

We look forward to meet you. *Vitamex* offers a total package for your feeding program. Not only with a suitable feed, but also with professional advice for an optimised feeding strategy. You will see, our knowledge and our productrange guarantee an optimum feed intake, a healthy gutflora and a continuous growth of your animals. Also interested in safe and cost efficient feeding strategy? Meet us rapidly! Contact us for further information. Because also for you we have the solution.

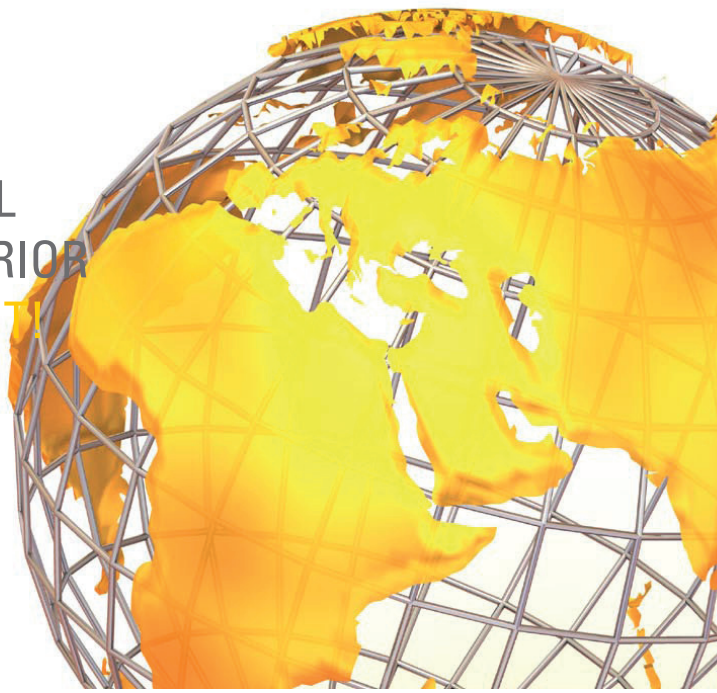
VITAMEX N.V. **+32 (0)9 280 29 00** ● **www.vitamex.com**

vitamex
safe & innovative nutrition

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

SALMET®

YOUR PROFESSIONAL PARTNER FOR SUPERIOR POULTRY EQUIPMENT!











SALMET has been manufacturing, since 1961, highly performing poultry equipment. The superior quality of the materials used, combined with legendary German precision and craftsmanship, creates a product that guarantees long lasting and reliable performance with minimum maintenance and low energy requirements. Prior to series production all SALMET products undergo extensive field tests of function, reliability and efficiency. SALMET is a well worldwide known manufacturer of:

- Rearing cages (for day-old chicks and pullets)
- Laying cages
- Composting units
- Layer breeder cages
- Broiler cages
- Alternative (nest) systems
- Manure drying tunnels

INNOVATIVE IDEAS AND SOLUTIONS
QUALITY
FOR SUPERIOR POULTRY EQUIPMENT

www.salmet.com

North America:
Salmet International
PO Box 177
Raymond, OH 43067 USA
PH: (937) 358-2260
kim.horch@salmet.us

Europe:
SALMET Poultry Equipment B.V.
Rijksstraatweg 324 D III
NL-2242 AB Wassenaar
The Netherlands
office@nl.salmet.com

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Do you know how much poor Intestinal Integrity can weigh down performance?



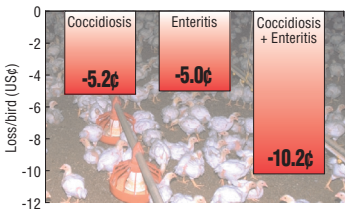
Take this simple quiz.

1 Poor Intestinal Integrity from coccidiosis and bacterial enteritis can result in losses (US$) of up to:

A. 5.5¢/bird
B. 7.4¢/bird
C. 10.2¢/bird
D. 12.3¢/bird

C. 10.2¢/bird.[1,2] The intestinal tract drives bird growth and performance, so good Intestinal Integrity is key for efficient growth and profitability.

Cost of poor Intestinal Integrity



The cost of poor Intestinal Integrity caused by coccidiosis[1] and bacterial enteritis[2] adds up quickly—to as much as US10.2¢ for a 2kg bird.

2 True or False: Coccidiosis is unrelated to bacterial enteritis.

False. Coccidiosis ***increases*** the risk of bacterial enteritis. When coccidia attack and damage the intestine, mucus production increases.[3] The additional mucus provides an ideal environment for *C. perfringens*, which causes bacterial enteritis.

