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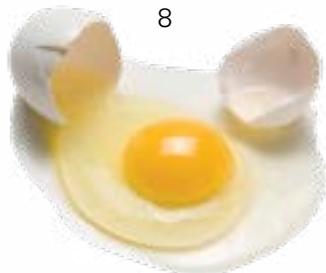
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## Hy-Line Makes History with New Breeding Program in India *International Bird Now Customized for India*

Unique challenges, unique conditions, unique climate. Each phrase describes the growing country of India. To meet these challenges, egg farmers in India require a bird that has been tested and proven locally.

To meet this need, Hy-Line International recently initiated a breeding program in India for the Hy-Line W-80, customizing this international bird for India. This new approach is the first of its kind in the nearly 85-year history of the Hy-Line genetics program.

“The Hy-line W-80 is on her way to becoming a unique Indian variety,” said Dr. Petek Settar, Hy-Line International’s Senior Geneticist leading the India breeding program. “We chose to begin our first genetics program outside of the USA in India for the unique conditions and great potential to feed the growing population.”



### Selected to Excel Locally

Hy-Line is genetically selecting a special version of the Hy-Line W-80 to excel under India’s unique conditions. The elite birds in the India genetics program are evaluated on their ability to achieve the preferred

local egg size, ever-increasing egg numbers, long persistency of lay and ideal onset of lay, with a continued commitment to superior shell quality late into lay.

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## Protect Your Profits

### *An Update from the President*

The highly pathogenic avian influenza (HPAI) has fundamentally changed the way the layer and poultry industries conduct business. We have witnessed how one outbreak of HPAI can cripple successful companies and destroy profitability. This demands a vigilant watch for those things that threaten the welfare of the birds.

Recent outbreaks of HPAI in Europe and other regions of the world, have again emphasized the critical aspects of biosecurity. Each one of us must have consistent implementation and total compliance in our biosecurity efforts. It can be nothing less. It requires the adoption of attitudes and behaviors of all involved to reduce risk. Biosecurity protects your investments and your profits.

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India continued from p. 1

## Bred and Adapted for Indian Conditions

The first genetics from the breeding program will be released to the market in early 2020. All orders for Hy-Line distributor, Srinivasa, will be supplied from this program.

“We are local, we are committed,” affirmed Jonathan Cade, President of Hy-Line International. We are targeting the right egg size for India and making the Hy-Line W-80 even more robust for local challenges. We succeed when the commercial layer farmer succeeds.”



Comparatively, the Hy-Line W-80 already outperforms the competition with longer laying cycles. Indian egg producers can maintain the W-80 with less feed than the competition. It means more profit for producers – more salable eggs with less money spent on resources.



Considering the projected increase in egg consumption in India and constraints in terms of availability of raw material to meet the growing demand, the Hy-Line W-80 is the best choice for the egg producer in India. This is the future for sustainable and responsible egg production.

**Hy-Line.**

**W-80**



## Hy-Line W-36 Remains No. 1 in Taiwan

Since 1974, the Hy-Line W-36 has dominated the Taiwan layer market. In fact, longtime Hy-Line distributor, Chensan Poultry Farm remains number one even today, with more than 50 percent share of the day-old-chick market.

“The W-36 fits the market requirements exactly in Taiwan,” commented David Lu, owner of Chensan Poultry Farm.

In a recent customer testimonial video posted on the Hy-Line International [Facebook](#) and [LinkedIn](#) pages, Mr. Lu said the W-36 has been an excellent variety for the last 45 years. He attributes this to the genetic progress in livability, feed efficiency, egg quality and especially egg size.

With the accelerated genetic progress across all lines of Hy-Line varieties, the W-36 will remain the layer of choice of the Taiwanese egg farmers ensuring profitability into the future.



## Charoen Pokphand Foods Plc Chooses Hy-Line Brown for Cage-Free Production

With increasing demand for cage-free eggs in Southeast Asia, Hy-Line distributor and major global player, Charoen Pokphand Foods Plc (CPF), has chosen the Hy-Line Brown for their cage-free egg production in Thailand. As featured in *Feed & Livestock Magazine*, CPF is using Hy-Line Brown “due to its all-around egg quality, exemplary Haugh unit, which is above 90%, and superior eggshell quality.”

The birds are kept to 72 weeks-of-age, as recommended by Thailand’s Egg Board. CPF’s current capacity of 20,000 birds each in three layer houses produces a sufficient supply of cage-free eggs to meet the needs of their customers. However, the company remains poised to increase production for future demand from consumers and the food industry.



