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All in all, we can be the “perfect parent” thanks to single-stage incubation with Embryo-Response Incubation technologies.
Roger Banwell – Senior Specialist Hatchery Development & Incubation

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Global poultry leaders meet at Petersime HQ for a look into the future
Dear poultry colleague,

The world population and global poultry consumption keeps on growing. To respond to this increasing protein demand, the poultry industry faces many challenges, but even more numerous opportunities. The average size of a hatchery is increasing significantly and the efficiencies in the hatchery operation, as well as in the complete production chain, are becoming more and more crucial to keep up with the market.

Do you face similar issues? Do you know if your hatchery is running as performant as the full potential of latest incubation technologies? Are you confident on your decision between single-stage or multi-stage incubation?

Petersime can play a key role here. Being the world leader in the field of incubation, Petersime has the experience and the expertise to assist you all the way in your daily operation. Throughout its complete network of Local Sales and Service Offices and together with local distributors, a complete team of technical engineers and incubation specialists are always available and committed to provide you with practical support that you need, close to your door.

For your new hatchery project, Petersime can design, deliver and install your complete hatchery, custom-made to your requirements and adapted to your local situation. You are accompanied by a dedicated partner throughout the whole process, from the earliest conception till your full running operation.

But also, for your existing hatchery, Petersime remains at your side to continue further maximizing your hatchery performance and yielding better results.

The great potential of our incubators and Embryo-Response™ technology has been proven worldwide. It is embedded in our “Customer Care Commitment” to assure all customers keep on benefiting from it to its full potential.

With Petersime Automation, you get the same reliable quality and service you are used to from our incubators and other hatchery equipment. Petersime assists you in selecting a hatchery automation solution that gives you the most added value to support your business needs, maximizing your profit for life.

Enjoy reading.

Olav Boel
Chief Commercial Director
Track and trace hatchery data with Eagle Trax™

With hatcheries becoming larger and more integrated, and the rising demand for transparency by consumers, Petersime launches software to connect egg origin and incubation parameters to chick outcome and performance. Big data from a hatchery’s perspective becomes reality.

Petersime has developed Eagle Trax™, an innovative software addition to Eagle Eye™ to make traceability happen on a hatchery level. This software will support you in optimizing your hatching process to the fullest by analysing and improving the flock performance. Moreover, together with your ERP system it will give you the opportunity to have an overview over the whole value chain.

An increase in available data

It will come as no surprise to you that hatcheries become larger with bigger and more high-tech incubators and more hatchery automation to keep up with the worldwide increasing demand for chicken meat. This also means that more and more data is daily being logged by those machines.

Hatcheries are nowadays often part of a vertically integrated company. On an integration level one oversees all the pieces in the value chain from mother hen to hatching egg to chicken on your plate. This involves a massive amount of data to take into consideration. On a hatchery level alone, it means planning millions of hatching eggs from many flocks, fitting those into several setters per day while trying to establish a balanced load and how to transfer them correctly to the hatchers. Moreover, Eagle Trax™ gives you the opportunity to spot patterns, interpret them and then make predictions based on historical data from setters and hatchers to continuously optimize your chick performance. You will better understand why certain issues appear and what you can do about them. Thanks to detailed information about the flock and its background, you will be able to optimize more effectively.

Powerful analytics to maximize profit

You can hatch an egg only once, so doing it right is essential. Since the origin of each egg is different, the result of your hatching process will be unique for each flock. Combining these individual flock data with the origin and performance data is finally possible in the blink of an Eagle Eye™. Eagle Trax™ allows you to evaluate the overall flock performance and adapt your incubation process so you aim for the day-old chicks with the highest potential.

Eagle Trax™ brings powerful analytics and tools to your hatchery, making your incubation process more profitable and your life easier.
Petersime launches solutions for automation of single-stage hatcheries

More and more hatcheries have invested in single-stage incubation and see their business growing significantly. Because of the higher production of chicks every day, it is crucial to strive for improvement in terms of speed, consistency and cost reduction. As this also has an enormous impact on the labour-intensity for employees, we’re convinced that automation is the way to go.