3 Which of the following signs indicate poor Intestinal Integrity?



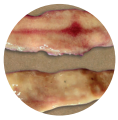
A. Feed passage



B. Wet litter



C. Diarrhea



D. Thin, watery gut

E. Any of the above

E. Any of the above. To limit performance losses from poor Intestinal Integrity, growers should watch for these signs and take action quickly if they appear.

4 Which type of anticoccidial offers the best balance of bird health and performance?

A. Chemical anticoccidials
B. Coccidiosis vaccines
C. Ionophores

C. Ionophores. Chemical anticoccidials work well for severe challenges, but extended use can result in increased resistance. Coccidiosis vaccination can actually increase the risk of bacterial enteritis and compromise Intestinal Integrity due to the damage coccidia inflict on the intestinal tract.[4] Because ionophores control coccidia while also allowing natural immunity, they can prevent coccidiosis, protect Intestinal Integrity and reduce resistance concerns associated with chemicals.[5]

5 True or False: It takes more than medication to deliver superior Intestinal Integrity.

True. Medications can treat disease, but for maintaining superior Intestinal Integrity in your birds—which can optimize profitability—you can depend upon the resources of Elanco. From technical expertise and diagnostic tools to its proven products, Elanco leads the industry in helping to ensure Intestinal Integrity for millions of birds worldwide. Contact your Elanco sales representative for further information on managing Intestinal Integrity.



Trusted solutions for superior Intestinal Integrity.

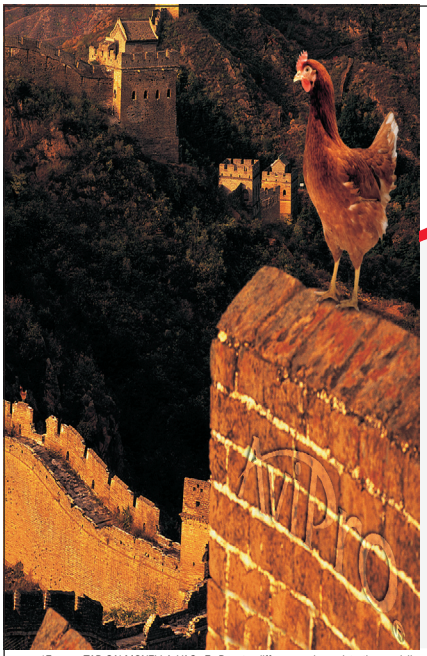
[1] Williams, R. A compartmentalized model for the estimation of the cost of coccidiosis to the world's chicken production industry. *Int. Journ. of Parasitology*, 29(8), 1999.
[2] van der Sluis, W. Clostridial enteritis is an often underestimated problem. *World Poultry*, 16(7), 2000.
[3] Hoerr, F. Intestinal integrity and the impact of losing it. *World Poultry*, 17(7), 2001.
[4] Mathis, G. Coccidiosis control programs used in commercial poultry production. *Proc. Joint Meeting of AAVP and ASP*, 2004.
[5] Tice, G. Personal interview, 2004.

Elancoban® is a trademark for Elanco's brand of monensin sodium.
Maxiban® is a trademark for Elanco's brand of narasin and nicarbazin.
Monteban® is a trademark for Elanco's brand of narasin.
Elanco®, Elancoban®, Maxiban®, Monteban® and the diagonal color bar are trademarks of Eli Lilly and Company.
© 2005 Elanco Animal Health. All rights reserved.

ELANCO™

www.elanco.com

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



FOR LONG-LASTING PROTECTION

AviPro®

SALMONELLA VAC E*

- High Immunogenicity – imitates natural route of infection
- Drinking water: easy and cost-effective alternative to injections
- **Does not survive in the environment**
- Does not interfere with monitoring programmes and management practices
- For commercial layers, broilers and breeders



AviPro®
THE AVIAN PROFESSIONALS

*Former TAD SALMONELLA VAC® E. Due to differences in registration and licensing processes for each different country, the product may not be under the new name in certain areas.

AviPro® SALMONELLA VAC E – Live, attenuated vaccine for poultry against Salmonella Enteritidis infections. For administration via drinking water. One dose contains at least 10^8 cfu attenuated Salmonella Enteritidis bacteria, strain Sm24/Rif12/Ssq. **Indications:** Active immunisation of susceptible chickens against Salmonella Enteritidis infections. **Directions for use:** Breeders and Commercial Layers: Administer 1 dose per bird at the first day, 6th week and 16th week of life. Broilers*: One vaccination at first day of life (* broiler claim not in all countries).

