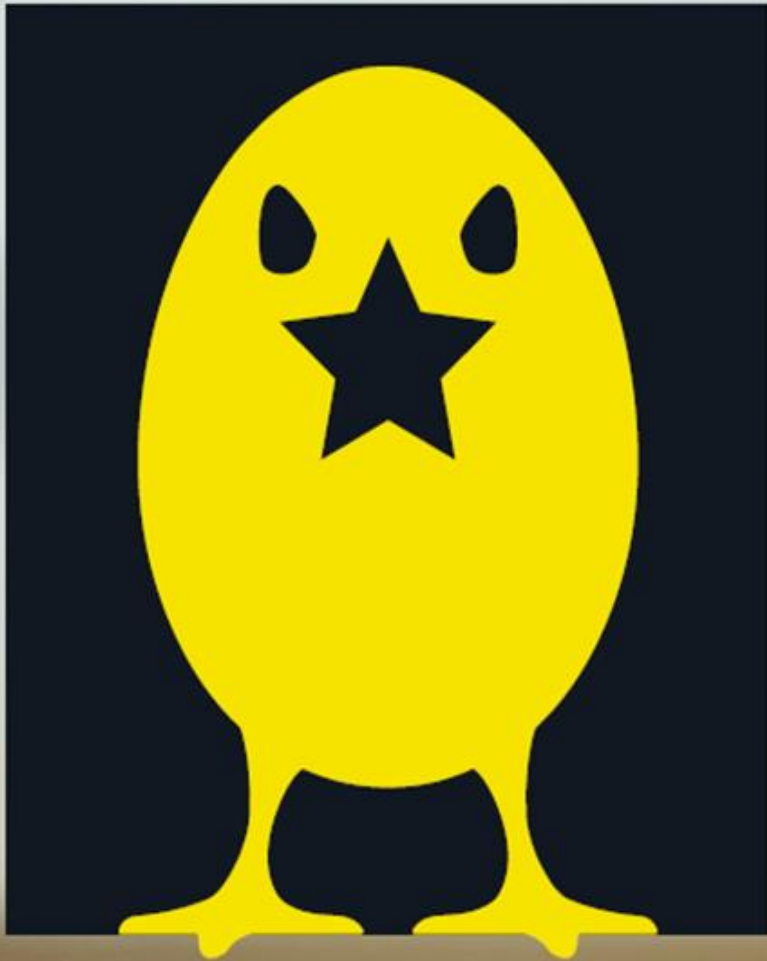
Hatchability - Slogan

NEVER the 60s – ALWAYS the 90s!



Hatchery-equipment

- Incubators: Petersime, Belgium
- Automation: Innovatec, Holland
- Truck bodywork: Heering, Holland



Vi klekker stjerner!

We're hatching stars!

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Have a nice summer 😊

www.haa-rugeri.no