Petersime helps facing these challenges by offering a range of standard automation solutions to increase the efficiency of essential processes in the hatchery. With professional assistance, our experts can help you find out which automation solution will deliver the most added value to your hatchery.

Automatic Candling and Transfer Machine
This compact candling machine picks out non-viable eggs and transfers fertile eggs carefully to the hatcher basket. This minimizes the amount of breakage and hairline cracks and reduces the risk of contamination. Moreover, it registers all data so you can both provide feedback about the flock to the breeder farm and better manage your egg supply because the estimation of the number of chicks hatching will be more precise. This way, you’ll be able to guarantee security of supply to your customers.

Washing Machine
When striving for uncompromised bio-security, the automated washing machine is very useful. By perfectly regulating water temperature and detergent concentration, it ensures a qualitative cleaning of setter trays, hatcher baskets and chick boxes, resulting in an increased hygiene in your hatchery.

The machine consumes less water, which gives an economic advantage on the water bill. As it works faster and involves less people, hatchery employees no longer have to invest time in this fastidious job and can concentrate on more interesting tasks.

Chick Counter
With manual counting, great accuracy at high speed is hard to realize. This machine is less prone to errors and frees employees from the drudgery of work as they don’t have to stand up for hours counting chicks. Besides, it operates faster which results in healthier chicks, because they spend less time in the take-off room.

The benefits of Petersime automation are plenty
Next to an optimized value chain, Petersime automation provides plenty of benefits going from a minimal operational cost to an excellent bio-security. The equipment is robust and easy to maintain and eliminates repetitive, uninteresting routine work for hatchery employees. This means that these valuable people resources can now focus on other tasks such as problem solving and improving hatchery processes.

Moreover, we ensure maximum business continuity of your operations by being a reliable support partner for your hatching business. Petersime is able to design, deliver and install your complete hatchery, which means you only need one partner for your complete business lifecycle. As a result your organization will grow gradually, maximizing your profit for life.

Apply for a free copy of our brochure on Automation by mail to info@petersime.com

Petersime launches solutions for automation of single-stage hatcheries

Sexing and Vaccination Line
For an optimal workflow, it’s important to be able to process more chicks with less effort on a minimum amount of space. This space saving line provides a comfortable working position for the hatchery employees and guarantees a higher speed of operation.
Your hatchery at your fingertips: introducing the Eagle Eye™ app

Maintaining a complete overview of the status of your incubators at any moment is of the utmost importance. But how can you react efficiently to sudden problems when you are outside the hatchery?

From now on, you can have a permanent overview of your incubators at your fingertips, as the Eagle Eye™ app is available for your smartphone or tablet. With the existing Eagle Eye™ software package, hatchery managers could already monitor and control their entire hatchery from one single Command Centre PC in the hatchery. The extension to a mobile app will make it easy to have access to the machine status and alarm overview when being outside the hatchery.

The Eagle Eye™ app is available for iOS and Android devices.

For more information, contact us via info@petersime.com.

Peace of mind with Petersime’s new Hatchery Alert System™

Trustworthy, state-of-the-art and dummy-proof. These are only a few characteristics of Petersime’s new essential safety system for your hatchery: the Petersime Hatchery Alert System™. This new system replaces the old Control Panel and brings along several extra features.

When one of your incubators goes in alarm mode without you being notified, you risk losing the complete capacity of the machine. Thanks to the combination of an alarm inside the hatchery and the possibility to connect it with your telephone, the Hatchery Alert System™ will make sure that not a single alarm will escape your attention. Even in case of a power or network failure, you will get a warning because of the separate cabling system and an independent power supply with battery backup.

The Hatchery Alert System™ is easy to operate, provides you with a status overview of up to 96 incubators and can be connected to external alarm signals (e.g. HVAC alarm) as well. Touchscreen technology and user identification make it a user-friendly system. All actions are logged and history files can be easily exported. We made sure it’s dust and waterproof so it fits perfectly in every hatchery room.

