



Industry Nutritionist's Perspective – Opportunities and Partnerships





“It’s not complicated”

EXCEPTIONAL SERVICE
starts with KNOWING your
customer

- **Three Pillars**

- **Performance**
- **Livability**
- **Cost**

- **Buzz Words/Hot Topics**

- **Partnership**
- **Sustainability**
- **Customer is always right**

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Decision Making

If it is feed related, nutrition team

- Evaluation steps
 1. Product Research & Due Diligence
 2. Does it solve the problem(s) I have?
 3. Price & ROI
 4. Characteristics/Handling/Logistics
 5. Services and Support
 6. Implementation Protocol



Higher
Productivity



Quality

- Meet Standards/Specifications
- Consistency
- Compliance & Certifications



Price/Value

- Competitive pricing is CRUCIAL
- Poultry industry is a “penny-business”
 - \$0.01/lb. of live chicken = \$2.5 million/week
- Balance between cost and value



Reliability

- Logistics
- Minimize supply chain disruptions
- Maintain adequate inventories and flexibility



Relationships

- Transactional vs. Partnership
- Strong communication and trust
- Full transparency
- “Stay Hungry” mentality



Innovation & Technology

- Invest in new technology
- Incorporate new practices/techniques
- Contribute to finding solutions to improve consumer efficiencies and operational costs
- Share your learnings!!!!



AI & Meta Data

From Raw Data to Decisions

- Health monitoring and disease detection
- Precision feeding and optimization/modeling
- Environmental control
- Data/supply chain traceability