LOHMANN ANIMAL HEALTH GmbH & Co. KG
Heinz-Lohmann-Str. 4 · 27472 Cuxhaven · Germany · Tel. +49 4721 - 747 0 · Fax +49 4721 - 747 105 · www.lah.de

LAH
LOHMANN ANIMAL HEALTH

Aviagen™ Turkeys

Developing breeding stock for the global turkey market

Aviagen Turkeys includes the leading brands of B.U.T. and Nicholas to offer the right choice for your market.

"The spirit of innovation lives on"







Aviagen Turkeys Limited
Chowley Five, Chowley Oak Business Park
Tattenhall, Cheshire CH3 9GA
Tel: +44 (0)1829 772020

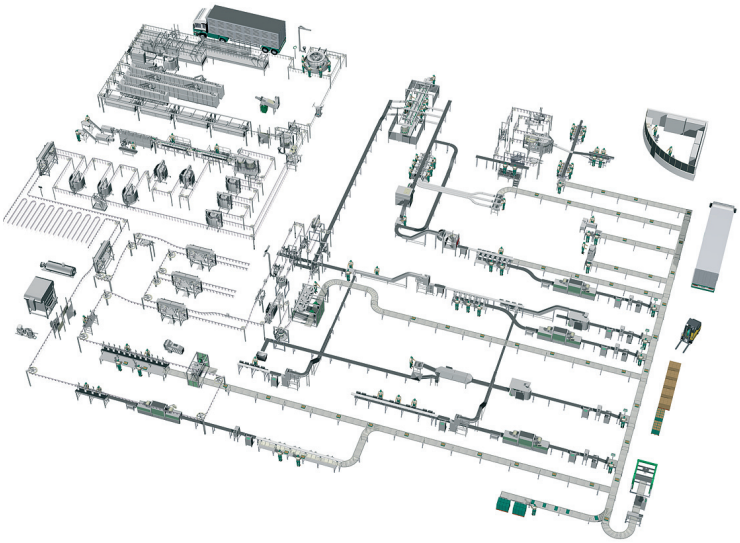
www.aviagen.com

B.U.T.

Nicholas

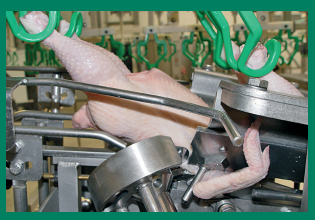
https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Meyn,
the elements of **success**



Meyn Food Processing Technology B.V. is the reliable and committed partner of renowned poultry processing companies in over 90 countries world wide. Meyn is widely recognised for its ability to support its customers in their ambition for higher capacity and increased yield and efficiency. Meyn's equipment has proven to maintain its high- level performance under a wide variety of line speeds and bird sizes, allowing its customers to achieve top-level productivity with an absolute minimum of labour.





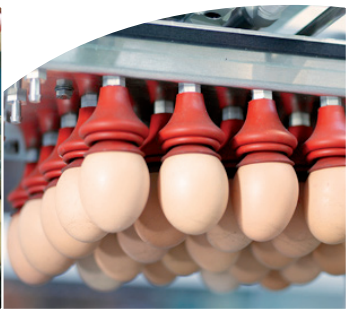


Meyn Food Processing Technology B.V.
P.O. Box 16, 1510 AA Oostzaan
The Netherlands
T: +31 (0) 75 684 3355
F: +31 (0) 75 684 4150
I: www.meyn.nl

