



Aviagen®



# AVIAGEN BREEDING SUSTAINABILITY

Since 1923, Aviagen® has established itself as the world's leading poultry breeding company, developing pedigree lines for the production of commercial broiler chickens. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

Aviagen is privately owned by the Erich Wesjohann Group, a family-owned holding company based in Germany.



# AVIAGEN CUSTOMER FOCUSED

Dedicated regional support teams provide customers with first-class commercial and flock management services. These customers are supported by professionals in areas such as health, nutrition, hatchery, stock management and the environment. Aviagen personnel travel extensively to visit with customers, host workshops, and attend industry events.

We are committed to sharing knowledge and providing education and training to customers all over the world. The highly successful Aviagen Production Management School has been running for close to 60 years and has hosted more than 1,500 attendees from more than 100 countries. Aviagen has made significant investments to expand the presence of its school worldwide. In 2012, the first school specifically for Europe, Middle East and Africa (EMEA) was launched, and additional satellite schools were established in China, Brazil and Russia.

## PRODUCTS

Aviagen pioneered the “product range” concept in the poultry industry. Our commercial brands include Arbor Acres®, Indian River®, Ross®, the Specialty Males® portfolios and the Rowan Range®, a line of colored-birds that meets the needs of slower-growing, free-range, and organic.

Whether customers’ needs are driven by the fast food, retail or live bird market, Aviagen offers world-class, quality breeding stock to meet unique requirements in any region of the world.



## HEALTH AND WELFARE

At Aviagen, we handle our birds with great care and we have a well-established health and welfare program to safeguard their humane treatment. Through intense R&D efforts that focus on traits like leg strength, cardiovascular efficiency and disease resistance, we are able to improve the general health of our birds, as we advance their performance in a responsible manner.

Aviagen personnel are thoroughly trained in every aspect of welfare, and every Aviagen bird is handled with care and responsibility at each stage of its development.



## BREEDING INNOVATION

Unrivalled in our commitment to R&D, Aviagen invests more than 10 percent of revenue annually in research focused on balanced progress in both broiler and breeder traits. We offer our customers products and services to meet their current and future needs, focusing on adding maximum value to their operations.

A commitment to constant improvement of existing commercial products, coupled with the meticulous evaluation and development of new genetic crosses, ensures that Aviagen remains the supplier of choice.

## HEALTH AND BIOSECURITY

Aviagen takes health and biosecurity seriously and understands that keeping pathogens out of the food chain begins with the primary breeder. Rigorous biosecurity protocols are in place at all Aviagen facilities around the world to ensure a safe and secure supply of top-quality breeding stock to our customers. The movement of people, stock and equipment within the production operations is strictly controlled to maintain the highest possible health status. In fact, Aviagen U.K. and U.S.A. facilities were the first to receive compartmentalization status. This means that, in the event of a biosecurity issue, these facilities are approved for safe and secure global exportation.

Aviagen continues to lead the way in raising health and biosecurity standards within distributor and customer operations.



## PEOPLE

Aviagen's past and future success is based on the contributions of our employees. Our dedicated multinational workforce provides excellent service and makes a positive impact on our communities, shareholders, distributors, the environment and the birds in our care.

We take great pride in our employees' expertise in all aspects of chicken breeding and their dedication to customer service. We have strongly committed to training and developing our staff fulfil their potential and contribute to the success of our business.

Aviagen believe that our corporate culture enables our employees to perform to the best of their abilities and our core values guide all of our actions and decisions.

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