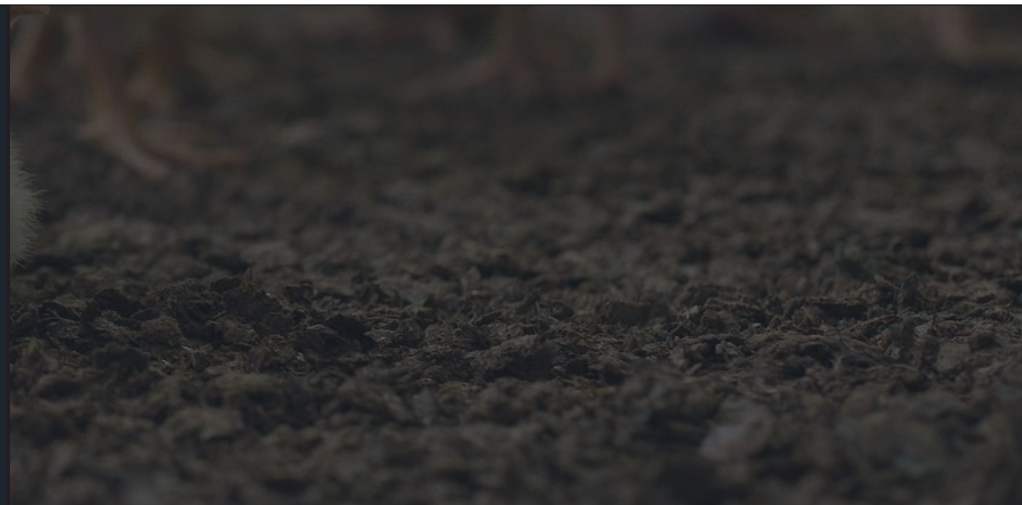
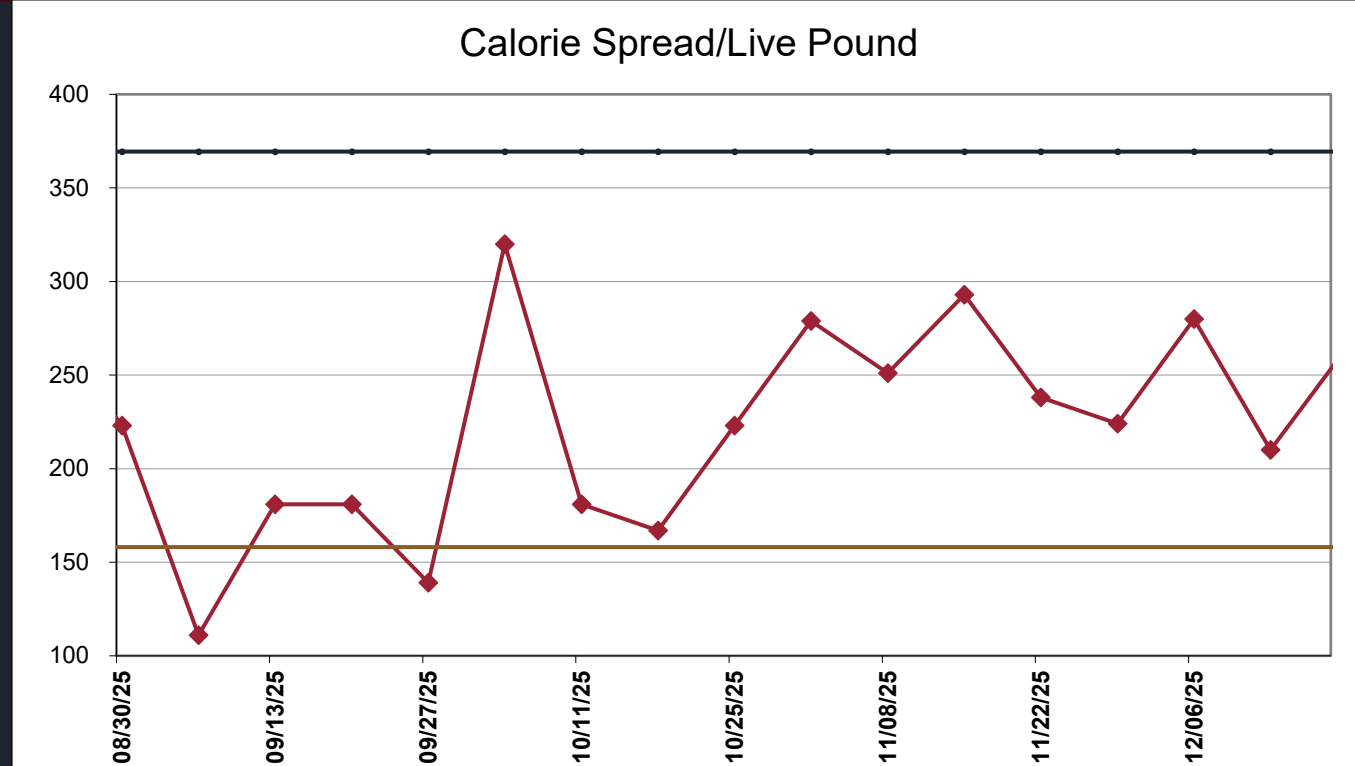
Research vs Reality

Proof of concept

Controlled variables vs field

Scalable research environment

Collaboration and Partnerships



Research- Internal

Internal Facilities

Research Farm- Russellville, AR

Two sides (32 pens each)

Colony Research Farm- Hindsville, AR

Four houses (2 reps/house)



Research- External

Third Party Researchers and Universities

- Speed of data
- Replications

Research- Internal

- Genetic comparison
 - All variables are the same outside of 2 strains
 - Strain A 1, 3, 5, 7; Strain B 2, 4, 6, 8

House	Wgt	FCR
1	9.10	1.81
2	9.48	1.82
3	9.00	1.71
4	9.28	1.85
5	9.07	1.82
6	9.11	1.87
7	9.14	1.88
8	8.82	1.91