meyn
Poultry Processing Solutions

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



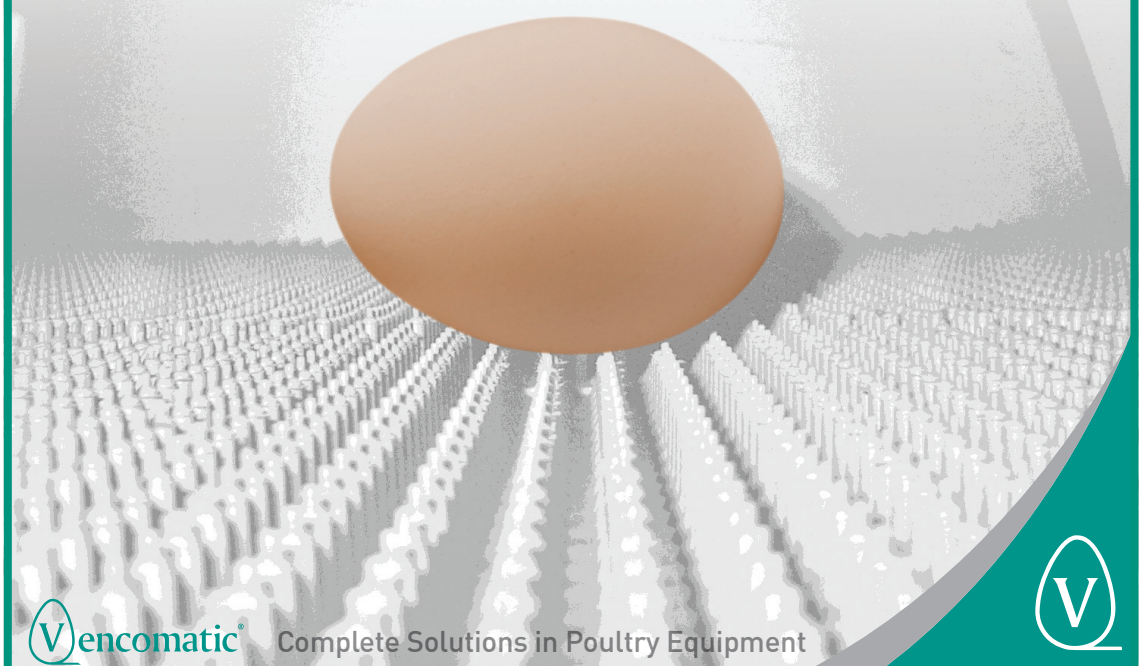


Managing Perfection

Improve the quality of your hatching eggs

The hatching egg that has just been produced is perfect. But how do you make sure that this hatching egg stays perfect? That it is not too warm, that it stays clean and without cracks? In short, how do you manage the perfection of your hatching eggs? Ask Vencomatic. As the marketleader in managing perfection of hatching eggs they know how.

Call us for an appointment: +31 (0)497 – 517380
or visit our website www.vencomatic.com



Vencomatic® Complete Solutions in Poultry Equipment

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



Total birth control – with Petersime

The hatching of eggs is a fragile business. A crack in this complex process can seriously disrupt your planning and, therefore, your profitability. Consequently, it is essential to have a partner that you can trust implicitly.

For more than 50 years, Petersime has been the undisputed world leader in incubators and hatchery systems. With a worldwide network of distributors in more than 70 countries, we have established a unique reputation as a specialist who knows your business inside out and delivers total solutions in accordance with your needs.

Petersime develops both conventional multi-stage incubators as well as integrated "all in - all out" solutions, such as the Airstreamer™ range with Bio-Response Incubation™. This revolutionary technology constantly monitors and controls the incubation process focussing on optimal embryo development. Whichever system you choose, all Petersime solutions are designed with one single objective in mind – top grade chicks yielding maximum profit.

Add to that our active on-line service, on-time delivery and rapid start-up, plus the professional advice of enthusiastic distributors and you will soon see the benefits.

For more information, contact your local distributor via www.petersime.com or Petersime NV, Centrumstraat 125, 9870 Zulte (Olsene), Belgium, T +32 (0)9 388 96 11

PETERSIME
Incubator Innovator

Vandekerckhove&Devos

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

There's an Alltech solution ...naturally



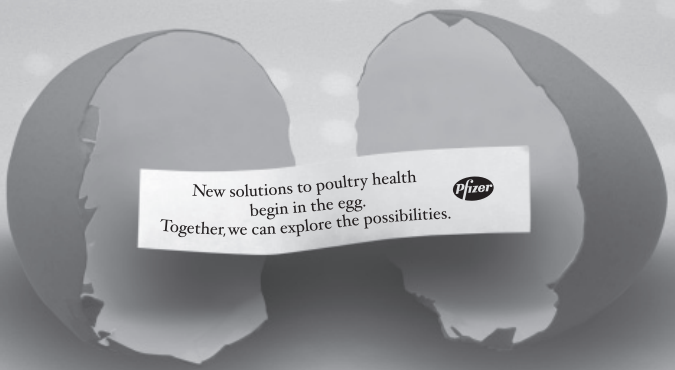
Healthy birds bring healthy returns

That's why poultry producers worldwide look to Alltech® products to boost bottom line margins through optimized fertility, hatchability and chick quality; optimized feed efficiency, meat yield and meat quality; and better overall bird health.

Alltech's cutting-edge brands — Sel-Plex®, Bio-Mos® and Bioplex® Minerals — set a unique example of how all-natural technologies backed by dedicated research can help move your poultry production forward.

Alltech®

www.alltech.com



Think beyond the shell.

