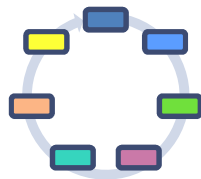




Connecting the farm with the supply chain



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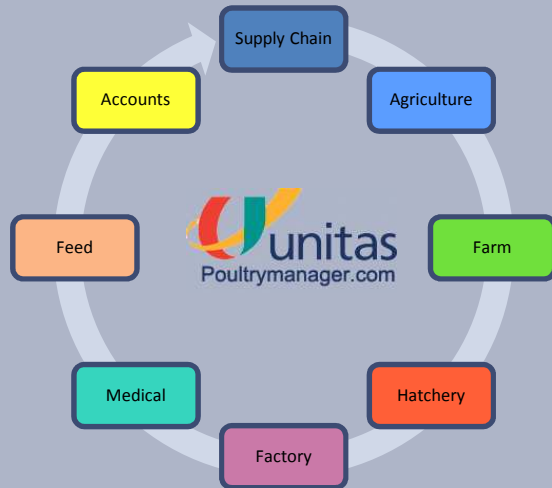
Unitas Poultry Manager: Overview



Unitas Poultry Manager is a web based application that provides a comprehensive software solution for poultry processing organisations that require management and collection of production information while crops are out on the farms. The easy to use data capture tools allow distributed farmers and technical staff to input information directly on to an online production data form and view reports based on crop performance, standards and group averages.

This farm data is then instantly captured back at the processing factory providing real-time visibility of flock activity and enabling comparisons to be performed immediately without the need to collect and re-key paper based information. Supplied with a comprehensive range of reports and analysis functions Poultry Manager brings the power of real time information and supply chain management to the Poultry Industry.

Unitas Poultry Manager: Linked Supply Chain



Linked Supply Chain

Unitas Poultry Manager helps to streamline and improve business models by establishing stronger links between the various operations in the “poultry supply chain”, making it a key element in the future of poultry production.

It improves co-ordination between the farms and the agriculture and factory planning departments of a Processor. It provides a processor with clear ongoing visibility of what is happening out on a farm and in turn provides farmers with real time feedback of “factory kill” results.

The web based data capture tool allows farmers to input flock and house information directly onto an online production data form. Individual farm information is then instantly captured back at the processing factory providing real time visibility of distributed crop activity without the need to re-key data.

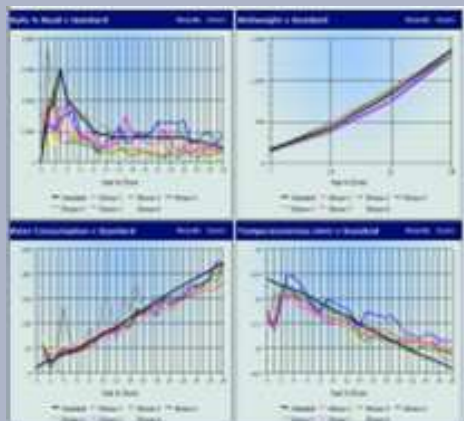
Greater visibility of crop activity combined with enhanced predictability helps the factory production planner reduce “give away” and potential factory shortages. Similarly, providing farmers with visibility and analysis of their own performance against standards and other similar farming groups can help them to more effectively manage animal welfare, improve husbandry and reduce associated farm costs.

Unitas Poultry Manager: Performance Visibility

Unitas Poultry Manager provides a comprehensive range of reports and graphs covering all aspects of growing information related to crops while on the farms, hatchery and factory.

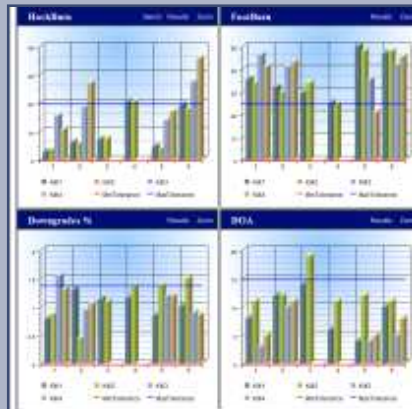
Raising standards

Technical field staff and farmers can instantly compare actual daily flock performance results against standards. Graphs covering bird weights, water consumption, feed, mortality etc are immediately available with actual results plotted against accepted standards. Enhanced exception reports allow field staff or farmers to quickly spot any potential issue or adverse