Suresh Chitturi, Managing Director of Srinivasa Farms.

## Srinivasa Farms Managing Director Elected IEC Chair

Congratulations to Suresh Chitturi, Managing Director of Srinivasa Farms in India, for being elected Chairman of the International Egg Commission. He is the first Asian elected to this role. Srinivasa Farms, the Hy-Line distributor in India, is leading the way in Indian egg production with the Hy-Line W-80.



International Egg Commission



L-R: Departing IEC Chairman Tim Lambert congratulates new IEC Chairman Suresh Chitturi, Managing Director of Srinivasa Farms.

### Update from the President continued from p. 1

From the head office supporting biosecurity measures that reduce the risk of the introduction and spread of disease, to managers implementing those measures, to workers carrying out the procedures, biosecurity is the responsibility of each person involved. Improvements in biosecurity intended to protect against HPAI can also help against other diseases.

Hy-Line fully embraces key biosecurity procedures to ensure the health of our layers and day-old-chicks. We must protect our continuity of supply so that you, our customers, can receive high-quality chicks with accelerated genetic progress for even better increased profitability. Your success is our success.

Make sure to use the biosecurity resources available in our online Technical Library at [www.hyline.com](http://www.hyline.com). This technical library is one of the many ways Hy-Line delivers accelerated genetic progress in our drive for increased profitability for the egg farmers. The International Egg Commission's biosecurity checklist can also be downloaded there.

The future is bright with Hy-Line. I wish you success, and I thank you for your trust.



Jonathan Cade, President, Hy-Line International

*Jonathan Cade*



Hy-Line's online Technical Library contains a number of resources including posters and Technical Updates on various disease and management topics.

Hy-Line COMMERCIAL LAYER FARM BIOSECURITY	
<p><b>People:</b></p> <ul style="list-style-type: none"> <li>Restrict visitors, provide a questionnaire to ensure biosecurity compliance</li> <li>No outside bird contact for minimum of 3 days</li> <li>Provide shower or at minimum a change of clothes and footwear</li> <li>Visitor and employee vehicles park outside</li> </ul>	
<p><b>Clean Road:</b></p> <ul style="list-style-type: none"> <li>Feed, pullets, materials enter by clean road</li> <li>All vehicles go through truck wash</li> <li>Feed deliveries made outside farm perimeter fence</li> <li>Restricted access</li> </ul>	
<p><b>Feed:</b></p> <ul style="list-style-type: none"> <li>Good quality, tested feed ingredients</li> <li>Chemical or heat treatment of feed if needed for Salmonella control</li> <li>Avoid animal source proteins</li> <li>Control traffic and truck sanitation to mill</li> </ul>	<p><b>Farm:</b></p> <ul style="list-style-type: none"> <li>Perimeter fence around farm to exclude livestock and traffic</li> <li>Wild bird exclusion and deterrents</li> <li>Rodent and insect control programs in place</li> <li>Footbaths or shoe changes with Danish-style entry at each house</li> </ul>
<p><b>Equipment:</b></p> <ul style="list-style-type: none"> <li>Wall and floor surfaces should be easy to clean and disinfect</li> <li>Outside equipment must be disinfected before entering farm</li> </ul>	<p><b>Dirty Road:</b></p> <ul style="list-style-type: none"> <li>Used for manure, litter and moving out end-of-lay hens</li> <li>Dead bird disposal by rendering, incineration, or composting</li> <li>Wash manure handling equipment before and after each use</li> </ul>
<p><b>Farm Construction:</b></p> <ul style="list-style-type: none"> <li>Use smooth, impermeable materials whenever possible</li> <li>Build in drains for easy washing</li> <li>Use gravel or concrete outside the buildings to help prevent rodents</li> <li>Locate rearing farm away from laying farm</li> </ul>	<p><b>Water:</b></p> <ul style="list-style-type: none"> <li>Good quality and sufficient quantity</li> <li>Tested twice annually</li> <li>Water treatment as necessary</li> <li>Routine water line sanitation</li> <li>Maintain pH at appropriate levels</li> </ul>

For more information on biosecurity...



poultrybiosecurity.org



Hy-Line  
Biosecurity Poster



IEC Biosecurity  
Checklist

# Hy-Line Around the Globe



The Hy-Line team and San Fernando team pause for a photo during OVUM 2019 to commemorate the anniversary.