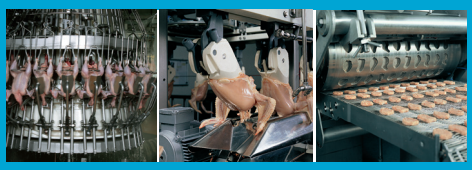
Poultry health begins in the egg, but it doesn't stop there. We can create a whole world of possibilities when we think beyond current products, to integrated solutions.

For more information: Phone: USA 1-800-849-3372 International +1-919-941-5185

embrexINOVOJECTsystems embrexINOVOJECTsystems VACCINE SAVER embrexINOVOJECTsystems EGG REMOVER embrexINOVOJECTsystems CHICK COUNTER embrexINOVOJECTsystems ER HEARTBEAT Bursaplex INOVOCOX

Pfizer Animal Health 1040 Swabia Ct. Durham, NC 27703-8481 www.embrex.com ©2007 Pfizer Inc. All rights reserved.

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



When it comes to technology... Stork knows how

Stork is a full line supplier of sophisticated poultry processing systems and further processing systems. Stork has the know-how, experience and organisation to be at the service of the worldwide poultry processing industry. No matter whether broilers, layers, turkeys, ducks or geese are concerned.

Next to poultry processing systems one of the key areas is the development and manufacturing of further processing systems to process meat, potato and fish products into semi finished, convenience food and meal component items.

The product range includes highly innovative equipment for the total process, e.g.:

- Live bird supply systems
- Evisceration
- Cut up and deboning equipment
- Forming, coating and heat treatment
- Logistic, quality and information control systems



Stork Food Systems
P.O. Box 118
5830 AC Boxmeer
The Netherlands
P: +31 (0)485 586111
F: +31 (0)485 586222
E: info.foodsystems@stork.com
I: www.storkfoodsystems.com

We believe in taking processing further

STORK® *knows-how*

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

SPECIAL NUTRIENTS INC.

The mycotoxin specialist for 20 years

MYCO-AD

In Vivo trials with statistical results

AFLATOXIN
LIVER

OCHRATOXIN
KIDNEY

T-2
ORAL LESIONS

SCIENTIFIC = 2.5 Kg/Mt = COMMERCIAL



2766 Douglas Road
Miami, Florida 33133 USA
Tel. (305) 857-9830
Fax. (305) 857-6973
worldwide@specialnutrients.com

MYCO-AD A-Z

Certified efficacy per shipment
In Vivo trials with statistical results

FUMONISIN
LUNGS

ZEARALENONE
REPRODUCTIVE ORGANS

DON + ZEARALENONE
FCR/DWG + REPRODUCTIVE ORGANS

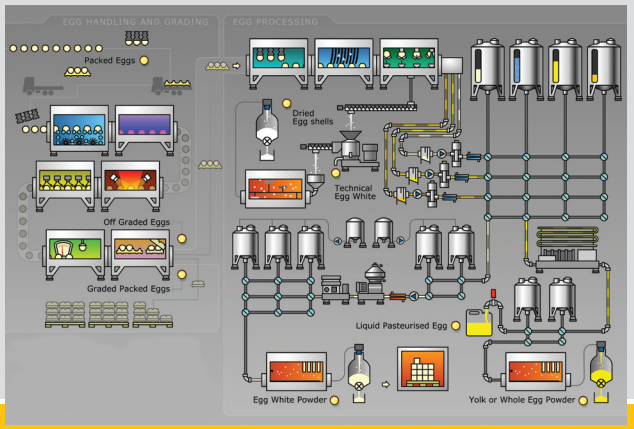
T-2
ORAL LESIONS

SCIENTIFIC = 1.0 Kg/Mt = COMMERCIAL

The Global Supplier for
Egg Handling and Processing

SANOVO ENGINEERING
STAALKAT INTERNATIONAL

- Farmpackers
- Egg Graders
- Hatchery Machines
- Palletizing Systems
- Egg Loaders
- Tray Washers
- Egg Breakers
- Egg Dryers
- Egg Pasteurisers
- Egg Boiling/Peeling Systems



www.sanovoeng.com · www.staalkat.com

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Challenge our fans for



all ventilation concepts

Multifan

Vostermans Ventilation

The Netherlands - T: +31-77-389 32 32 - E: ventilation@vostermans.com - I: www.vostermans.com

BioChek

BETTER DIAGNOSTICS FOR BETTER RESULTS

ELISA TESTS MAKING THE DIFFERENCE !

BioChek is a Leading Manufacturer of ELISA -based Avian Diagnostics.

