



# H MPHREY

FEEDS & PULLETS

*Advancing Poultry Performance*

since 1932





Martin Humphrey  
**H  M P H R E Y**  
FEEDS & PULLETS

UK Market

Humphrey Feeds & Pullets

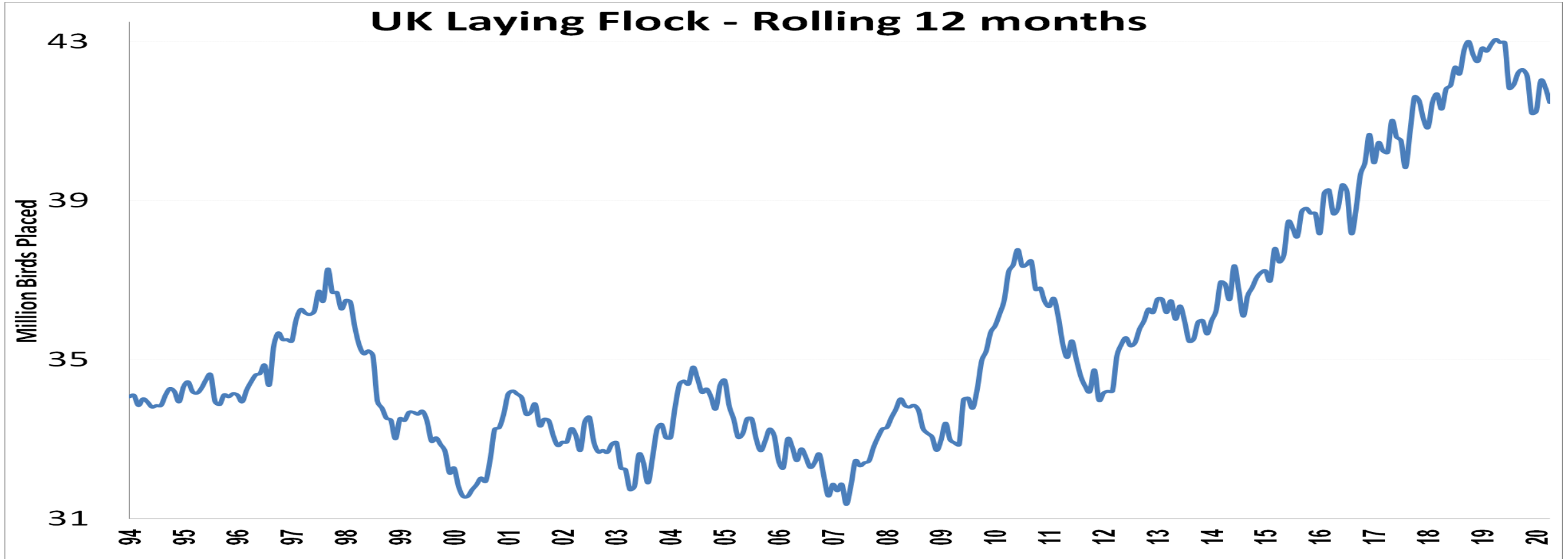
Laying Genetics – 50 Years of Progress

Nutrition

Other Factors

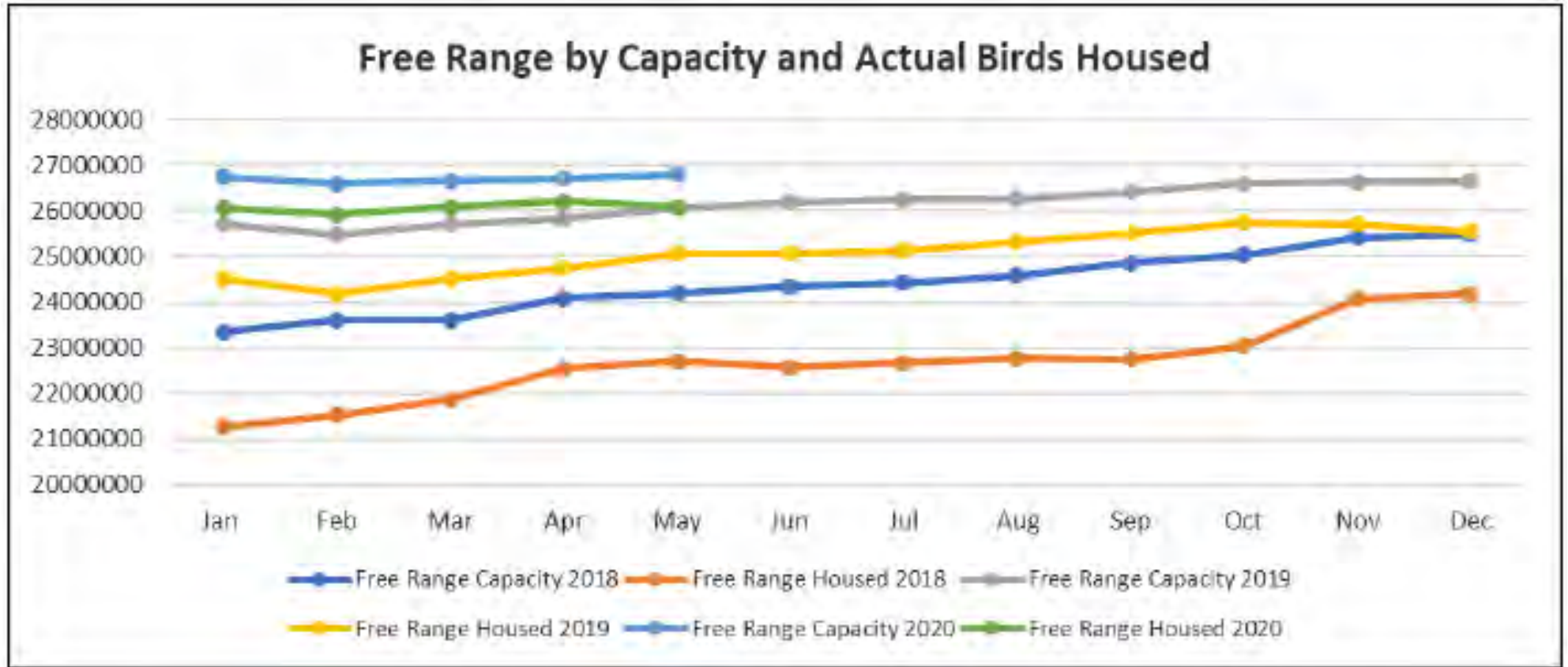


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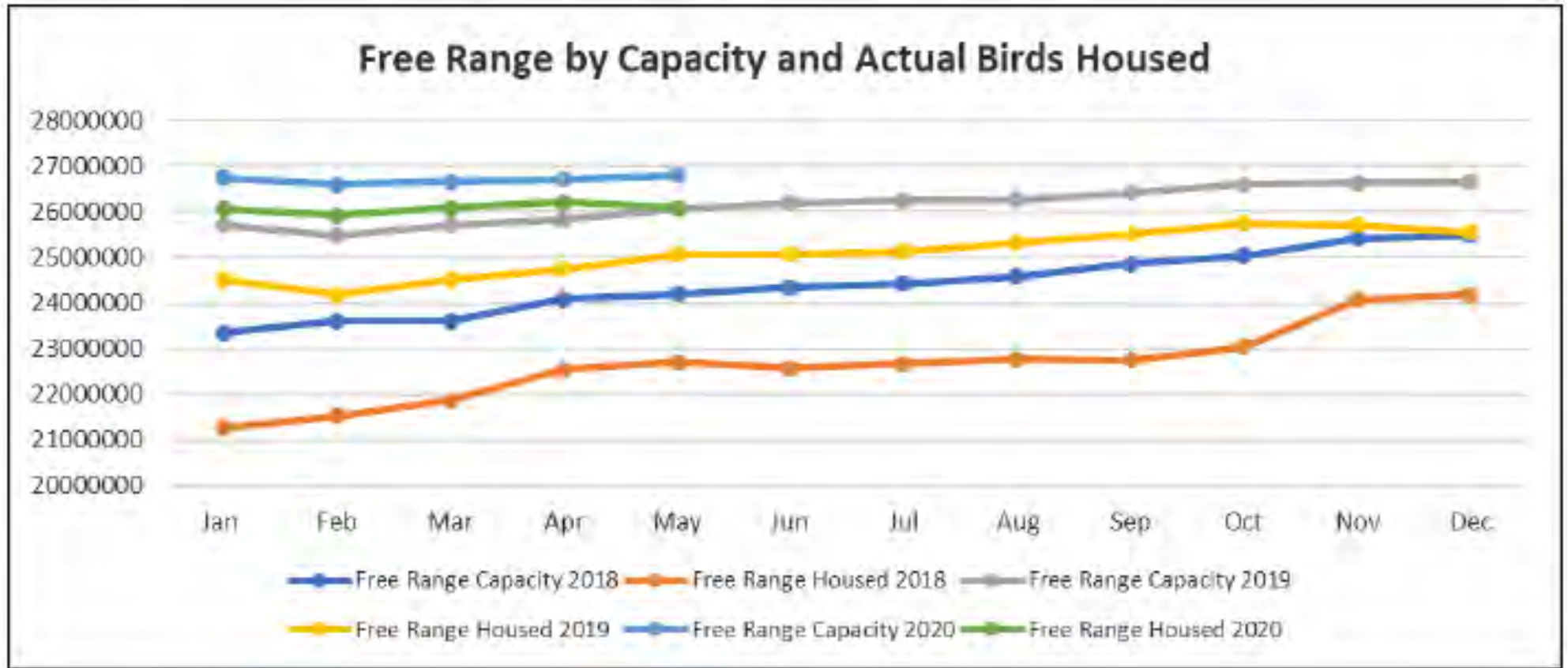


