Hy-Line Updates

As we continue to celebrate our 80th anniversary at Hy-Line, here are new updates and information for you, our valued customers and potential future customers:

- **Hy-Line delivers** flexibility to meet our customers’ needs. Avian Influenza is a day-to-day reality globally. Yet, the egg industry is dynamic and forges ahead. Hy-Line continues to focus on biosecurity and security of supply for all our global customers. We have decentralized our production by investing in a new location in Kansas, USA, and have increased our GGP and GP production capabilities in Europe and Asia. These strategic locations enable us to protect our supply chain and minimize future disruptions in our GP and PS supply.

- **Hy-Line delivers** a robust bird for all markets. Following a successful launch of our newest variety, the W-80, at the 2016 IPPE in Atlanta, Georgia, USA, customers of this white egg laying variety continue to give us positive feedback on its performance in both cage and cage-free systems. Commercial chick supply is rapidly becoming available worldwide.

Combating Heat Stress in Layers

High environmental temperatures above 33°C (91.4°F) and high relative humidity can profoundly affect the productivity of a flock. But at less extreme temperatures, heat stress is often overlooked as a cause for poor growth or subtle losses in egg production and shell quality.

**STAY WITHIN THE THERMONEUTRAL ZONE**

The thermoneutral zone of the chicken is generally 18–25°C (64.4–77°F). Within this range, sensible heat loss (radiation, convection and conduction) is adequate to maintain the normal body temperature of 41°C (105.8°F).

When temperatures creep above the thermoneutral zone, the bird has to divert energy away from growth and egg production, resulting in performance loss. Heat-stressed laying flocks often lay eggs with thinner, weaker eggshells. Flocks not previously acclimated to high temperatures typically suffer the greatest loss in production and mortality.

**CONTROL RELATIVE HUMIDITY**

Heat stress is the combined effect of temperature and relative humidity of air on the bird. Increasing air humidity at any temperature will increase bird discomfort and heat stress. The best method of cooling during periods of lower humidity is evaporative cooling (fogger, mister or cool pad).

During the evening, temperatures decrease and humidity typically increases. When the humidity is high, increased air movement using fans alone will reduce heat stress in open houses.
Combating Heat Stress continued from pg. 1

Tips for Managing a Heat-Stressed Flock

- Do not disturb the birds during the hottest time of the day (afternoon and early evening). Adjust work schedules and lighting programs so that routine work is done early in the morning or at night.
- Never compromise the availability of water.
- Use foggers and misters to increase the evaporative cooling during the day. Run the foggers for 2 minutes every 10 minutes.
- Use roof sprinklers during times of extremely high temperature to remove heat from the roof and cool the inside of the house.
- Do not run the feeders during the hottest time of the day.
- Adjust fan thermostats so fans run continuously during the night and early morning.
- Increase the movement of air in open houses with stir fans. Ensure a minimum velocity of 1.8–2.0 m/second in the bird areas.
- Do not overstock cages, to allow air flow between birds.

Heat Stress Technical Update Available

For more information on management in heat stress conditions, including the heat stress index table, housing design, heat stress effects on egg shell quality and more, see the [Understanding Heat Stress in Layers Technical Update](https://www.hyline.com) in the Technical Library at www.hyline.com.
New Aviary Investment Paying Dividends

Productive and profitable layers begin with good pullet management. By using the proper style of pullet house, producers have an improved chance for excellent results during lay.

“The birds that experience this environment in the grow phase transition well to great performance in lay.”
– Dr. Antonio Paraguassu

Always staying at the forefront of innovation, Hy-Line has invested in new production systems within the breeding stock program. In September 2015, the first GP pullets entered Hy-Line’s new aviary grow house. The house was designed with the end goal of preparing the birds to enter a new double-tiered nest aviary system breeder house.

“Key is to make sure the birds know to come to the nest to lay eggs,” said Dr. Travis Schaal, internal technical services manager for Hy-Line.

At 29 weeks of age, Hy-Line is seeing incredible performance results from the breeders in the new housing system.

The double-tiered, side belt, automatic nests are providing clean eggs, and hen-day egg production is excellent. The floor egg issue that some producers may see with the transition to aviary housing is almost non-existent. One Hy-Line variety in the aviary house is laying at 97% hen-day.

Additionally, body weights and livability are trending positively. Initial observations even indicate added shell quality, with test results from Hy-Line’s Egg Quality lab forthcoming.

Hy-Line layers in the new aviary lay house yielding great results.

Dr. Schaal was quick to point out that the birds still require good overall management and nest training to achieve peak results.