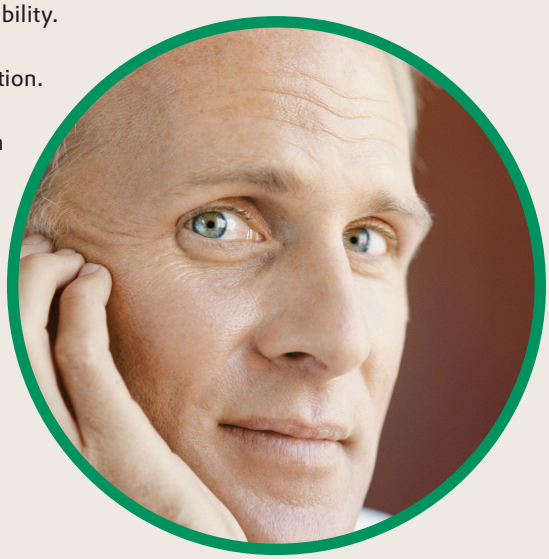
Ask for our UNIQUE QUALITY SYSTEM !



https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Do you really know AMINO?

Turn our knowledge into your profitability. Evonik provides you with all four essential amino acids for animal nutrition. But just as importantly, our range of AMINO TOOLS provides you with everything you need to maximize efficiency. That we know.



- AMINO Lab®
- AMINO NIR®
- AMINO Sys®
- AMINO NEC™
- AMINO Q®
- AMINO Dat®

Headquarters
Evonik Degussa GmbH
feed additives
Rodenbacher Chaussee 4
63457 Hanau-Wolfgang, Germany
PHONE +49 6181 59-2256
FAX +49 6181 59-6734
www.aminoacidsandmore.com

Europe & Middle East Africa
+49 6181 59-6766
Latin America +49 6181 59-6761
North America +1 678 797-4300
Asia North +86 10 65 87-5300
Asia South +65 6890-6861

Evonik. Power to create.

Degussa is now Evonik.

Evonik Industries is the new creative leader in specialty chemicals. Our essential solutions are based on 160 years of knowledge. Customers in more than 100 countries count on Evonik experts to think outside the box and deliver industry-leading performance.

www.degussa-is-evonik.com

EVONIK INDUSTRIES

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



Nobilis® a *trusted* name in poultry vaccines

Infectious diseases can have a dramatic negative effect on flock performance and profitability. For decades Intervet has been a trusted partner in poultry production, delivering safe, effective and innovative disease solutions.

The Nobilis range of live and inactivated vaccines protects against a wide range of viral and bacterial diseases.

Vaccines such as Nobilis E.coli, Nobilis Salenvac T and Nobilis IB 4/91 have revolutionised poultry health worldwide, making the industry less vulnerable to risk whilst safeguarding profitability.

Intervet's continued commitment to research guarantees future vaccine development, which will protect your assets against the challenges of current and future disease threats.

Intervet International bv • P.O. Box 31 • 5830 AA Boxmeer • The Netherlands
Phone: +31 485 587600 • Fax: +31 485 577333 • E-mail: info@intervet.com • www.intervet.com

intervet

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

DSM Products

UNLIMITED INNOVATION

AT DSM NUTRITIONAL PRODUCTS WE ARE DEDICATED TO BRINGING VALUE TO THE POULTRY INDUSTRY



- **VITAMINS**
  - ROVIMIX®
  - STAY-C®
  - HY•D®
- **CAROTENOIDS**
  - CAROPHYLL®
- **ENZYMES**
  - RONOZYME®
  - ROXAZYME®
- **EUBIOTICS**
  - CYLACTIN®
  - CRINA® Poultry
- **TRACE ELEMENTS**
  - VEVOMIN™
  - MICROGRAN®
- **PREMIXES**
  - ROVIMIX®
  - OVN™

DSM Nutritional Products offers a comprehensive range of high-quality products and innovative solutions for the poultry industry to help our customers to meet the ever-increasing expectations of consumers.

Today and into the future, our commitment to the Poultry Industry is unlimited.

DSM Nutritional Products Ltd.
P.O. Box 3255, CH-4002 Basel
Switzerland

www.dsmnutritionalproducts.com

Unlimited. DSM

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

A healthy gut for top performance!

Healthy gut - strong chick!



Biomin® PoultryStar is a well defined, multi-strain symbiotic product that promotes a beneficial gut microflora through the combined action of prebiotic and probiotic. Thus, feed energy is available for performance.

BIOMIN Holding GmbH
Industriestrasse 21, 3130 Herzogenburg, Austria
Tel: +43 2782 803 0, Fax: +43 2782 803 30
e-Mail: office@biomin.net

Trials and more information you will find at:

www.poultrystar.biomin.net



Aviagen™

Aviagen is the world's leading poultry breeding company.