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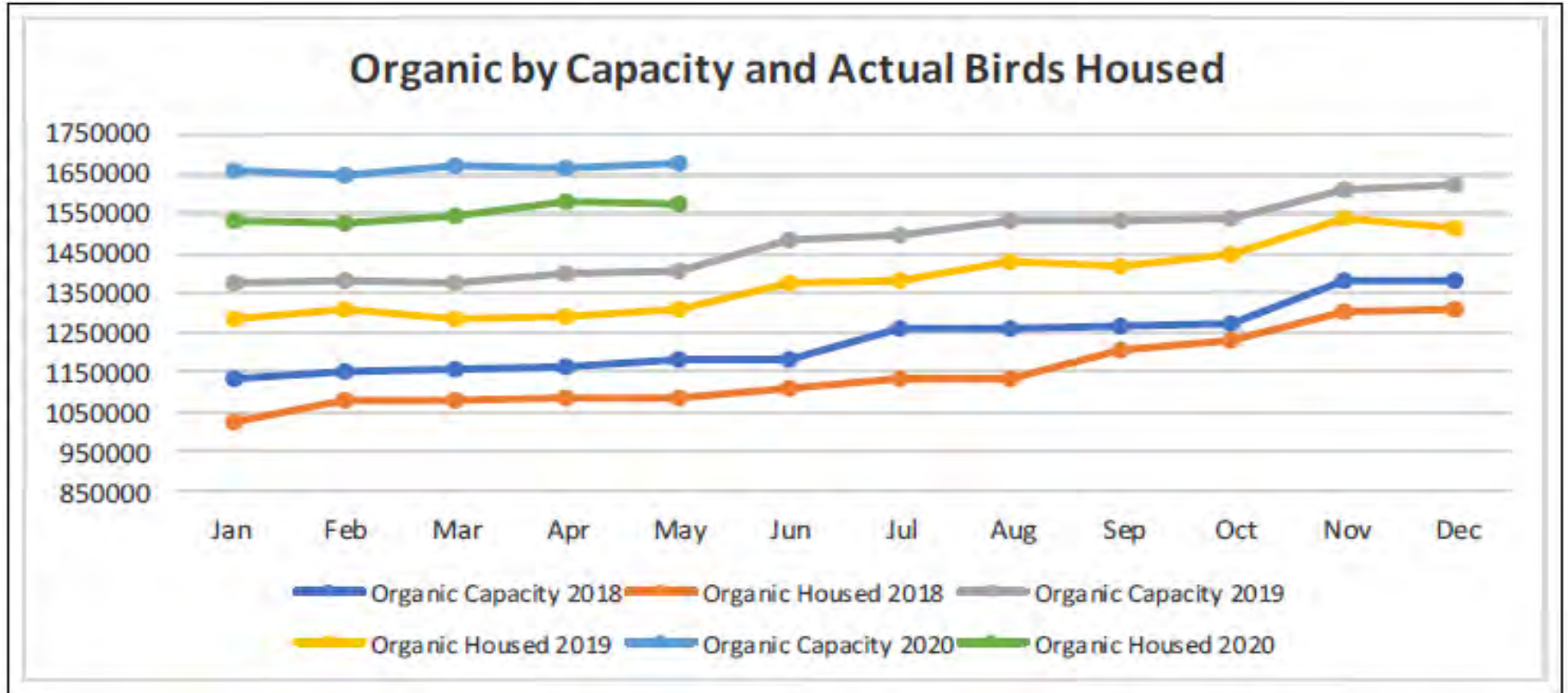
Colony



Free Range



## Organic





	2017		2019		2020	
	£/Doz	€/Doz	£/Doz	€/Doz	£/Doz	€/Doz
<i>Exchange Rate:</i>		1.09		1.09		1.09
XL	0.96	1.05	0.99	1.08	1.04	1.13
L	0.96	1.05	0.98	1.07	1.01	1.10
M	0.91	0.99	0.78	0.85	0.87	0.95
S	0.35	0.38	0.2	0.22	0.3	0.33



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Feed: £230/€250

Pullets: £4.20/€4.58



**HOMPNEY**  
FEEDS & PULLETS

# Pullets

4 Internal farms

10 Contracted farms

1,600,000 pa

1,285,000 FR

135,000 Part Organic

180,000 Cage



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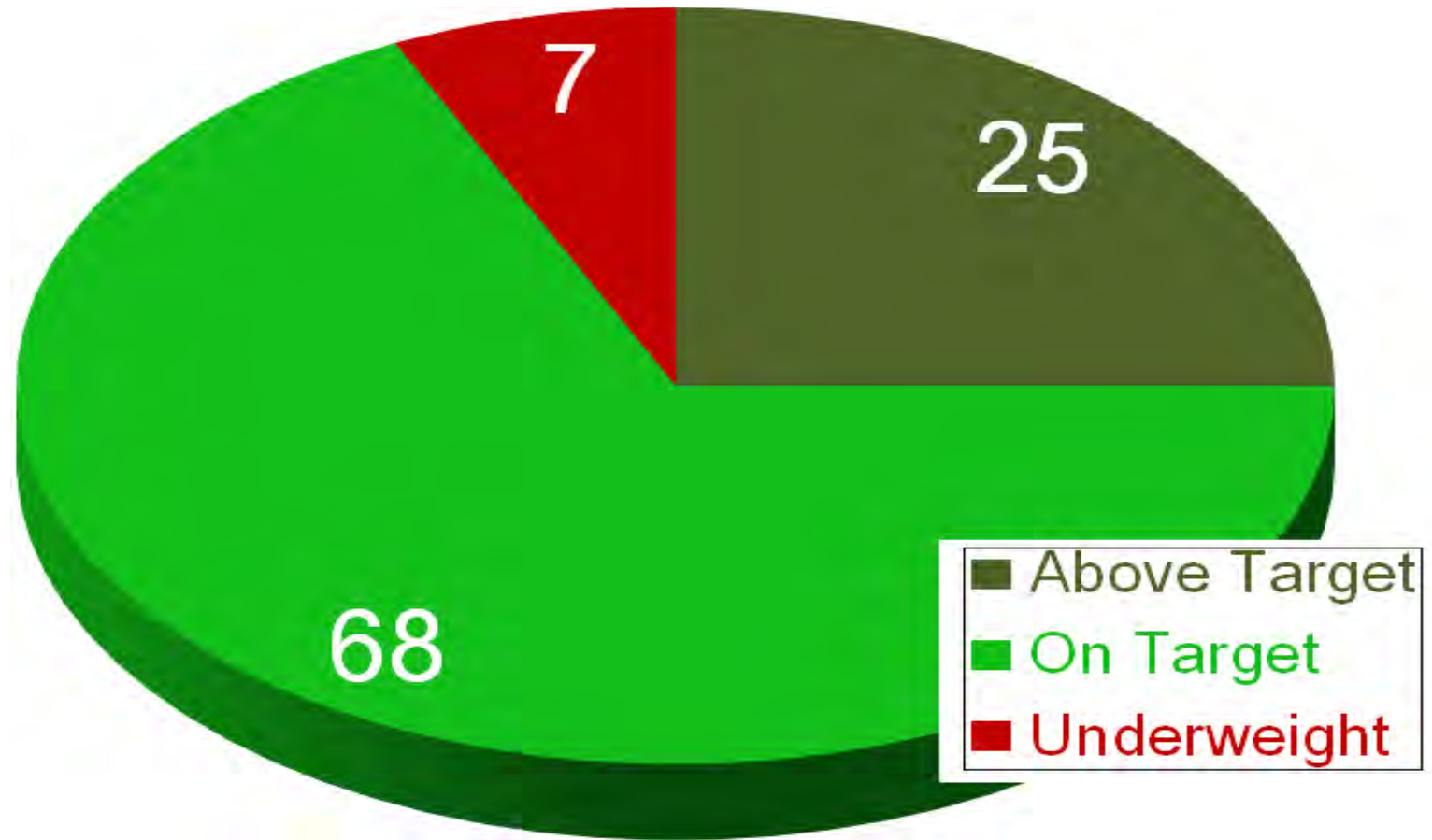