This style of housing lends itself to production efficiencies in markets requiring cage-free systems. The farmer can make good use of the vertical space in the house because of the enrichment and double-tiered nests. This equates to adequate floor space and nesting availability. To maintain the highest biosecurity standards the new grow and lay houses include fully slatted flooring in the bird area and shower facilities for staff.

“We are excited to monitor the performance closely on future flocks in these houses,” said Dr. Schaal. “Look for updates in future issues of Innovations. There is much to learn.”

Hy-Line delivers results that make our customers proud. In the US market, the trend toward meeting consumer demand for eggs from cage-free farms continues to multiply. Many US and global retailers are planning for how they will meet these expectations. Hy-Line offers the layers that will thrive in these farms and provide clean eggs all laid in the nest.

Hy-Line delivers the bird of choice for any market. Our customers consider many factors when deciding the variety that best suits their business needs – birds with a calm temperament for countries that have implemented a full beak treatment ban, to an emphasis on laying hens that retain their feather cover, production efficiencies, egg quality and freshness of a Hy-Line white, brown and tinted egg, and more. Today, all Hy-Line varieties exceed expectations.

Hy-Line delivers superior egg quality, productivity and efficiency. Our experts in the field of genetic research continue to invest in the technologies that drive these traits to give you more eggs with each new generation of Hy-Line birds. We lead with innovative genetic excellence.

As always, I wish you all success in your businesses and a big thank you for your trust in Hy-Line. We always deliver...

Pullets being trained to jump to various levels in Hy-Line’s new aviary grow house.

Jonathan Cade, President, Hy-Line International
Hy-Line Celebrates Milestone at 2016 IPPE

Hy-Line marked a significant milestone at the 2016 IPPE in Atlanta, Georgia, USA – 80 years of providing genetic excellence to the worldwide layer industry.

During the expo, Hy-Line unveiled its new variety, appropriately named the W-80. It is a robust white egg layer for all housing systems and environments. Additionally, the company hosted a customer appreciation dinner to celebrate the anniversary during the first evening of the expo. During the dinner, Jonathan Cade, president of Hy-Line International, thanked the dedicated distributors, noting how they have played a major role in the company’s success. He then presented anniversary plaques to the distributors in attendance celebrating from 10-year to 35-year partnerships with Hy-Line in 2016.

“No other layer genetics company in the industry can match this achievement of longevity – celebrating eight decades of success,” said Cade. “It is our privilege to serve our customers and the global egg industry.”

Officials for IPPE reported more than 30,200 people attended the show, including 7,280 international visitors from 141 countries. The 2017 IPPE will be held 31 January through 2 February in Atlanta.
Hy-Line Around the Globe

India: Hy-Line Exhibits at Lucknow International Poultry Show

The egg layer market is growing quickly in India’s largest state, Uttar Pradesh, with encouragement and incentives from the state government. Hy-Line India is poised to meet the parent stock and commercial need.

Hy-Line India recently participated in the International Poultry Show in the Uttar Pradesh capital of Lucknow. Dr. Ramakrishna Balasubramanian, sales director for Hy-Line India, was pleased with the numerous inquiries for the Hy-Line W-36 and Hy-Line Silver Brown. The market in Uttar Pradesh is expected to produce 1.7 billion eggs for consumption per year.

Hy-Line representatives greeted guests at the International Poultry Show in Lucknow. Pictured, left to right: Yogesh Seth, Hy-Line commercial sales support in Uttar Pradesh; Dr. Ramakrishna Balasubramanian, sales director for Hy-Line India; Anil Ahuja, Hy-Line commercial sales support in Uttar Pradesh; and Yash Jaiswal, commercial manager for Aviagen India.

Egypt: Continual Management Education

Hy-Line and distributor Mipco Company hosted a seminar for more than 100 participants in February. The seminar featured Dr. Douglas Grieve, Hy-Line global technical services director, Marcus Kenny, Hy-Line nutritionist, Dr. Youssef Ibrahim, diagnostic lab consultant for Mipco, and Amine El Ghissassi, Hy-Line regional sales manager.

Participants learned ways to gain superior results with Hy-Line white-egg-layer varieties through management, nutrition and vaccinations. The group also gained insight on flock performance by viewing global flock data from the Hy-Line database.

Mipco has been a valued Hy-Line distributor for nearly 30 years.

Russia: Inaugural Seminar Sparks Interest

More than 70 egg industry specialists from Russia, Ukraine, Belarus, Kyrgyzstan and Uzbekistan participated in a technical seminar held in Suzdal, Russia. Hy-Line International, together with Association Vladzernoproduct PC, a distributor of Hy-Line Brown, hosted this first seminar in March to share knowledge for achieving excellent results with the Hy-Line Brown.

