NOVOGEN broadens its horizons

Since the beginning of this year, new horizons have been set by NOVOGEN. Within a period of a few months, the company took on a whole new dimension with the creation of two subsidiaries, NOVOGEN NA Inc. in the United States and NOVOGEN DO BRASIL in Brazil, in order to further develop its activities throughout the American continent.

Also in France, NOVOGEN has strengthened its team. New recruits have arrived to contribute to the development of NOVOGEN: This way, Sébastien ROUXEL arrived as Business Performance Controller, and Stéphane HEMON joined the sales department.

NOVOGEN’s administrative teams have moved into new offices, located in the Châtelets area in the commune of PLEDRAN, near the Bio-technopôle d’Armor in Bretagne.

All services, from accounting/finance, human resources, supply chain, communication, R&D and production, to technical and commercial teams are now gathered on the same site in a pleasant and warm environment.

With a full commitment of Groupe Grimaud, NOVOGEN is now really flying on its own. A new organization and teams, more than ever focused on its customers, allow us to provide products and services with the highest quality.
ENSURING OPTIMAL CONDITIONS DURING HATCHING EGG STORAGE

Egg storage is defined as the time between oviposition and setting of the egg (incubation). Managing the hatching egg during this storage period correctly is a critical point in farms and hatcheries. Cell development in an egg starts already in the infundibulum (funnel) after fertilisation. At the time of oviposition, the blastoderm (germinal disc) is already composed of approximately 10,000 to 20,000 cells.

It is recommended to store hatching eggs for no more than two weeks. Special management techniques have to be implemented in case the storage time needs to be longer. This includes all actions to slow down the alteration of the internal components of the egg. Every hatchery should be aware and prepared to apply these specific measures.

The main actions points to obtain good hatchability and chick quality are mentioned hereafter.

1. Egg storage time
   - The chance to get a chick from this blastoderm is attacked by the egg storage conditions and management.

2. Egg temperature
   - Within 8h after oviposition the egg needs to be cooled down in a uniform and gradual way, be aware that too fast cooling down can weaken the blastoderm.
   - The temperature during storage needs to be lower than “physiological zero”, meaning 25-26°C and needs to be adjusted according to the days of storage foreseen.
   - Avoid direct air flow on the eggs and target for a temperature range of 14-16°C.

3. Egg position
   - This is also playing an important role to maintain hatchability and chick quality.
   - Turning eggs during storage will improve embryo viability and chick quality.
   - It is recommended to turn the eggs every 2-3 days to avoid the negative impact of storage temperature fluctuation. This technique is only effective if the eggs are properly cooled down after oviposition.

4. SPIDES
   - SPIDES (Short Period of Incubation During Egg Storage) is the most effective way to preserve the embryo viability. With the heat treatment applied to the egg, the blastoderm reaches a more stable stage for long storage (Fasenko et al; Lourens 2006). The SPIDES principle is based on a short heat treatment to promote cell development. To be efficient the egg shell temperature should reach 32 °C and no more than a total of 12h in three treatments should be applied. This technique is only effective if the eggs are properly cooled down after oviposition.

A general rule is that when storage time increases, storage temperatures decrease.

As we can see above, the storage length affects the egg composition which has a direct impact on hatchability and chick quality. The priority is to minimize the negative effect of the storage time on egg composition. Implementation of proper procedures is necessary to limit the reduction in hatchability.

For a storage time longer than 10 days, store the egg with the small end up to maintain hatchability. For a storage time longer than 20 days, store the egg with the small end up to maintain hatchability and chick quality.

Preventive Actions to minimize the impact of storage on hatchability and chick quality:

- Turning Eggs
- Point End Up
- SPIDES
- Med Storage
- Short Storage
- Egg Turning
- Point End Up
AFTAB : visit to Europe

Last June, NOVOGEN was pleased to welcome a delegation from Bangladesh in Europe. The representatives of AFTAB, Mr. Jahangir Kabir and Mr. Sajal Bagchi, were accompanied by Mr. Abdullah Al Mamun, NOVOGEN technician in Bangladesh.

Guided by the NOVOGEN distributor in the Netherlands, Verbeek Hatchery, the delegation visited various facilities in Holland: parent stock and commercial layer farms as well as the commercial hatchery of Verbeek.

Following these visits to the Netherlands, the AFTAB managers had the pleasure of meeting the NOVOGEN team at its premises in France. Here they learned more about NOVOGEN’s R&D program, its nutritional recommendations and also the results of NOVOGEN products in the field. The trip finished with field visits to the R&D farms and some commercial layer farms. This meeting allowed both teams to strengthen their collaboration and also to discuss the excellent performance of the NOVOGEN products.

AFTAB is an important and well-known company in Bangladesh and is very satisfied with the performance of the NOVOGEN genetics. Despite the challenging circumstances, the technical results of NOVOGEN are remarkable. NOVOGEN is a leader in Bangladesh, showing how well the NOVOGEN R&D program has led the products to be able to adapt to all production environments in various climates.

Visit to the Netherlands

Since several years the trend in Europe is towards housing commercial layers in alternative systems and to stop beak trimming (Especially in Northern Europe).

This is now also seen in France with the ban of any new cages. Therefore, NOVOGEN took some French companies on a study trip to the Netherlands where cages account for less than 10% of the market, compared to 65% in France. The group visited aviary, free range and organic farms for production and rearing.

Verbeek hatchery, specialist in pullet rearing, was part of the trip as well. The quality of the chick is essential to achieve a good performance. Its intrinsic quality represents approximately 60% of the final performance of the flock in the production period. The visit of a feed mill helped to understand the work done on the presentation of the feed. Which is crucial for the uniformity and the consistency between the flocks, which can still be further optimised.

The NOVOGEN layer flocks visited confirmed the good behaviour and excellent feathering, regardless the age of the flock. NOVOGEN’s specific selection on behaviour over the years has proven its effectiveness in the field. The final performance in alternative system is the result of many compromises between management, nutrition, etc. Knowing that each of these elements will require more attention and adaptation compared to the cage systems.

FROM OUR DISTRIBUTORS

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Report on the Ull family farm

The Ull family had about 40 dairy cows and the heifers of their own offspring as well as 360 fattening pigs when they started to consider how the business should be further developed. After some discussions with colleagues, laying hens came into the picture as a possibility to further develop their company. After getting more information from various feed mills, equipment suppliers and pullet breeders, the Ull family decided to build an EU organic layer house for about 14,900 birds.

The decision which layer breed to buy was not an easy one. Since this is much about trust, the choice fell on the pullet rearing of Verbeek and the NOVOgen Brown Light. The Ull family has not regretted this decision. In the first production cycle of 86 weeks, 411.3 eggs/hen were produced. Mortality was only 4% in the 80th week and just 5% at depletion age.

Due delays on finalising the construction the flock was transferred in the 20th week and the production already started. Despite this situation, the number of floor and system eggs was only slightly higher during the first few weeks and the flock only laid 9 eggs below 53 grams. This proves that the hens from the Verbeek aviary rearing system with the NOVOgen Brown Light also can cope well with stressful environments.

The plumage of the layers on the last day was still as good as in many flocks of 30-40 weeks of age. This is also an important point for the Ull family, as the free-range area is directly adjacent to a main road.

At the end of May 2018, Mr. Ull housed the next flock of NOVOgen Brown Light and hopes that this flock will be similarly good again.

Verbeek is very happy to have the Ull family as a customer, congratulates them with their good results and thanks the family for the good cooperation and is looking forward to further successful flocks in the future.

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