# Pullets



## Pullet Weight vs Breed Target

Avg 105 Days  
1.6 mln birds  
delivered in one year





120,000 tonne feed:

96,000 tonne mash

18,000 tonne pellets

4,000 tonne crumbs

31,000 tonne Organic feed



Product Split:

Layers	75 %
Organic	30 %
Meat	15 %
Breeders	5 %



# Conventional Ingredients

Barley

Wheat

Maize

Wheat feed

Hi-Pro Soya

Extracted Sunflower pellets 36%

High and Low Linoleic Oils

Minerals & Vitamins



# Organic Ingredients

**Wheat**

**Maize**

**Expelled Soya**

**Expelled Sunflower**

Fishmeal poultry grade

Concentrated Alfalfa

Minerals & Vitamins

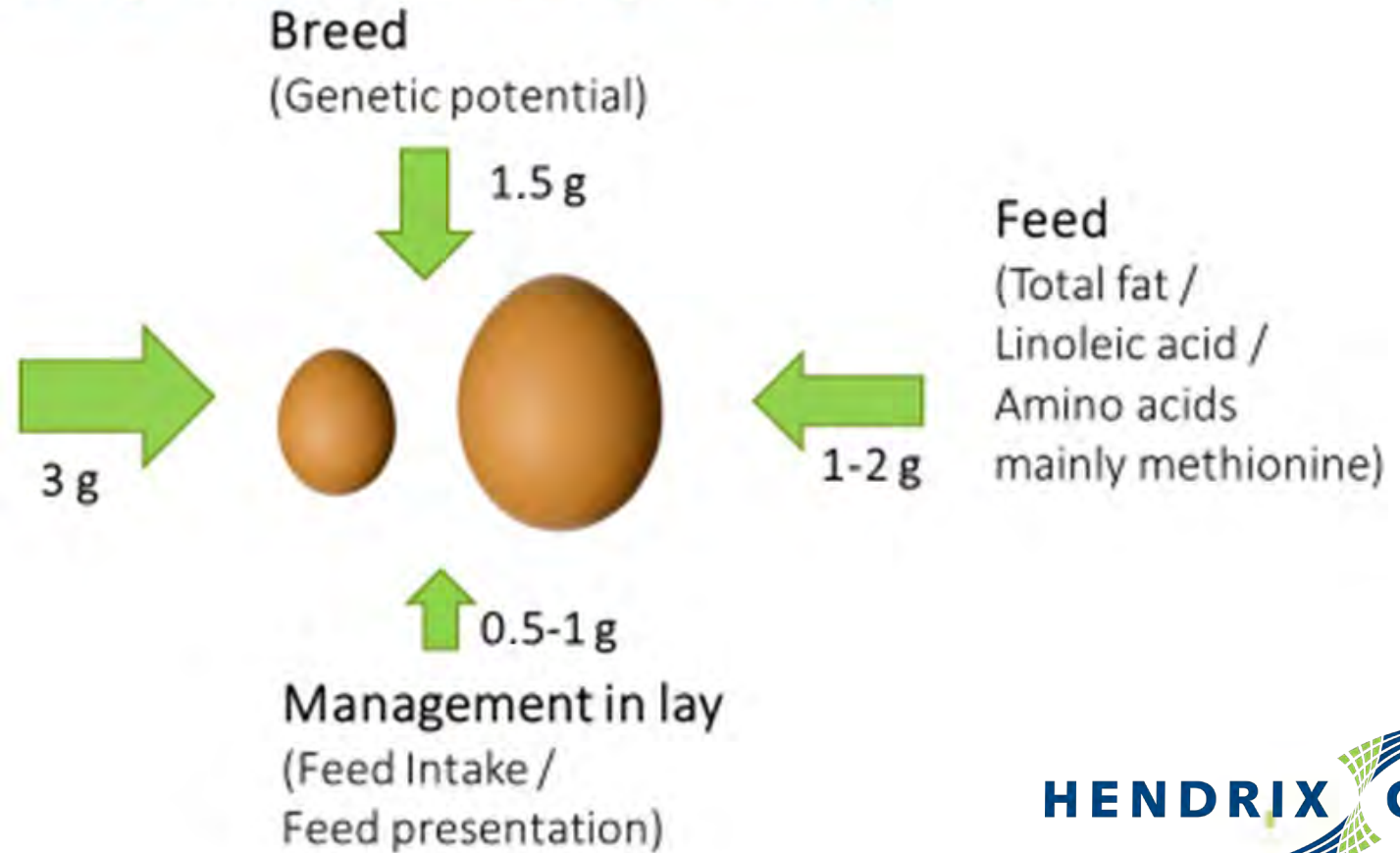




## Egg weight management

Rearing – Breed – Feed – Management in lay

**Pullet management**  
(Sexual maturity /  
Light stimulation /  
Body weight /  
Light step down  
program /  
Feed intake  
capacity  
development)