What’s the difference between Eagle Eye™ and the Hatchery Alert System™?

Just like the Hatchery Alert System™, Eagle Eye™ gives you an overview of the status of your incubators, but it is more of an analysis and management tool and it cannot replace the Hatchery Alert System. The Hatchery Alert System gives an added value because it remains active in case of network or power failure and warns you inside (acoustic alarm) and outside (phone call) the hatchery.
Petersime boosts local activities in Southeast Asia

Petersime has made the strategic choice to be more locally anchored. The office in Kuala Lumpur, Malaysia will therefor get an upgrade. To meet the growing needs of the Southeast Asian poultry industry, the company is currently expanding its activities in the region.

Growing services, growing team
Companies with local offices gain a better understanding of customers and markets because they are steeped in the local culture. Noting that Asia is a growth hub, Carmelo Ferlito, Commercial Director Southeast Asia, said that “In two years our business in Asia-Pacific grew from being less than one-quarter of the total to represent almost half of it.” With this in mind, Petersime decided to further develop their local approach in Southeast Asia and provide a full service from their Malaysian office.

As part of this growth strategy, Mohamad Azizi Abu Kassim joined the team of Petersime Southeast Asia in May 2018 as Pre-sales Officer. After an intense training programme of several months at the Petersime headquarters in Belgium, he is now responsible for the creation of hatchery layouts and quotations.

Moreover, the team of Field Service Engineers is expanding for Bangladesh and Thailand. By enlarging the pool of Field Service Engineers, Petersime aims to optimize the local distribution of technical staff.

Well-trained staff for high quality services
To be able to offer the highest quality standards, Petersime invests in good education and ongoing training for its people. Petersime converts its new employees into certified professionals by offering them theoretical and practical assistance so they can continuously improve their skills and knowhow.

Last year, Azmi Abdullah joined the team in Kuala Lumpur and he confirms this approach as he just finished the last Single-stage training in Belgium. “Petersime puts a lot of effort in training its staff. I started in July last year and, during the first 3 months, I joined one of the Field Service Engineers daily, so I could quickly learn everything on-the-job. During this period, I gained a lot of experience and felt more confident to offer support to customers,” he states.

Azmi is now responsible for the spare parts management, helpdesk support and the planning of the Field Service Engineers in Southeast Asia. He is fully dedicated to help customers and is willing to go the extra mile. He believes this motivation is the result of the intense support he received from the beginning until now.

“For Petersime, you are not just an employee, but an asset. They really invest in improving your skills and knowhow. And that’s a good thing, because when you believe in what you are doing and you succeed in satisfying the customer, you are selling through customer service,” Azmi Abdullah said.

On the first of March, Petersime’s sales team was reinforced by new Area Sales Manager Shahid Bokhari. Shahid will be managing sales in the Pakistani market.

Shahid has over 15 of year experience in the Pakistani poultry industry. He has coordinated several Petersime hatchery projects in this country and is well known by most of the local poultry integrations.

Single-stage training in Malaysia
Next to training staff, training customers is also a key element of Petersime’s philosophy. This leads us directly to a recent milestone for Petersime Southeast Asia, as they are also organizing training programmes at their office site in Kuala Lumpur since June 2018. Whereas Southeast Asian customers had to rely on the Belgian headquarters for these services before, they can now find them just around the corner. Petersime is glad to eliminate the geographical barrier for Southeast Asian customers and make it easier for them to participate.

360° service from Kuala Lumpur
By investing in its local presence in Malaysia, Petersime aims to be more agile. It gives the company the capability to keep an eye on the market and pick the right priorities. Being closer to the customers makes it easier to deliver fast, effective services and to help them resolve issues more quickly. From now on, Petersime has incorporated all main activities into the Malaysian office and looks forward to helping customers from the region to continue to maximize their profit for life.

New Area Sales Manager Pakistan at Petersime
On the first of March, Petersime’s sales team was reinforced by new Area Sales Manager Shahid Bokhari. Shahid will be managing sales in the Pakistani market.

