




Aviagen®

AVIAGEN

BREEDING FOR WELFARE AND A MORE SUSTAINABLE FUTURE

Aviagen is a global poultry breeding company with a mission is to help our customers – the world’s chicken producers – feed their growing communities with affordable, lean and healthy protein. By delivering consistent, balanced genetic progress in breeder and broiler performance and promoting bird health and welfare, we enable our customers to stay ahead of industry trends, while making poultry production sustainable for today and tomorrow.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres®, Indian River® and Ross® brand names. The Rowan Range® and Specialty Males® target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in more than 100 countries.

Aviagen is privately owned by the Erich Wesjohann Group, a family-owned holding company based in Germany.



COMMITTED TO CUSTOMER SUCCESS

Through a large and diverse portfolio of broiler breeding chickens, we offer our customers the right bird for the right market. Our goal is to give them a competitive edge with the flexibility to swiftly adapt to every-changing consumer needs. Our commercial brands include Arbor Acres®, Indian River®, Ross®, the Specialty Males® portfolios and the Rowan Range®, a line of colored-birds targeting the slower-growing, free-range and organic segments. These brands of the most trusted names in the poultry industry are tailored to specific local market requirements and a wide range of production environments.



To further benefit our customers, Aviagen teams around the globe devote their time and energy to make a positive difference and add value for our customers. These dedicated professionals work alongside our customers to optimize the health, welfare and performance of their flocks, while strengthening their poultry businesses.

Because we believe the key to success is knowledge, we take every opportunity to share the latest information and best management practices through a variety of virtual and face-to-face events around the globe: Schools, webinars, workshops, industry trade shows, and others, as well as a comprehensive library of management literature.





BREEDING INNOVATION

Aviagen is an R&D-driven company, investing more than 10% of revenue annually in our global breeding program. Due to this extensive research and development, we have a history of enriching our breeding program with novel technologies, enabling us to pioneer a prestigious list of industry firsts. For example, we were the first to use the medical device known as the pulse oximeter to select birds with optimum cardiovascular health, and to apply ultrasound technology for improved muscle, bone and reproductive health. Innovations such as these have championed poultry health and welfare worldwide.



BREEDING FOR WELFARE AND SUSTAINABILITY

Bird welfare and sustainability go hand in hand, forming the foundation of our breeding program at Aviagen. Our broad and balanced breeding goals cover a wide range of bird selection traits, and over 1/3 of our selection focus is on health and welfare traits. We advance health and welfare simultaneously with performance and efficiency, which work harmoniously together to champion all three pillars of sustainability.

Economic. Good welfare is good for business. Field data has proven that animals with exceptional welfare perform better, are more biologically efficient, are more disease resistant, and have stronger livability. Also important to the economic sustainability of our customers is our commitment to breeding choice – enabling them to offer the right bird for the right market at the right time. Because we maintain a wide and diverse gene pool, we always stand ready to introduce new breeds as market needs evolve.

Environmental. A main driver of sustainability is feed conversion ratio (FCR), or the rate at which feed is converted to live weight. Through balanced breeding, Aviagen has achieved a 1.5 to 2-point-per-year FCR improvement since the 1970's, contributing a 1% year-on-year reduction in the carbon footprint of the global poultry industry. Aviagen's focus is to continue to shrink the environmental footprint of poultry production through sustained genetic improvement in FCR.

Social. Aviagen cares about our customers and people in the communities they serve. We balance unparalleled biosecurity with multiple strategies to secure the supply of healthy breeding stock to the world's farmers. By balancing security of supply with economic, environmental and social sustainability, we equip our customers with everything they need to put a reliable source of healthy food on the tables of families around the world, while protecting the planet for their children and grandchildren.



SECURING SUPPLY TO WORLD MARKETS

Aviagen understands that keeping pathogens out of the food chain begins with the primary breeder. Rigorous biosecurity protocols are in place at all our facilities around the world to secure the supply of top-quality breeding stock to our customers. As an added safeguard to food security, we invest significantly to locate production facilities close to our key markets in more than 100 countries. On top of that, parallel breeding programs in the U.S. and U.K., along with supply bases on six continents, are measures to ensure that a consistent supply of quality breeding stock extends to every market that demands premium poultry products.



AVIAGEN TO BREED THE BEST, WE NEED THE BEST

Aviagen's past and future success is based on the contributions of our employees. Our dedicated multinational workforce provides excellent service to our customers and makes a positive impact on our communities, our customers and our birds.

We take great pride in our employees' expertise in all areas of our business. Equally as important, our people live our core values of integrity, kindness, respect and positivity each and every day. We're committed to training and developing our staff to fulfil their interests and potential, and strive to provide a work environment and corporate culture that fosters productivity, engagement and inspiration.

We also realize that the sustainability of the industry depends on attracting and retaining bright young minds who are passionate about birds and share our vision to help our customers put food on every table of families around the world. That's why we ally with universities, offer student internships, and take every opportunity to engage with up-and-coming poultry professionals. They are our future, and we can show them that poultry offers exciting careers across disciplines and in interesting places around the globe.

LEADING WITH COMMITMENT

According to the OECD FAO Agricultural Outlook 2022-2031, poultry meat will continue to be the primary driver of meat production growth increasing 16% by 2031. Aviagen has the products, infrastructure and know-how to support the world's increasing need, as well as ever-evolving customer preferences in quality poultry breeding stock. And, by breeding for welfare and sustainability, we help our customers meet this demand, while preserving our earth for future generations.



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