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# 50 Years of Laying Bird Progress

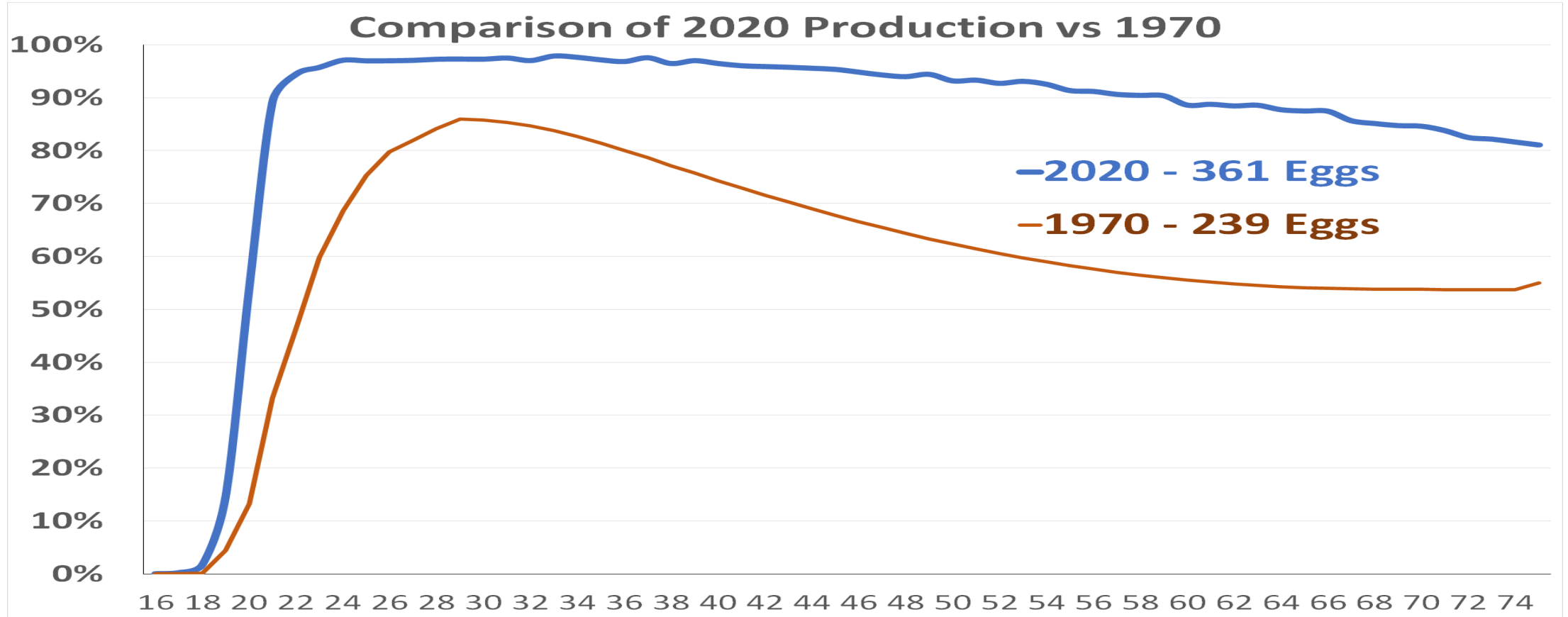
Detail		1970	2000	2008	2013	2020
Total Egg (HH)	75 wks	239	306	324	336	361
	90 wks				409	446
	100 wks					500
Peak	Age	29	26	26	25	25
	%	86	95	96	96	97
Age at 50% Production		26	20	20	20	20
Production %	@75 wks	55	74	76	77	82
Egg mass (kg)	75 wks	14.9	19.2	20.6	21.0	22.6
	90 wks				25.7	28.0
	100 wks					31.5
Feed (cage/col)	g/b/d	127	114	114	113	112
FCR		3.46	2.41	2.25	2.24	2.07
Liveability		90	94	94	94	95
Body wt	Mature	2.50	2.00	2.00	2.00	1.90
	18 wks	1.72	1.55	1.55	1.50	1.50

(information kindly supplied by Stephen Turner, Joice and Hill, part of Hendrix)