Shahid has over 15 years of experience in the Pakistani poultry industry. He has coordinated several Petersime hatchery projects in this country and is well known by most of the local poultry integrations.

Shahid is highly motivated to further explore this extensive region, while servicing existing customers and looking out for new partnerships.

Hugo De Ruyck, Petersime’s Sales Director Asia, says: “Establishing long lasting business relationships is the main focus of our sales team. With Shahid on board, we are in a better position to achieve this goal in Pakistan.”
Join our Operational Excellence Programme™

Operational Excellence makes the difference between a good and an excellent hatchery. Good management of all aspects in your operation and having the guidance for this will get you the best return on investment.

Petersime provides support, both remote and on site, to implement this for your specific hatchery operation. Maximizing results requires continuous striving for improvement. Adopting best practices within your hatchery will make your organization a real hatching champion.

Information & instructions
- Operational Excellence videos explaining best practices
- Operational Excellence instruction sheets containing procedures & guidelines for best practices
- Latest incubation program updates
- Latest software updates

Remote support
- Remote login for Petersime assistance
- Advanced incubation support to optimize hatching results
- Incubation webinars

Expert visit
- Maintenance check-up of your hatchery by Petersime technician
- On-site assistance for your entire staff

Operational Excellence Software
- Schedule, manage and follow up all maintenance activities
- Apply the correct loading procedure for every individual flock
- Fully compatible with Eagle Eye™

Maximize your incubation results
Minimize your operational costs
Achieve uncompromised bio-security
Maximize chick quality beyond your hatchery

www.operationalexcellence.petersime.com
Nourish Poultry & Hatchery commits to feeding Bangladesh with Petersime

“We Breed, We Feed, We Nourish”. With this motto, Khaled Group of Companies founded Nourish Poultry & Hatchery in 1999 in the city of Dhaka. Ever since, this company has been focusing on the nourishment of individuals, households and the society in Bangladesh.

Nourish Poultry & Hatchery covers different business activities in the poultry chain, going from breeding grandparent and parent stock to hatching high-quality day-old chicks and producing qualitative poultry feed. To make sure they can offer farmers the best possible day-old chicks, they choose to work with the primary breed Cobb-500.

Through enhanced productivity and accessibility of assured quality animal protein source, Nourish aims to eliminate the malnutrition problem and feed the undernourished people in the country. With their “Farmers First” approach, they want to ensure farmer profit by offering them day-old chicks of the best quality. Moreover, it is the only company in Bangladesh supporting farmers by offering them 2% chicks for free. Top quality is of the utmost importance in the operations of Nourish as well. For this reason, they work with Petersime incubators, as these are designed and built to maximize their hatchery performances technically as well as economically.

“Next to incubators with a good hatchability and easy operation, we chose Petersime before because of their long experience in incubation and the knowledge they had. However, we really attach great importance to service. That’s why we were glad to hear that Petersime wants to be closer to the customer, accompany them in solving their issues and sharing knowledge with them. This convinced us to continue working with them”, states Mr. Nazmul Ahsan Khaled, Managing Director of Nourish Poultry & Hatchery.

Their new installation of BioStreamer™ setters and hatchers with Operational Excellence™ technology will allow them to go great lengths in their “Farmers First” strategy. This will have a positive effect on their food conversion rate and reduce the number of uneven chicks. Thanks to this commitment, not only Nourish Poultry and Hatchery but also the farmers in Bangladesh will maximize their profit for life.

AMI Group invests in Europe’s largest waterfowl hatchery

AMI AGRO invested in a new waterfowl hatchery in the village of Przedborow with state-of-the-art hatching technology. Although the Polish company already produces 20 million ducklings and goslings per year, this new investment will significantly lift this capacity number even higher.

AMI AGRO is part of AMI Group, the Polish and European leader in meat production, meat processing and feathers from duck and geese. AMI Group started as a deeply rooted family farm in 1978. Now, it is the main supplier of meat and feather products of waterfowl (duck and geese) in Poland, Europe and Asia.