Through innovation and technology, Aviagen provide customers with products and services creating value and delivering opportunities.

ROSS B.U.T. Nicholas

Newbridge, Midlothian, EH28 8SZ, Scotland, UK
tel: +44 (0) 131 333 1056 • **fax:** +44 (0) 131 333 3296
email: infoworldwide@aviagen.com

Cummings Research Park
5015 Bradford Drive, Huntsville, Alabama 35805, USA
tel: +1 256 890 3800 • **fax:** +1 256 890 3919
email: info@aviagen.com

www.aviagen.com

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

MOBA

Moba in Barneveld, the Netherlands, is the largest manufacturer of egg grading and egg packing machines in the world. Moba has an excellent reputation to live up to when it comes to inventive solutions for making egg grading and packing faster and more efficient.

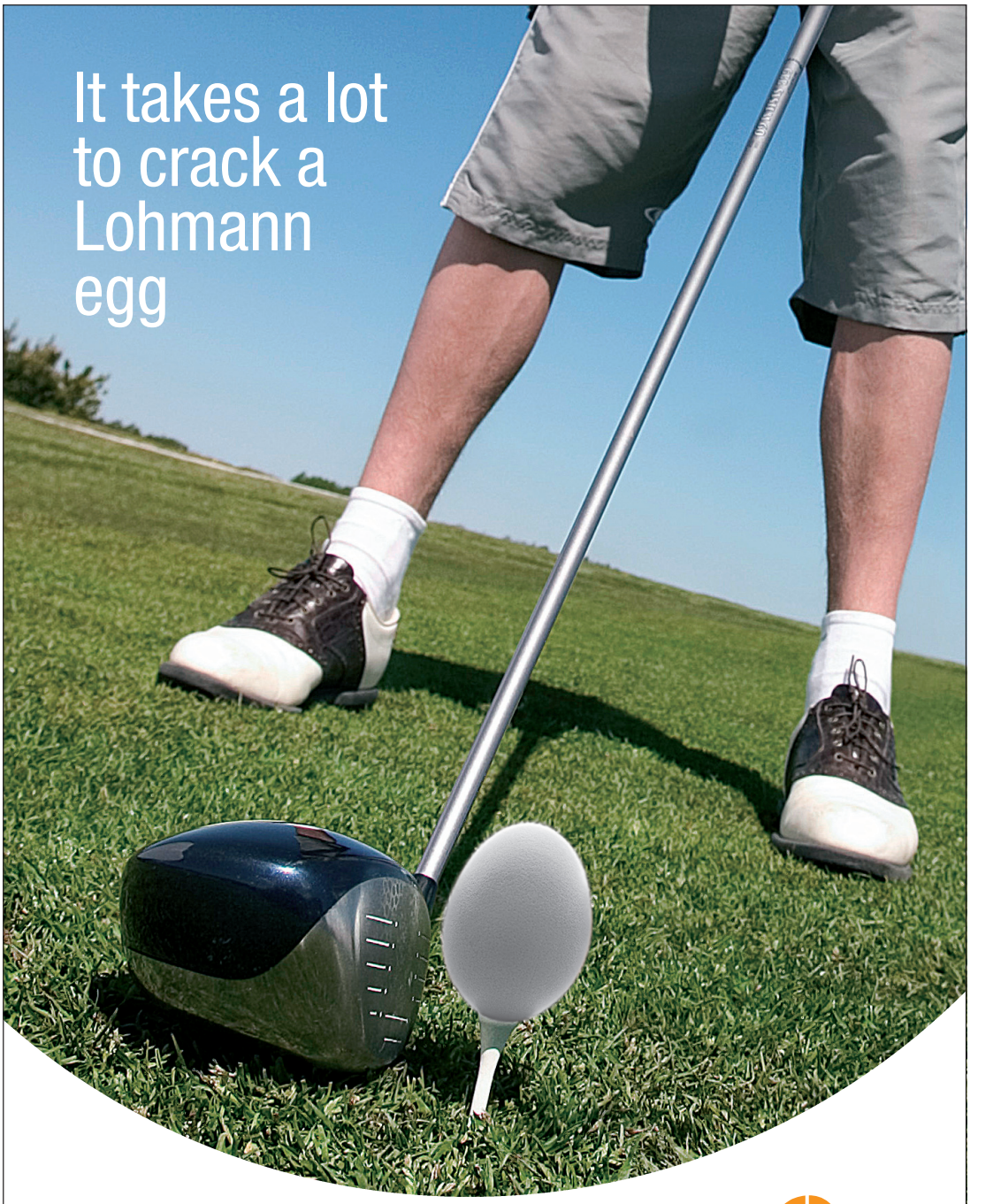
EGG HANDLING FROM 1.600
UP TO 180.000 EGGS PER HOUR



