

Namib Poultry Industries receives Ross 140 and 400 Club Awards for Exceptional Performance

Ross customer in Namibia is recognized for impressive broiler and breeder performance.

EDINBURGH, Scotland. – Namib Poultry, a Ross® 308 customer from Namibia, recently received Ross 140 and 400 Club awards for their outstanding breeder and broiler performance. Namib Poultry placed their first flock in 2018 and has worked in collaboration with Ross distributor, Ross Breeders Zambia since then.

The Ross 400 Club recognizes producers who score a European Product Efficiency Factor (EPEF) of 400 or more with their broiler flocks. Ross 140 Club members are distinguished by a breeder performance of 140 or more chicks per hen housed at 60 weeks; those who produce 160 or more chicks are named as “Platinum” members.

Ross performance is continuously improving in every breeder and broiler flock. In recent flocks throughout 2020, Namib Poultry has achieved an EPEF average of 404.60, with the best performing flock reaching an EPEF of 410.48. Two broiler sites were recognized for their achievements into the 400 Club, site B1 achieved an EPEF of 410.48 and site B3 achieved 404.68.



They also became a Platinum member in the 140 Club as their best flock achieved 166.70 chicks per hen housed. This is Namib Poultry’s second 140 Club award as they also received one in 2019 with an achievement of 150.80 chicks per hen housed.



“We are extremely happy to be part of the exclusive Ross 140 and 400 Clubs. The Ross breed is the best for our customers in our region, and the birds are achieving extraordinary breeder and broiler performance in our operation. We look forward to continuing working with Aviagen and Ross Breeders Zambia and together, making sure the Ross breed is the preferred breed of choice in our market,” commented Louis Kleynhans, General Manager of Namib Poultry.



“We are delighted to celebrate this award and achievement with our Ross Breeders Zambia, and Namib Poultry. This award and recognition is due to the hard work and dedication of the Namib Poultry production team. The Ross 308 delivers exceptional yield for total carcass, and data highlights that the Ross bird is the market leader as we can see from the results achieved in the Namibian market,” commented Bulent Tanyildizi, International Commercial Manager, Ross MEA.

See article below:

<https://tnea.aviagen.com/news-room/press-releases/namib-poultry-receives-ross-140-and-400-club-awards-for-exceptional-performance/?global=1>