The company gained this strong position because of its continuous technological development and automation of hatching, reproduction, rearing and slaughtering of duck and geese. The use of high quality raw material, top-notch technological equipment in the production facilities and experienced personnel are reflected in its products.

The investment in the new waterfowl hatchery completely fits this approach. A full year production with a few hatches per week will guarantee a simultaneous, divided production of ducklings and goslings. The hatchery will only hatch eggs of high biological value. To achieve this, they decided to use state-of-the-art technology and choose to install Petersime incubators and hatchery equipment. Together with constant veterinary supervision and keeping the highest standards of biosecurity and animal welfare, this equipment will ensure a smooth and consistent production of healthy and qualitative ducklings and goslings.

In a first phase of the project, 63 BioStreamer™ setters and 38 BioStreamer™ hatchers will be installed and commissioned by December 2019. The second phase, representing another batch of 26 setters and 10 hatchers, will be installed and commissioned in 2020. With this major incubation capacity, this facility will become the largest waterfowl hatchery of Europe.
Sam Hwa’s operations expands to every step of the chain

Thirty-eight years after his father Ivan has installed Petersime machines in Cheong-So, Vincent Van der Beken coordinates a new hatchery project for Sam Hwa in Korea. Those old incubators are still in operation with stable hatchability. Sam Hwa therefor trusts Petersime to be a reliable partner for their new commercial broiler hatchery. This new project aims to be the most advanced hatchery in Korea integrating modern technology in addition to proven performance and service.

A next chapter in succes

Sam Hwa GPS Breeding Agri., Inc. existed long before the hatchery in Cheong-So. The company is a second-generation family owned business in poultry and pigs. It has a history of over 60 years. Their company motto of pursuing the best, being always ready and leading in research and development is what drives them. Today they have a 40% share in the Korean parent stock market. After a successful GPS operation and exceptional PS performance, Sam Hwa has full confidence in the expansion of their hatchery operation to a commercial hatchery with a 1.5 million weekly setting capacity. With this upgrade Sam Hwa can contribute to the demands of the local broiler industry by providing a consistent supply of high quality DOC. Vincent Van der Beken, Petersime’s Hatchery Project Manager for this new hatchery proudly states: “I am very pleased to be part of this project. Mr Sung Hwang Bae President of Sam Hwa GPS Breeding Agri Inc. aims high. With a long-term vision and a strong emphasis on sustainability, durability and technology, this project is state of the art. Coordinating this is a challenge I’m happy to accept.”

Petersime and Saw Hwa, a long-standing partnership

One of Sam Hwa’s hatcheries, Cheong-So hatchery, has Petersime incubators that were installed in 1982 by Vincent’s father. They are still in production after 38 years. “We believe this proved performance comes from not only durable machines, but also good maintenance supported by service and readily available spare parts from Petersime.” says Mr Sung Hwang Bae.

For this new project, 36 BioStreamer 24S HD setters and 8H HD hatchers together with the Eco-Vac climate control system will be installed, fully equipped with heat recovery to ensure the energy efficiency of the hatchery. The hatchery will also be equipped with the a BioStreamer Restore machine and all equipment will be monitored from a command center by using Petersime Eagle Eye software for superior hatchery control. Mr Sung Hwang Bae: “This project is an important investment for Sam Hwa. The aim is to maximize efficiency by bringing the hatchery under one system. That includes incubators, energy saving, ventilation, automation, IT, and chick delivery system (transportation truck).”

“It is crucial for us to ensure bio-security at all stages in the production”, says Mr Sung Hwang Bae. “For our hatchery, we wanted to work with the latest available technology in single-stage incubation, guaranteeing uncompromised bio-security at all times. Therefore, the choice for Petersime was a logical one.”

