

Novogen happy with promotions in Asia

Asian Poultry Magazine met with Director General Mickael Le Helloco of Novogen at the Groupe Grimaud centre at VIV Asia.

Speaking about the establishment of this new layer breeding entity of Grimaud, Mr Helloco said Novogen was set up to offer the industry a new alternative and a choice for flexibility and efficiency.

“Our aim is not to compete with our own distributors but to offer new products and new philosophies of products to the industry, focusing on genetic selection and the different needs of the industry.

“Currently we offer brown, tinted and white



Mickael Le Helloco

layers adapted to the various systems of production. Our focus is on producing birds that are easy to manage, offer good livability, good egg quality and feed efficiency,” he commented.

“Our geneticists study the different conditions birds are raised in for example in Europe the floor system that

is more akin to free-range is preferred while in Asia, many farms adopt the cage system. But this is just one of the parameters.

“They take into consideration many factors to come out with good strains for each market. Right now we have Novo Brown and Novo White and despite its recent entry into Asia, I’m pleased to say that market response has been good.”

It is supported by a global sales network and the expertise and experience of one of the major animal breeding companies. He said Novogen is confident of meeting current market requirements in Asia.