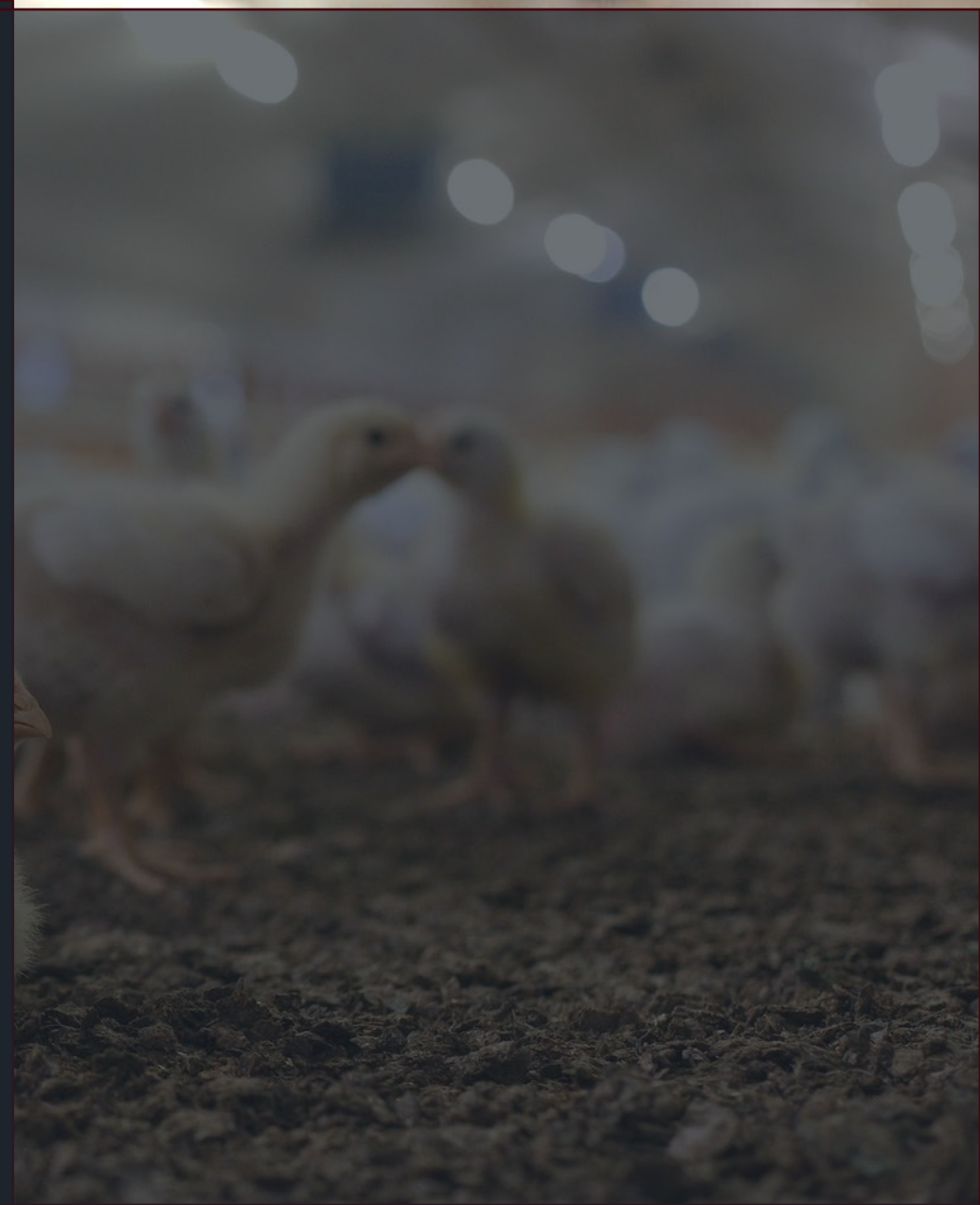
Opportunities

- Genetic/Breed Optimization
- Sex Separate Housing
- Continuous Education/Training
 - Artificial Intelligence Integration
- KPI Maximization



Recurring Theme

It's not complicated!!!



Thank You