Hugo De Ruyck, sales director Asia is very proud of this project that has been realized with Sam Hwa Breeding: “This is a reference broiler hatchery for South-Korea and Asia. I want to thank Mr Bae and his staff for the confidence and the cooperation with Petersime.”
Recent Petersime installations around the world

As a global market leader in incubation, Petersime has projects and installations all over the world. A selection of some of the latest installations:

- **San Antonio (Mexico)**
  - Type of fowl: Broilers
  - Type Setters: BioStreamer™ 245 & 125 HD*
  - Type Hatchers: BioStreamer™ 8H & 4H HD*

- **DIP CMI (Guatemala)**
  - Type of fowl: Broilers
  - Type Setters: BioStreamer™ 85 HD*
  - Type Hatchers: BioStreamer™ 4H HD*

- **L’Oeuf D’Or (Belgium)**
  - Type of fowl: Broilers
  - Type Setters: BioStreamer™ 85 HD*
  - Type Hatchers: BioStreamer™ 8H HD*

- **Eagle’s Pride (South Africa)**
  - Type of fowl: Broilers
  - Type Setters: Conventional S
  - Type Hatchers: Conventional H

- **Hendrix Genetics (South Dakota, USA)**
  - Type of fowl: Turkeys
  - Type Setters: BioStreamer™ 24S & 12S HD*
  - Type Hatchers: BioStreamer™ 8H & 4H HD*

- **Parkent Broiler (Uzbekistan)**
  - Type of fowl: Broilers
  - Type Setters: BioStreamer™ 8S*
  - Type Hatchers: BioStreamer™ 8H*

- **Nourish (Bangladesh)**
  - Type of fowl: Broilers (GP, PS & DOC)
  - Type Setters: BioStreamer™ 125 HD*
  - Type Hatchers: BioStreamer™ 8H HD*

- **Sam Hwa (South Korea)**
  - Type of fowl: Broilers
  - Type Setters: BioStreamer™ 24S & 12S HD*
  - Type Hatchers: BioStreamer™ 8H & 4H HD*

* Machines equipped with Operational Excellence Technology™.
Rethink the golden rules of incubation

Your incubation results might be affected by a lack of accuracy in the rules you’re applying. The rules of incubation have been derived from multi-stage methodology and stay ingrained in our habits even though they are ready for an update in the single-stage era. By Roger Banwell, senior incubation expert at Petersime.

For many years now, the rules of commercial incubation have been derived from the multi-stage methodology, with all the limitations and compromises associated with this system. Whilst these rules are essential, it is time now to review and refine them, so they suit the more precise and totally flexible single-stage incubation method. Let’s have a look at some of the current rules.

Regardless of the methodology, the type of machine or the experience of the hatchery manager, some rules apply to all hatches because they refer to the basic requirements of the embryos:

- Uniform high-quality eggs give the best results
- Bio-security is of the utmost importance
- Equipment must be well maintained and adjusted

Other rules haven’t stood the test of time or are up for nuance.

“**CO₂ is harmful above 0,45%**”

“CO₂ is harmful above 0,45%”. It is a statement many hatchery managers apply as a given. Although this rule is correct in the exothermic phase of the hatching process, it is not in the endothermic phase in the setter. More CO₂ in the phase of cardiovascular development improves the entire vascular and heart development and affects post-hatch performance. Modern single-stage machines therefore must be air-tight. This gives the possibility to build up CO₂ values in the endothermic phase. Then again, in the exothermic phase, low CO₂ profiles are key for the growth phase of the embryo.

“**You need 12% weight loss for good hatchability**”

Another example from the multi-stage method is the rule of “12% weight loss being important for good hatchability”. When we look at the results of our trials, we see that this is not entirely correct. Instead, we see that the specific gravity (shell porosity and density) is key in this context. Eggs with a perfect gravity will give the best results. This appears to be more important than the perfect weight-loss which is around 10 to 11% in single-stage.

“**Chicks immediately need feed and water when they hatch**”

The same goes for this last example: “Immediate access to feed and water is important for post-hatch performance and chick welfare.” This too is not correct; it’s just a matter of timing. Immediate access is not necessary, giving access to feed and water on the right moment is.

![Image](image_url)

The optimum point for feed is the moment where the hatching timelines for all newborn chicks coincide: not too late for the early hatchers and not too soon for the late ones.