# 50 Years of Laying Bird Progress



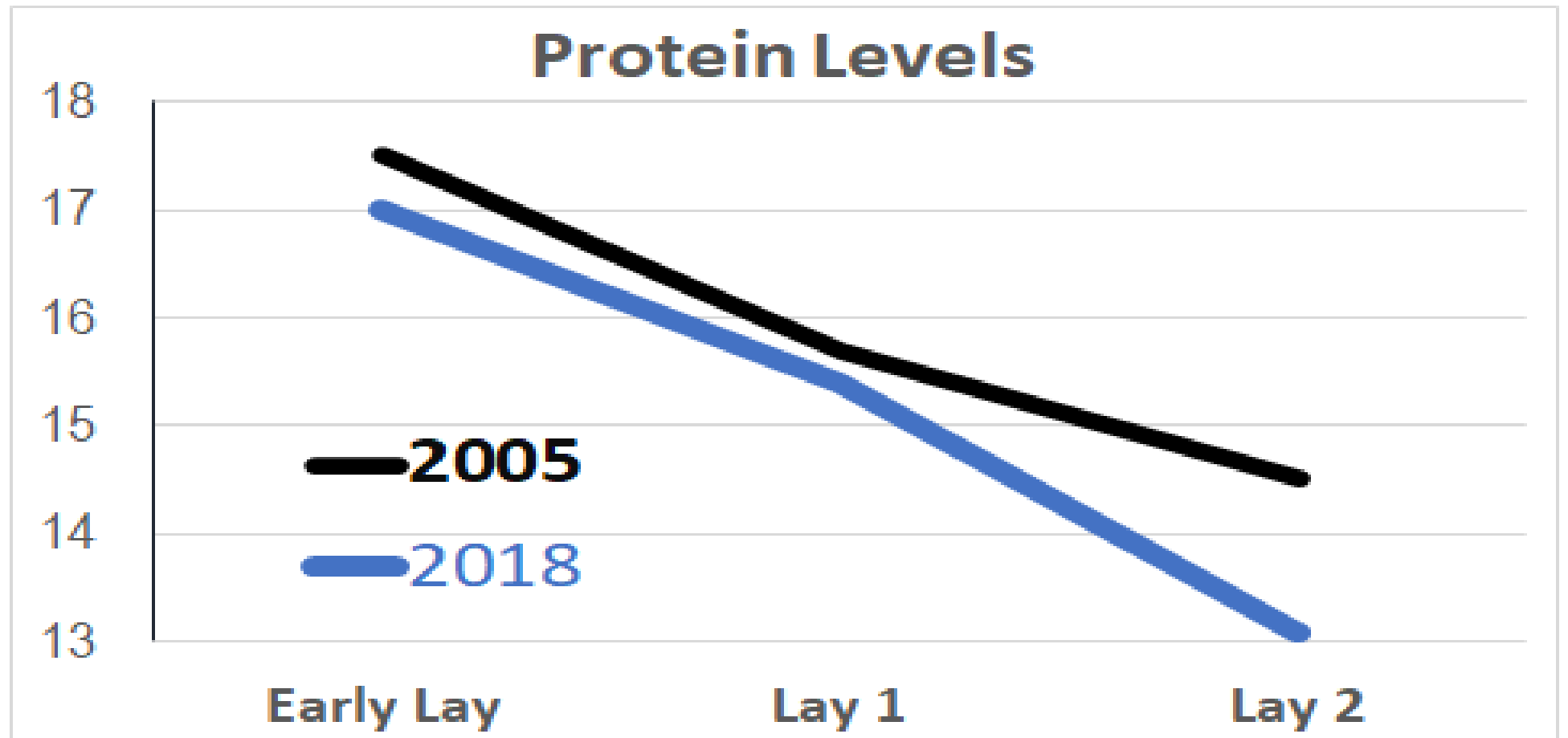
# Nutritional Changes

	2005			2018		
	Early Lay	Lay 1	Lay 2	Early Lay	Lay 1	Lay 2
g/b/d	112	117	123	110	117	130
Protein	17.50	15.70	14.50	17.00	15.40	13.09
Lysine	0.78	0.71	0.63	0.80	0.72	0.62
Methionine	0.39	0.32	0.29	0.40	0.36	0.31
Linoleic Acid	1.80	1.37	0.98	1.82	1.37	1.00
Calcium *	4.10	4.50	4.70	4.10	4.40	4.50
Egg Nos (72)		305			311	