THE PARTNER FOR PROFIT

For worldwide offices and agents' network, please look at www.moba.nl

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



Lohmann Tierzucht GmbH · Am Seedeich 9–11 · P.O.Box 460 · D-27454 Cuxhaven
Germany · Phone +49 4721-5050 · Fax +49 4721-38852 · www.ltz.de · info@ltz.de

LOHMANN
TIERZUCHT

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

TOTAL NUTRITION

FEEDING ANIMALS FOR HEALTH AND GROWTH



TOTAL NUTRITION®
feeding animals for health and growth

Kemin's TOTAL **NUTRITION** programme helps the animal feed industry dealing with the challenges it is facing today

TOTAL **NUTRITION** considers both the nutrient levels in the feed and the nutricines in order to achieve good growth performance by healthy animals in a profitable way.

This yields safe food products and reduces environmental impact.

Call your Kemin representative to learn more about the advantages of TOTAL NUTRITION or visit www.kemin.com

KEMIN® INSPIRED MOLECULAR SOLUTIONS™

The missing piece of your
SALMONELLA
control program

CITREX

POWDER

Layinex
Digestor Broiler
Digestor Pig

LIQUID

Bioclean
Ecoclean
Citroclean

Citrex INC 2766 Douglas Rd. Miami, Florida 33133 USA Tel: (305) 857-9830 Fax: (305) 857-6973 WWW. ULTRABIOTIC.COM

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Stressed by high feed costs?



When feed efficiency matters

Cobb products will reduce your feed cost through **outstanding feed efficiency** and **lower nutrient density diets.**

Cobb will help you protect your **bottom line.**

cobb-vantress.com

Cobb®

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Innovation by experience.











BIG DUTCHMAN International GmbH
P.O. Box 1163 · Vechta · Germany
Phone: +49(0)4447-801-0 · Fax: -801-237
big@bigdutchman.de · www.bigdutchman.de

Big Dutchman

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Go for top shape





KEPRO

VETERINARY PRODUCTS FROM HOLLAND

Kepro produces and markets a wide variety of high-quality oral liquids to keep poultry in optimum condition. Sophisticated research and state of the art production methods and facilities translate into products that make it easy for any poultry-keeper to go for top shape.

Kepro. We stand for our quality products

Kepro B.V., P.O. Box 2081, 7420 AB Deventer, The Netherlands, phone +31 (0)570 66 29 00, fax +31 (0)570 66 29 09

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press

Around here, Curiosity never takes a break.

It nags. It prods. It keeps us awake at night. It guides us to new places. It keeps us asking, and it reminds us that there's no such thing as a dumb question. It reveals new solutions, which in turn reveal new problems that will lead to newer solutions. And on and on it goes. Here, Curiosity inspires. Empowers.

It pushes us to theorize, to scrutinize, to analyze. And it teaches us that when we've finally arrived at our conclusions, we're really just getting started.





At Novus, we never rest. We never stop searching for new ways to improve production efficiencies. And we always remember that our success is built on two things—building strong relationships with our customers, and a commitment to providing them with the most innovative and practical solutions for their operation. To learn more, visit us online at www.novusint.com.

NOVUS® INTERNATIONAL, INC.

Growing. Forward.

Novus International, Inc. 530 Maryville Centre Drive St. Louis, MO 63141 Phone: 314-576-8886 Fax: 314-576-2148 www.novusint.com

® and NOVUS are trademarks of Novus International, Inc., and are registered in the United States and other countries. ©2004 Novus International, Inc.

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press



VIV Worldwide Calendar
2009 - 2010

VIV Asia 2009	March 11 - 13, 2009 Bangkok, Thailand
VIV Russia 2009	May 26 - 28, 2009 Moscow, Russia
VIV Turkey 2009	June 25 - 27, 2009 Istanbul, Turkey
VIV China 2009	October 19 - 21, 2009 Beijing, P.R. China
VIV India 2010	February 1 - 3, 2010 New Delhi, India
VIV Europe 2010	April 20 - 22, 2010 Utrecht, the Netherlands
VIV China 2010	September 21 - 23, 2010 Beijing, P.R. China
FIGAP/VIV América Latina 2010	October 21 - 23, 2010 Guadalajara, Mexico

www.viv.net

vnu exhibitions europe

https://doi.org/10.1017/S0043933909000609 Published online by Cambridge University Press