Extensive comparative trials over the past 18 months have clearly shown that there is an optimum time to feed chicks. The fact of the matter is: if you have less than ideal incubation conditions, this results in a wide hatch window. In these circumstances, it goes without saying that immediately fed and watered chicks will be better performers. This is not the case when you have a good hatch window.

But what happens if we don’t give access to feed and water immediately? When asking this question, people tend to think of disastrous consequences in terms of animal welfare while in fact, there is no reason to panic. Only after more than 48 hours without feed and water, we see a negative effect on the performance of the chicks and even after more than 72 hours, we still see no significant effect on mortality. Of course, we don’t have to wait that long, but this proves the fact that the chicks don’t need it immediately after hatching.

Using nature as a reference

What it all boils down to is that the inspiration for the golden rules is right in front of us: nature. Petersime uses nature as a reference for performance optimisation and product development, rethinking the rules every time we come to better understand the mother hen. The research and development team mainly focuses on maximum hatch and post-hatch performance with bird welfare as an equally key criterion. This has resulted in several solutions mimicking nature from storage until post-hatch. All in all, we can be the “perfect parent” thanks to single-stage incubation with Embryo-Response incubation technologies. This leads us to our ultimate goal: maximum profit for life, hand in hand with nature.
How to correctly load eggs into your incubators for an optimal heat balance

Positioning the eggs in the setter

Huge incubator capacities make it difficult to have the same eggs in all trolleys. No doubt about it. Let’s agree, for the success of our incubation results, to always have at least two trolleys with the same egg characteristics (flock age, egg storage, fertility…). By distributing them in a mirrored position, left and right will be in balance. And so will heat production and heat dissipation.

First, eggs with medium heat production belong on the trolleys with the OvoScan™ next to the left wall of the incubator. The eggs surrounding the OvoScan™ sensors are responsible to provide continuous information to the machine controller. This means that the temperature measurements of these sampled eggs will be used to automatically adjust the air temperature in the setter for all the eggs throughout the entire incubation time.

This could be eggs with middle fertility, from a middle-aged flock and/or with a middle storage time.

The eggs on the trolleys in the middle experience a relatively lower air speed with slightly less efficient convection. Fact is that it is more difficult in this position to transfer heat in or out of the eggs. This means that the central trolleys on each side of the incubator are the best positions for eggs with a lower heat production.

For example: the eggs with the lowest fertility, the youngest flocks (smaller eggs) and/or the eggs with a prolonged storage time.

At this point it’s clear that eggs with potentially higher heat production belong on the trolleys next to the central mixing fan of the incubator. Eggs on these trolleys experience slightly higher air speed which facilitates the heat transfer.

The perfect position for the grouped eggs with the highest fertility rates (or expected hatchability), the oldest flock (large eggs) and/or eggs that have been stored for a short time.

Following these guidelines will surely result in the best possible heat balance distribution of the eggs in the machine. Or if you want an even better outcome, just load the machine with eggs as homogeneous as possible in all trolleys.

But what if you do it differently and place the eggs with relatively higher or lower heat production in the OvoScan™ trolleys near the wall?

Here’s what happens: the OvoScan™ takes these eggs as a reference for the complete incubator. Basically, any other loading pattern configuration that does not follow the ideal combination between egg heat production and micro-environment in the incubator will produce a wider hatch window with early and late hatches within the same machine. Chick uniformity becomes a big issue then. You definitely want to avoid that.
Example: transfer pattern for 1 setter of 12 trolleys capacity to 3 hatchers of 4 trolleys capacity each

The same principle applies for configurations of setters and hatchers with other capacities. By loading the hatchers with eggs as uniform as possible, each hatcher can use a different incubation profile according to the heat production of the eggs in it. There will be no mixed eggs in the same machines (or minimal differences), so the temperature can be adjusted according to the embryo needs. Besides, the thermal comfort for the recent hatched chicks can be guaranteed.

For instance, because eggs transferred to hatcher 2 are the ones with lowest potential to generate heat, it makes sense that the temperature profile of this hatcher is slightly higher compared to hatchers 1 and 3. Similarly, CO₂ programmed levels on hatcher 2 can be slightly reduced because of lower heat production and keep a good ventilation rate and provision of O₂.