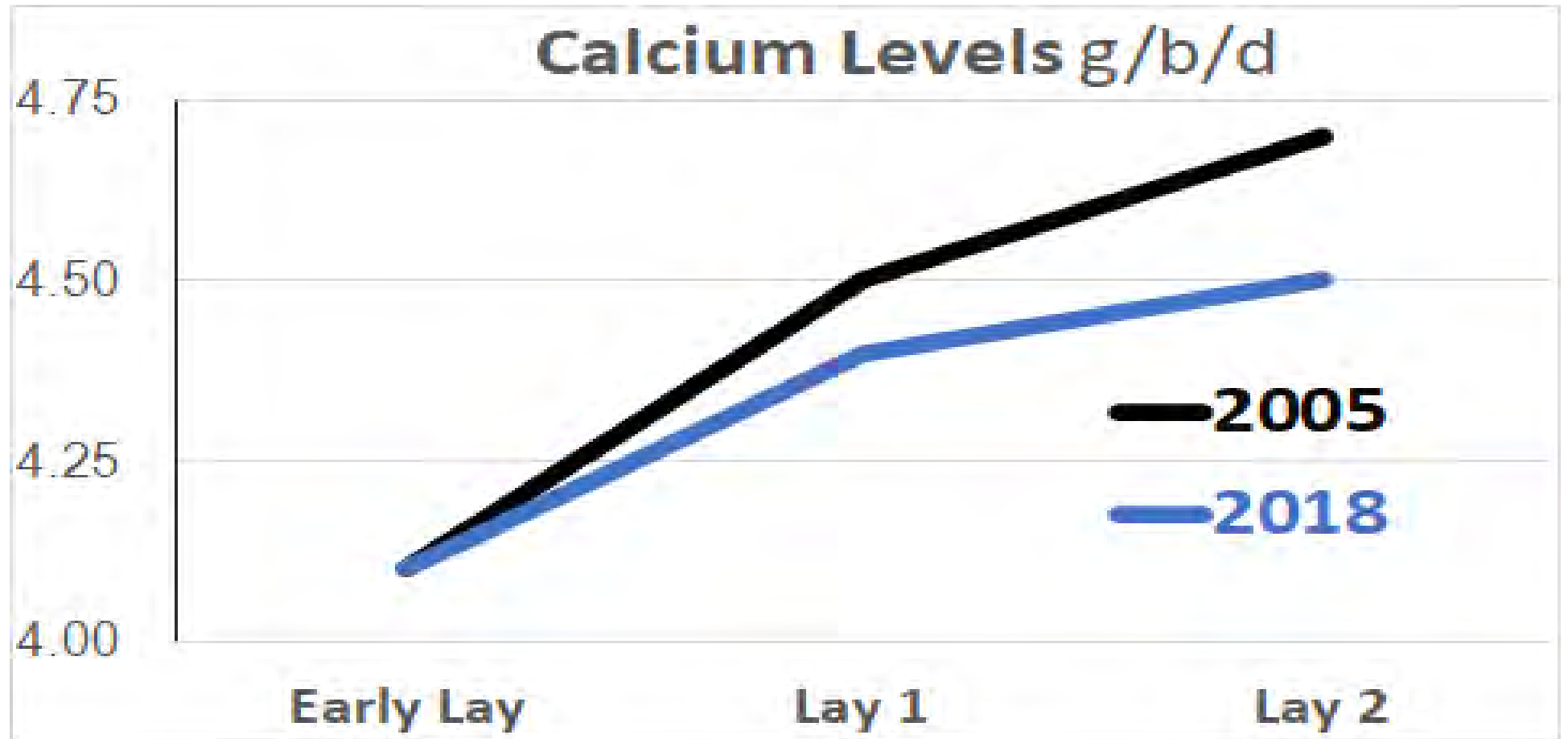


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# Nutritional Changes Changes over time