Among the attendees were Hy-Line distributors, their partners who work with the Hy-Line Brown, and some prospective customers.

Dr. Ian Rubinoff, technical services veterinarian and European account manager for Hy-Line, and Marcus Kenny, nutritionist for Hy-Line, delivered presentations on effective management, nutrition, lighting and vaccinations. The participants also reviewed flock performance data from Association Vladzernoproduct PC, PJSC Poultry Factory Borovskaya, N.I. Tkachev Joint Stock Company, Agrocomplex, and Schuchinskaya Poultry Farm to gain insight from results achieved in the region.

The success of the event created the desire to host similar forums in Russia annually.
Hy-Line continued to demonstrate its strong technical service in Latin America in March at the 2nd International Technical Conference hosted by Avicol S.A., Hy-Line’s distributor in Colombia and Ecuador. More than 80 poultry farmers from Ecuador gathered in Ambato to hear Hy-Line nutritionist Vitor Arantes and Hy-Line global technical services director Dr. Douglas Grieve discuss ways to achieve even higher performance with the Hy-Line Brown.

Ecuador: Technical Services Department Shares Knowledge

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China: Ningxia Xiaoming Expands

Ningxia Xiaoming Agriculture & Animal Husbandry Co., Ltd, a Hy-Line distributor in China for the past seven years, is expanding hatchery capacity at its Henan Lankao location this year. The hatchery, outfitted with hatchers and setters imported from Europe with the most up-to-date technology, will increase by 30 million chicks. Currently, Xiaoming Agriculture hatches 50 million chicks annually at this location. At full capacity, the company, as a whole, will produce in excess of 100 million female day-old chicks per year. This hatchery capacity is among the largest in the world.

“This expansion will enable us to meet the demands for high-quality day-old chicks and create value for our high-end customers,” said Mr. Wei XiaoMing, Chairman of Xiaoming Agriculture.

“It is our privilege to collaborate with Mr. Wei and Xiaoming Agriculture,” said Jonathan Cade, president of Hy-Line International. “We support and applaud Mr. Wei’s aggressive growth in the China market with the Hy-Line Brown. The new hatchery will assure day-old chicks of high quality to the Chinese egg producers.”

Ningxia Xiaoming Agriculture & Animal Husbandry Co., Ltd was founded in 1993. They produce Hy-Line parent stock and commercial day-old layer chicks.
New Hires and Promotions Bolster Hy-Line’s Ability to Serve Customers

Ken Kerr has been hired as the international flock performance database manager. His responsibilities include entering, analyzing and reporting flock performance data from Hy-Line’s flocks and those of its customers worldwide. He is based out of Hy-Line’s corporate office in West Des Moines, Iowa, USA.

“Ken’s expertise will bolster our efforts to benchmark Hy-Line layer performance throughout the world,” said Thomas Dixon, international sales and marketing director for Hy-Line International. “The data will allow our technical services veterinarians to recommend targeted approaches to assist our end customers to maximize our varieties’ genetic potential.”

Renata Casadei joins the Hy-Line International team as global logistics manager. Her responsibilities include coordinating logistics for Hy-Line International deliveries from the USA and Brazil production centers and assisting with the logistics for exports from the UK production center. She will be based out of Hy-Line’s production office in Dallas Center, Iowa, USA.

“Renata brings a strong knowledge and background in logistics to our global logistics and exports team,” said Jessica Boor, international quality and planning manager for Hy-Line International, who oversees the global exports team. “We are excited to take this step to centralize our logistics and exports and continually improve how we serve our customers.”

Hassen Masmoudi is the new technical services specialist for North Africa, West Africa and the Middle East. He will be based out of Tunisia.

“Hassen brings a strong knowledge and background in poultry and egg production, having managed Hy-Line Parent Stock layers for more than three and a half years,” said Amine El Ghissassi, regional business manager for Hy-Line International in North Africa, West Africa and the Middle East. “We are excited to offer local technical support for our customers in North Africa, West Africa and the Middle East.”

Mr. Masmoudi earned a degree as an engineer in animal production from Kef Agricultural High School.

New Product Update: Feeding Rapeseed Meal or Canola Meal to Hy-Line Brown and Hy-Line Silver Brown Hens

Did you know Hy-Line Brown and Hy-Line Silver Brown hens can be fed diets containing at least 24% double-low rapeseed meal or Canola meal without causing fishy taint eggs? This allows producers to use rapeseed meal in diets for these hens the same as they would for white laying hens.

To read more, see Feeding Rapeseed Meal or Canola Meal to Hy-Line Brown and Hy-Line Silver Brown Hens in the Product Information for both varieties at www.hyline.com.