## Peru: San Fernando Celebrates 71st Anniversary

Hy-Line helped celebrate the 71st anniversary of San Fernando S.A., owner of the Peruvian Hy-Line distributor Produss, during OVUM 2019 in Lima. The Ikeda family and San Fernando have unfailingly given the Peruvian people high-quality, safe protein, including eggs from the Hy-Line Brown, for nearly 40 years.

This has contributed to Hy-Line achieving 50 percent marketshare in Peru. See more about San Fernando's success with the Hy-Line Brown on the Hy-Line International [Facebook page](#) and [LinkedIn page](#).



Tom Dixon, Hy-Line global sales and marketing director, discusses the Hy-Line W-80 at the Livestock Philippines Roadshow.

## Philippines: W-80 Message Reaches Hundreds

Layer farmers in the Philippines heard about Hy-Line's accelerated genetic progress and the improved W-80 layer best suited for the country during the Livestock Philippines Roadshow this November.



Miguel Fernandez (left), general manager of San Fernando S. A., and company owners, the Ikeda family, place candles on the cake honoring the significant anniversary milestone.



Jonathan Cade, president of Hy-Line, congratulates Fernando Ikeda, owner of San Fernando S.A.



*L-R: Melih Camci, shareholder and partner for Garanti Tavukculuk; Amine El Ghissassi, Hy-Line regional sales director for Africa, ME and Indian Sub-Continent; İbrahim Afyon, president of the Turkish Egg Association; Dr. Douglas Grieve, Hy-Line global technical services director; and Ömür Oral, shareholder and partner for Garanti Tavukculuk.*

## Turkey: Excellent W-80 Performance Shared at Egg Summit

Hy-Line distributor in Turkey, Garanti Tavukculuk, celebrated the excellent performance of the Hy-Line W-80 and Hy-Line Brown at "4. Yumurta Zirvesi", (4th Egg Summit) in Turkey. The summit included presentations by the Hy-Line team to the local industry leaders.



*İbrahim Afyon (L), president of the Turkish Egg Association, presents an award to Dr. Douglas Grieve, Hy-Line global technical services director.*



## China: Hy-Line Commits to Sharing Expertise

Hy-Line Chinese distributor, Huayu Agriculture and Science Technology Co. Ltd, and Hy-Line have signed an MOU with Chinese government officials demonstrating a continued commitment to feeding the world's largest population with an inexpensive and complete source of protein, the egg. In the MOU, Hy-Line agreed to provide its expertise in science, technology and innovation to help egg farmers achieve the best results from Hy-Line layers and to advance the layer industry in China.



*L-R: Peixin Liu, Executive Assistant, Huayu; Chairman Lianzeng Wang, president of Huayu; Wang Huiyong, Deputy Director of the Hebei Province People's Congress Standing Committee; Tom Dixon, Hy-Line global sales and marketing director; and Xuan Wang, Deputy Director of Administration for Huayu.*

# Hy-Line Hosts Inaugural European Technical School

Hy-Line recently hosted their inaugural European Technical School. The two-day school, held at the Hy-Line UK headquarters, attracted more than 50 Hy-Line parent stock and commercial layer customers using conventional, barn and free-range systems. The school highlighted Hy-Line's accelerated genetic program, along with a series of presentations from Hy-Line Technical Services and Research teams, as well as industry experts.

Speakers presented topics ranging from Hy-Line's recent genetic progress across all lines, welfare best practices and achieving the best performance of Hy-Line layers, to European disease management and a global disease outlook. The second day was devoted to workshops detailing chick quality, vaccine application, nutrition, poultry lighting and more.



Dr. Ian Rubinoff, Hy-Line's director of global technical services, stated, "Hosting the first Hy-Line European Technical School was a great step forward for our expanded technical service in the region. It was an excellent avenue for sharing knowledge to achieve great results from Hy-Line layers."



Attendees at the European Technical School participated in lectures and workshops, including feed quality and lighting.



Evening festivities included dinner, awards and a show at Warwick Castle.

# Better Feather Coverage with Hy-Line

Feather coverage is more than just appearances. It is a key component of profitability for the commercial egg farmer.

Hy-Line varieties are known throughout the layer industry to have superior feather coverage throughout the life of the bird. This equates to healthier appearance during production, better feed conversion and higher profits at the end of lay.

Achieving better feather cover is an enduring progression of selecting generation after generation for improved feather cover. Once achieved, it is hard for others to replicate. Since beginning field tests in the 1950s, Hy-Line has collected performance data from birds in family cages at the commercial level. For 60 generations of selections, Hy-Line genetics have been selected against feather pecking. For more than 25 generations, Hy-Line has selected against high residual feed intake, which is associated with poorer feather cover.