Loading pattern generator

Bottom line: if you make sure you create uniform batches of eggs, put them in the right position in the setters and then transfer them to the correct hatcher, this should significantly improve your results.
Global poultry leaders meet at Petersime HQ for a look into the future

The poultry world is continuously evolving, but one thing is for sure: keeping on top of the latest developments is key. That’s what brought together a group of poultry leaders out of 19 different countries for the Poultry Performance Conference in Belgium.

Petersime cares about sharing knowledge and insights. Not only on the operational level, for which the Operational Excellence Days are being organized worldwide. Also, on a broader and strategic level, like gaining insights in the worldwide poultry industry and discovering the challenges we’re facing today. Through education, networking and lively discussions, we aim to inspire, connect and energize the poultry community globally.

This is exactly what happened during the 3rd edition of the Poultry Performance Conference. On Thursday 6 and Friday 7 September, the leading lights of renown poultry players worldwide joined together in the town of Sint-Martens-Latem, nearby the Petersime headquarters. Their common goal? Keeping track of the latest challenges and potential solutions to ensure the poultry value chain can meet the demands of the future.

Some of the hot topics of this exclusive 2-day conference:
- What’s the global poultry outlook?
- How to feed and not eat the world?
- What are the perspectives and challenges for poultry breeding?
- And what about the “golden rules of incubation”? Are these still relevant?

Mr. Arkadiusz Rydell, top producer of broiler chicks on the Polish market was thrilled as well: “It was really enriching to meet people from the same business, facing the same challenges, but from the different countries.”

Mr. Yang Changsuo from Xiao Ming was ecstatic and commented: “This conference shows the added value Petersime provides to its global customers on a service level. We got 7 wonderful speeches and all attendees participated positively in the discussions. I really learned a lot. Besides, I am grateful that I had the chance to visit the Petersime headquarters and talk to technicians as well as people from the customer care department. I’m deeply impressed.”

Olav Boel, Chief Commercial Officer at Petersime, is satisfied: “We are proud to have hosted this exclusive international conference and are delighted to have witnessed the vivid interaction from and between the participating key industry leaders themselves, coming from all parts of the world. It’s clear that the industry faces many common challenges. We are happy to hear from the participants that the Poultry Performance Congress was a suitable and enjoyable platform to address and discuss these long-term challenges amongst their peers, stepping away for 2 days from their daily operation.”

Looking back on this truly successful edition, we are convinced to continue organizing this conference. We already look forward to discussing the outlook and future challenges of the poultry industry worldwide together with you in 2019.

Upcoming events

**CAHE**
18/05/2019 - 20/05/2019
International Expo Center, Wuhan, China
Exhibitor: Songming Machinery Industry (Shenzhen) Co.

**VIV Russia**
28/05/2019 - 30/05/2019
Crocus Expo International Exhibition Center, Moscow, Russia
Exhibitor: Hartmann Lebensmitteltechnik Anlagenbau

**VIV Turkey**
13/06/2019 - 15/06/2019
Istanbul Expo Center, Istanbul, Turkey
Exhibitor: Petersime
Booth: F06

**Livestock Philippines, Manila**
26/06/2019 - 28/06/2019
World Trade Center Metro Manila | Pasay City | Philippines
Exhibitor: Petersime
Booth: F06

**SIATS, São Paulo, Brazil**
27/08/2019 - 29/08/2019
Exhibitor: Petersime do Brasil
Booth: 73

**Congreso Latinoamericano de Avicultura, Lima, Peru**
08/10/2019 - 10/10/2019
Exhibitor: Petersime
Booth: M-4

Mr. Claudio Ambrogio from Aviagen Italia affirms: “It met my expectations! Of course, it was even better than I expected it to be! The atmosphere was really open-minded, totally different in comparison to other events. I learned a lot and I had a smooth experience. The event was very well-organized.”

Consult the training calendar at the website: www.petersime.com/services

The participants of the Operational Excellence Day in Querétaro, Mexico on August 17th
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