

DUCKS INTERNATIONAL

Cherry Valley Farms Newsletter

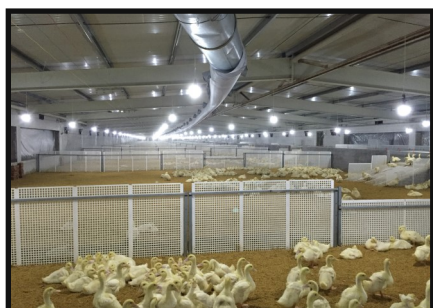
March 2016



Challenge and Opportunity

2016 is a year of challenge and opportunity for the world duck industry.

AI outbreaks in Europe and other parts of the world in 2015 have considerably interrupted the supply chain of duck production. The economic slowdown in China has affected duck consumption in the biggest duck market of the world. Feed and commodity price fluctuation has added further uncertainty to the industry.



At the same time, the global duck industry is also witnessing many dynamic developments in various emerging duck markets, particularly in the Far East, and is experiencing a period of intensive industrialisation in this part of the world. These developments will result in an upturn in demand for more efficient breeding stock that gives consistent high performance. As their standard of living improves, consumers will look for duck products that caters for their dietary traditions. To satisfy these demands Cherry Valley is strengthening its supply position with three strategically located production centres for its flagship SM3 breeding stock.

In 2016 Cherry Valley will offer a major product upgrade in China market, with more emphasis on feed efficiency and production cost without compromise to the

breeding performance. The market will enjoy the full benefits of the new product upgrade through the year to come. The full selection programme at Cherry Valley China operation has enabled the company to maintain breeding stock supply to the biggest duck market without interruption caused by export restrictions and to develop a product with unique characteristics. The operation has also upgraded its trial facilities at the test farm in Shandong province to support the genetic programme and optimise the management technology (see pictures below).



Cherry Valley Germany operation has expanded and upgraded its production facilities to cater for an evolving European duck industry. UK operation has streamlined and enhanced the selection programme to increase the pace of genetic progress.

We anticipate a challenging but exciting year in 2016.

Signature



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- Recent visitors and exhibitors
- Dr Rae— Genetics update
- New team members
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Cherry Valley stand at the China Poultry show



1- Martijn and Marko from Dekkers delivering ducklings to Ramaevskoye

2- Norbert Winkler and Nick Lynn with the VIV Moscow show stand



3- Dr Yan & Nick Lynn with Miss Oanh from P&N Agro and colleagues from Dai Xuyen Duck Breeding Company in Vietnam

4- Andrew McBride and Victor Lothian from Luv-a-Duck Australia with Cherry Valley colleagues

5- Visitors from Tranzit Ker with Cherry Valley colleagues

6- Norbert Winkler and Nick Lynn with Khun Yotin and CPF colleagues in Thailand



7- Cherry Valley Younghae Kwon and Mr B E Kim of TKDA

8- Group photo with international colleagues at VIV Bangkok

9- Chong Kean Min from Xoon Hup receives his Cherry Valley diploma from Malcolm Stimpson in Kuala Lumpur

10- Nu, Rit and Su from CPF Thailand with Pam Cousins from Cherry Valley

11- Hatching eggs arriving in Indonesia

12- Visitors from Malaysia and Philippines with CVF colleagues



Boh Kee Yook who is a key member of our technical support team meeting day old ducklings at Kuala Lumpur Airport.

Boh is spraying the day olds with water and checking chick quality to improve hydration and ensure the ducklings arrive with our customers in the best possible condition.





Progress through technology– performance objectives

Pedigree breeding requires a significant and long term financial commitment to enable the continual improvement in breeding stock to be maintained. The investment provides a return in terms of progress towards more meat from less feed, while maintaining a balance of traits that best fit market conditions. Large numbers of ducks are screened for multiple traits throughout their lifecycle, and just a small percentage of the best are selected for breeding of the next generation.

Pedigree breeding involves the recording of individual bird performance – growth rate, feed conversion, meat development, egg production, fertility and health status, which can then also be related to siblings and families. Drawing all of this information together is a complicated task that requires a dedicated team lead by skilled geneticists. It allows historic family performance to influence the breeding value of the individual, so that fast progress can be made in growing traits – growth rate, feed conversion and meat yield - without the risk of compromising reproductive traits – duckling numbers, cost or quality. The lower cost option of “Mass Selection” does not offer such benefits.



Dr Anne Rae - Head of Genetics

Cherry Valley Farms was established by Sir Joseph Nickerson to turn cereals into duck meat as efficiently as possible, and that focus on feed efficiency remains central to the company's business strategy. Feed is the biggest single cost for every kilogram of duck meat and reducing the feed conversion ratio in all livestock generations has a major impact on improving its profitability. All livestock companies face the same pressures and in emerging markets, where the population aspires to eat more meat, the amount of duck produced per kilogram of feed used drives the development of the local industry.

Cherry Valley invested in innovative feed station technology to allow the electronic capture of every meal eaten by each pedigree bird in the selection programme. The system consists of state of the art RFID-technology for contactless identification of each duck and industrial high-tech weighing equipment to accurately and reliably record individual feed intake.