## Causes of Poor Feather Cover

Feather loss can occur naturally as part of a hen's aging, but there are many factors that can promote it. Direct reasons for feather loss include: feather pulling by the hen or by other birds, external parasite infestations (mites, fleas, etc.), mechanical abrasion, and molting (induced or spontaneous in old birds). It can be significantly increased by mechanical, nutritional, and environmental conditions, and by poor bird health, stress and antagonistic social interactions. Housing type and bird density are also important considerations.

Lighting programs, including light type, sources, photoperiod, and light intensity also must be managed properly to reduce feather loss.

### For more information on lighting programs...

See the "[Understanding Poultry Lighting](#)" technical update at [www.hyline.com](http://www.hyline.com).

## Healthier Appearance During Production

The Hy-Line varieties have healthier appearances in production systems. In countries with heightened awareness of animal welfare, the Hy-Line birds appear more animal welfare-friendly. This is especially important for cage-free and free-range systems. With feather pecking and aggression at a minimum in Hy-Line varieties, the birds maintain their feather coverage. Hy-Line birds receive better welfare audit scores for feather coverage and livability.

Feather coverage is also important in free-range birds to protect them from the sun and to reduce eggshell color fading.

## Better Feed Conversion

Birds lacking good feather coverage spend more energy trying to maintain body temperature in both cold and hot climates. This results in increased feed consumption and poorer feed conversion. With feed being the highest-cost input for layers, farmers need birds that will put energy into egg production, not thermal regulation.



*Hy-Line Brown layers in a free-range system, fully feathered at 84 weeks-of-age.*

## Higher Profits at End-of-Lay

In many countries, farmers earn higher value for their Hy-Line birds at end-of-lay due to better feather coverage. Markets in Asia, Africa and Latin America trade spent hens at live markets. For this system of trade, retaining an acceptable feather cover is an advantage, as it greatly influences buyer preference and price. Purchasers of end-of-lay hens prefer and will even pay a premium for a fully feathered bird. Additionally, poor feather coverage results in more scratches on the skin and IP or infectious process.

With the superior feather cover of Hy-Line varieties, farmers can have confidence they are getting the most from their Hy-Line birds for better profitability.



## Egg Drop Syndrome (EDS)

Egg Drop Syndrome (EDS), initially described in 1976, has since become an important cause of decreased egg production worldwide. It is a viral disease that is thought to have been introduced into chickens through a contaminated vaccine. This virus can be both horizontally and vertically transmitted, although horizontal transmission occurs slowly throughout the flock. EDS is characterized by egg shell abnormalities, including thin-shelled and shell-less eggs. Affected birds typically demonstrate no other signs of illness. Clinical cases have been reported in Europe, Asia, Africa, and Latin America, and more recently, sporadic cases have been described in North America.



An early sign of EDS is loss of shell pigmentation.

For more information...

The "[Egg Drop Syndrome \(EDS\)](#)" technical update is now available at [www.hyline.com](http://www.hyline.com).



## Accelerated Genetic Progress Enters Kazakhstan

Hy-Line's accelerated genetic progress is reaching around the world, including Kazakhstan. Recently, LLP Plemptitsetorg, a privately held company in the Karaganda region of Kazakhstan, received their first flock of Hy-Line W-80 parent stock.

Company co-owners Alexandr Lorenz and Maxim Bozhko say they chose Hy-Line because, "Today, it is not only the world's oldest layer genetics company, but it is the industry leader in all facets. Its progressing research program guarantees increased egg production, greater disease resistance, improved egg quality and superior livability."

LLP Plemptitsetorg has a current capacity of 1,000,000 layers. Their goal is to increase capacity to produce 5 million day-old-chicks annually to supply market needs in Kazakhstan, Russia and other central Asia neighboring countries.



L-R: Vitaliy Goncharenko, Hy-Line regional business manager for CIS countries; Jonathan Cade, Hy-Line president; Maxim Bozhko, co-owner of LLP Plemptitsetorg; and Tom Dixon, Hy-Line global sales and marketing director.

The market in Kazakhstan produces 4.4 billion eggs per year – 80% white and 20% brown.

## Visit Hy-Line International on Social Media

Get the latest news and updates from Hy-Line International. Follow us on [Facebook](#), [LinkedIn](#) and [WeChat](#).



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