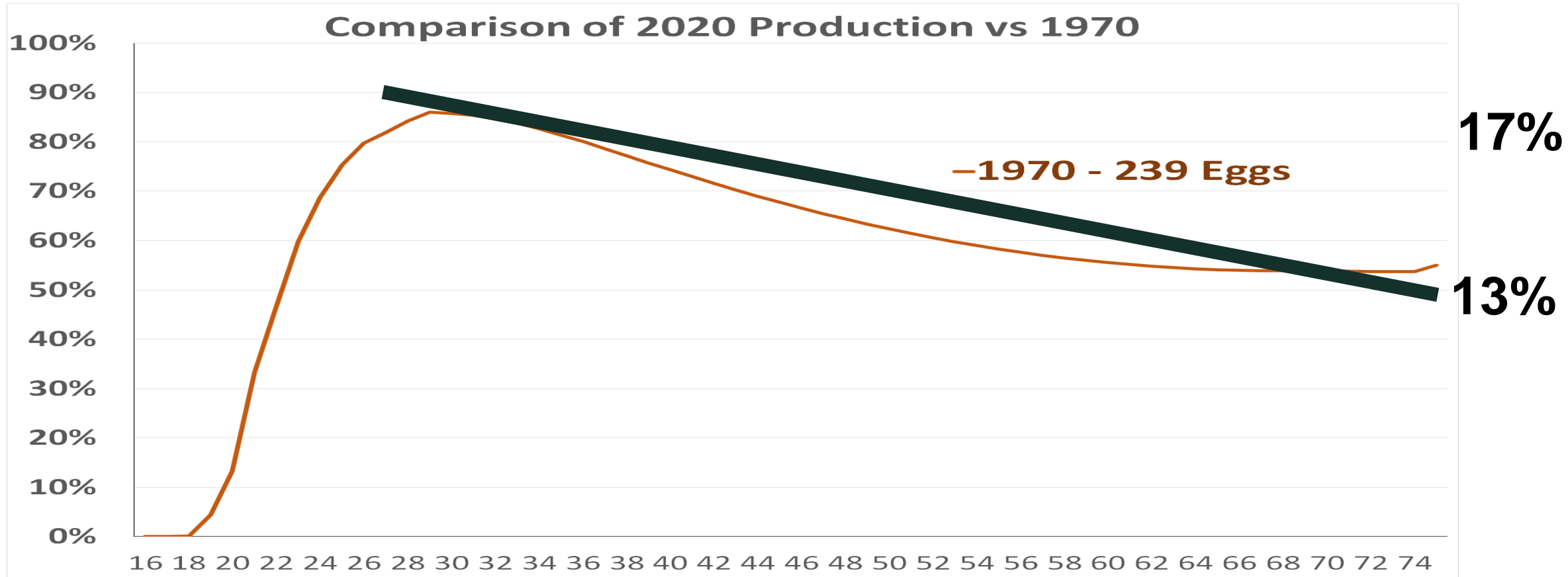


# Nutritional Changes Changes over time

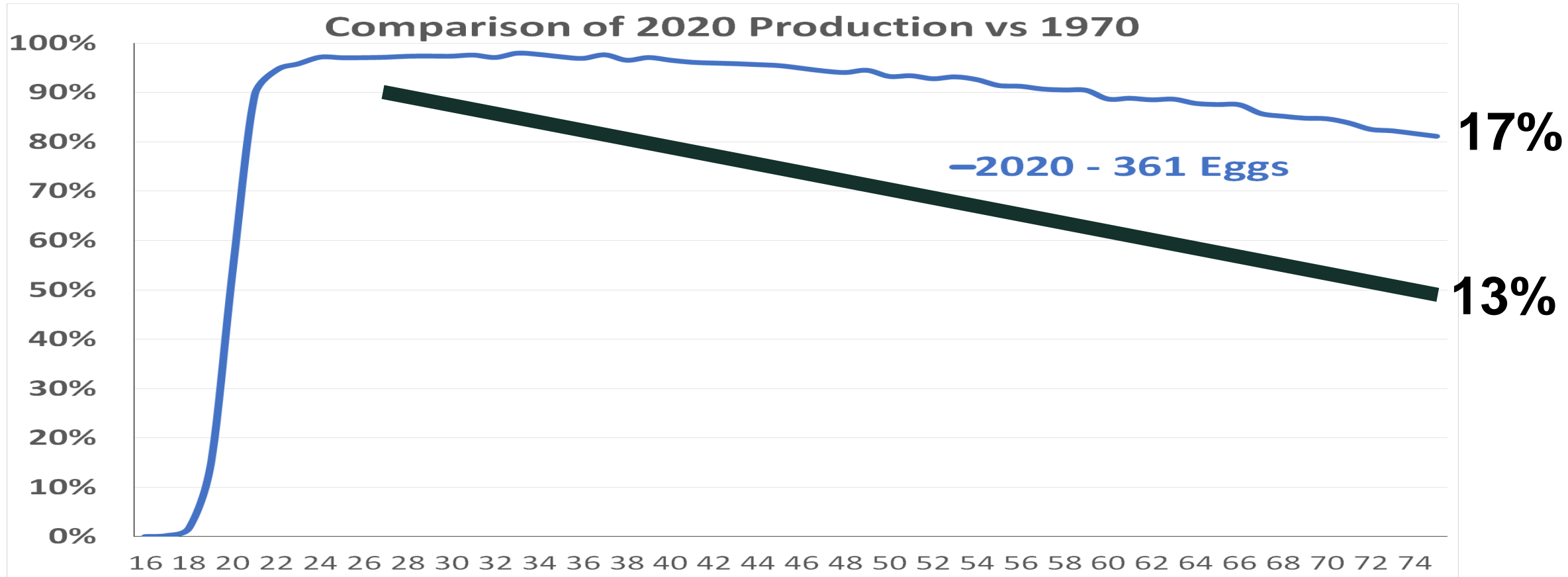




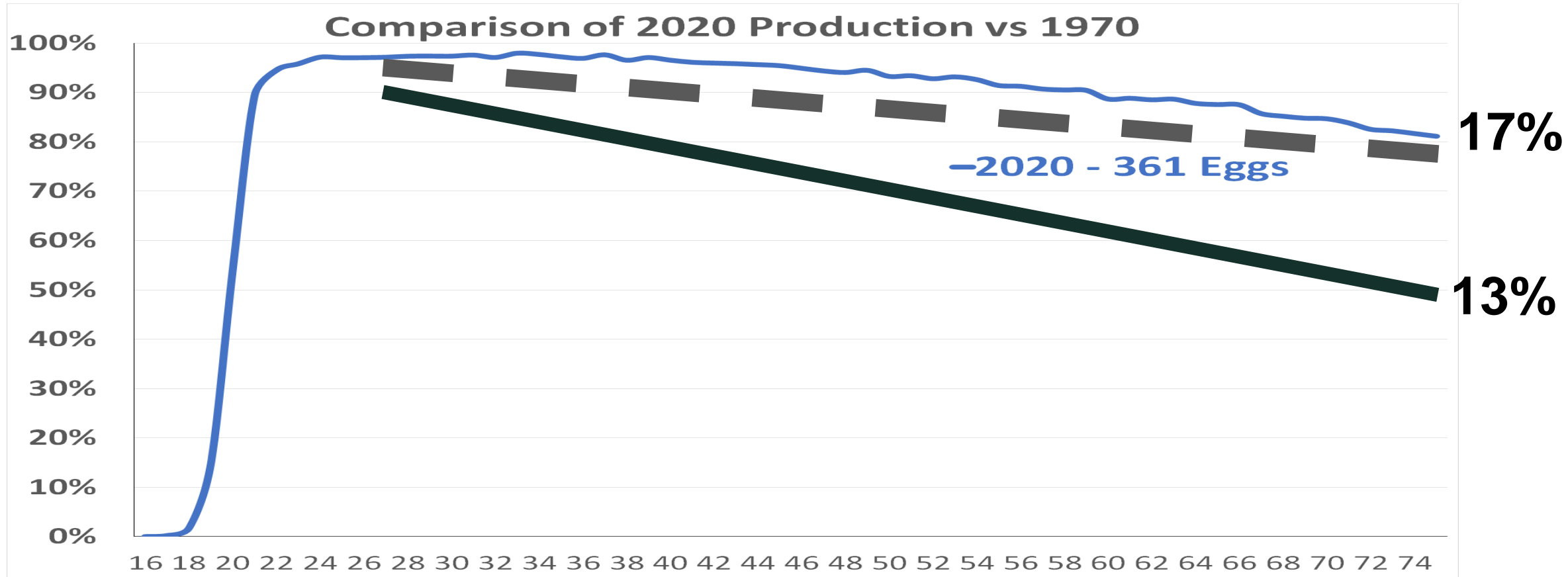
# Nutritional Changes



# Nutritional Changes



# Nutritional Changes





Do not withdraw nutrition by age

Make subtle changes to the feed – do not trip the girls up, with big step changes

Support your flock's gut health

Focus on numbers of saleable 1<sup>st</sup> quality eggs

Keep them on!  
Reduce stress  
Control feed intake  
Control shell colour



# Beak Trimming





The bigger the egg size:  
The more stress  
More stress = less feathers  
pale eggs  
Is it economically viable?





- Help the birds' guts last the journey.
- Many customers use Mannan oligosaccharides for gut health and to minimise salmonella.
- Increasing egg size = thinner shells – can use products to aid shell quality.
- Fibre – the higher the better (within reason)

- All the things that Padraig has said!
- Critically need to ensure that the pullets are at least up to weight throughout rear and coming into lay.
- Light control – in and out of the house.
- Season
- Avoid the birds becoming too fat!
- Hygiene – boots, house, range, water.
- Worm the birds

**Thank you**