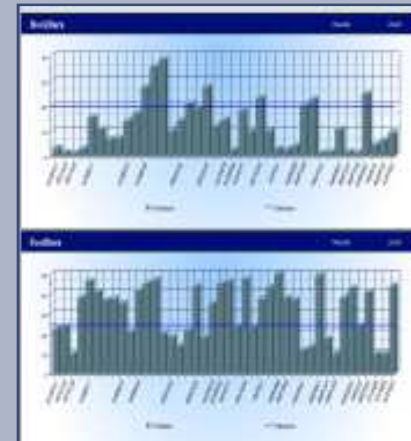
Online Factory Results

Factory results can now be captured on the same day and presented on-line to the farmer showing grade of birds, hockburn results etc avoiding the need for farmers to phone in. This information is retained in the system and farmers can print historical kill results.



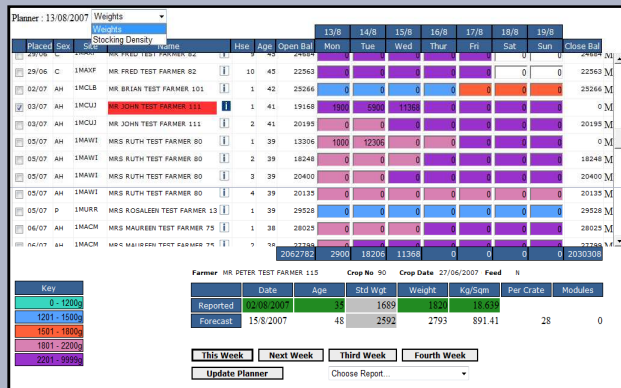
Benchmarking

With all farm production information now held centrally, reports comparing group averages can show an individual farms performance against group averages over a defined period of time.



Unitas Poultry Manager: Dynamic Factory Planning

A flexible four week based planning module facilitates optimisation of the factory planning process. Using the real growth data recorded via the online data capture system and known breed growth standards, crop weights can be predicted with an increasing level of accuracy thus enabling the planning of crop lifts in line with processor demand.



Optimise Farm to Factory Planning

Weight related colour coding provides instant visibility of developing crop weight distributions. An onscreen diary allows a planner to both optimise when a crop lift is to be performed and quickly calculate and adjust overall predicted weights and bird numbers on the day of the lift. Crop lift information can then be booked into the planning component, providing reports for factory production and catch teams and advanced notification to the farmer. A range of lift documentation can be produced such as anti-mortem reports and lift schedules along with matching transport and crate requirements.

Enhanced Forecasts - reduce give away and shortages

Accurate daily visibility of flocks and breed types from initial placement through growth allows the planner to draft and continually refine the factory intake plan. Greater co-ordination between farms data and factory "kill" information provides a clearer picture of weights and stocking densities and any attributable "house" factors e.g. hockburn levels, historical daily weight gains etc. With automated forecast calculations and visibility of what is happening on the ground the planner now has the tools to concentrate on accurately matching factory demand and reducing give away and potential factory shortages.

Unitas Poultry Manager: Enhanced Communication

Unitas Poultry Manager helps to quickly improve business efficiency by establishing stronger communication links between the various operations in the “supply chain”. By providing farmers with easier and faster online communication with the agriculture and planning departments at a processing factory, significant productivity improvements can be gained.



Ease of Data Capture

With Unitas Poultry Manager based on standard Web Technology, Farms data can be easily captured in a number of ways using standard PC related hardware and/or mobile devices with normal Internet access – broadband is preferable but not essential. For those farms wishing to do so, Poultry Manager can also be linked to most modern poultry house monitoring and control systems to create an automatic data upload capability.

Inexpensive, reliable electronic messaging & information sharing

An inbuilt messaging system enables agriculture staff to send secure electronic messages to farmers without the need to purchase an expensive e-mail system. The electronic message board allows managers to post messages which pop-up automatically when staff and farmers first access the on-line system

An on-line library provides an ability to place documents and information of relevance onto the web system which authorised staff and farmers can access as required.