MEDIUM



Parent

Egg Production	Hatchability
Mature Liveweight	Dayold Production
♂ 3.90 kg ♀ 3.20 kg	244 in 50 week lay
Egg Production	Average Fertility
296 in 50 week lay	95%
Settable Eggs	Average Hatchability
98%	85%
	Breeding Efficiency
	3.25 dayolds per week of life

Commercial

Growing Performance	Carcass Quality
Liveweight at 42 Days	Breast Meat at 42 Days
3.45 kg	18.3%
Feed Efficiency at 42 Days	Breast Fillet at 42 Days
1.92 :1	25.6%
Liveability	Skin and Fat at 42 Days
98%	28.8%

The Cherry Valley breeding programme has resulted in large, robust ducks with good liveability that can be killed at different ages to meet the market weight range. The high reproductive performance of GPS and PS results in low chick cost at each genetic level. Each generation of selection in pure lines has produced a 1-2% improvement in all traits for which selection takes place.

Cherry Valley has successfully applied a disciplined and sophisticated pedigree selection programme to its Pekin stock lines for more than 50 years. The programme has resulted in the production of a range of hybrid commercial birds that are very efficient in terms of FCR and also very robust in terms of their liveability under normal commercial growing conditions. The programme is ongoing but with the incorporation of new technologies that allow greater accuracy and with higher populations under selection which in turn enables faster progress. The search for an incorporation of further new and innovative selection technologies is also ongoing.

HEAVY



Parent

Egg Production	Hatchability
Mature Liveweight	Dayold Production
♂ 4.25 kg ♀ 3.20 kg	241 in 50 week lay
Egg Production	Average Fertility
296 in 50 week lay	93%
Settable Eggs	Average Hatchability
97%	84%
	Breeding Efficiency
	3.21 dayolds per week of life

Commercial

Growing Performance	Carcass Quality
Liveweight at 42 Days	Breast Meat at 42 Days
3.55 kg	17.2%
Feed Efficiency at 42 Days	Breast Fillet at 42 Days
1.88 :1	24.8%
Liveability	Skin and Fat at 42 Days
98%	29.3%



New faces at Cherry valley

Pam Cousins has joined the team as a Trainee Technical Manager, having recently graduated from Harper Adams University with a degree in Bioveterinary science. Pam has a background working in the poultry industry in Australia and New Zealand after which she completed a dissertation looking at improving the quality of day old chicks when they arrive on customer farms, already Pam has been increasing the use of data loggers to look at journey temperature and humidity profiles. These results are analysed and sent straight back to the customer.



Emily Jackson carried out her undergraduate degree at Newcastle University where she studied Animal Science. She then joined Cherry Valley as a Trainee Geneticist for one year before going to the University of Edinburgh to study a MSc in Quantitative Genetics and Genome Analysis. Her thesis there focussed on assessing whether there was a genetic component to the malady ascites. After completing the MSc, she has now returned to the Cherry Valley genetics team, where her role includes carrying out genetic selections on pedigree lines, analysing relevant data and assisting with research and development related trials.



Come and visit us at

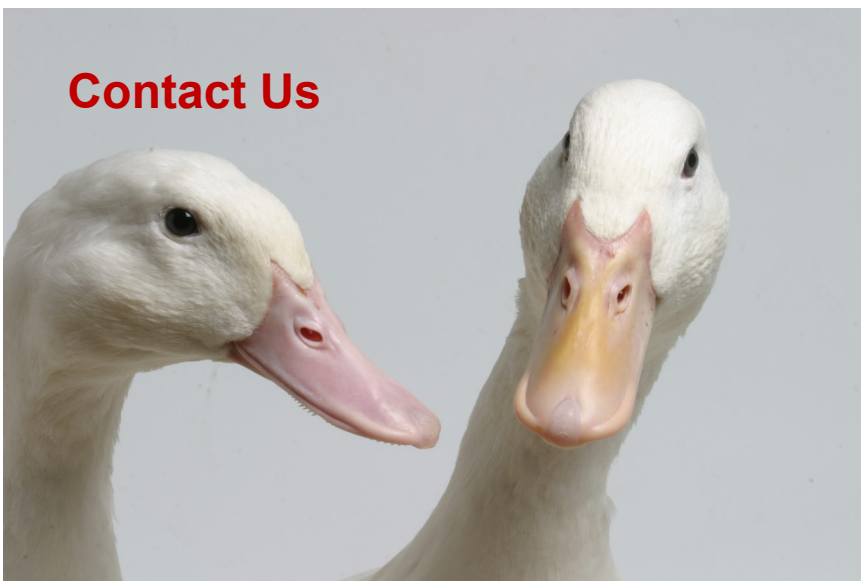
Ildex Asia, Ho Chi Minh City, Vietnam
March 23rd to March 25th 2016



EuroTier, Hannover, Germany
November 15th to November 18th 2016



Contact Us



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Cherry Valley Farms - Serving the Duck Industry of the World



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