



**Fully Integrated Farms To Factory
Supply Chain Solution
(Farmer & Processor Pack)**

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What Is Unitas Poultry Manager?

Unitas Poultry Manager is a web based business information solution that provides a crucial supply chain link between growing and processing.

For the Poultry Farmer :

- Empowers growers by giving them access to information to aid them during the growing process; to produce a more stable and better quality of supply; lower wastage and maximise farm return on resources.
- Involves growers in the success of the supply chain and the overall business. Giving growers a better view of their 'produce' enables them to benchmark not only against standards but also other growers, stimulating them to improve their quality and performance.
- Helps Manage Animal Welfare and quality of Husbandry via tighter control of stocking density, mortalities, water usage etc & more rapid feedback of flock performance as seen at factory.

Introduction – The system allows Farmers to:

- Easily **capture** and transmit flock growth data
- Generate daily crop performance **reports & graphs**
- Accurately track & assess ongoing crop & house **productivity**
- Fully **analyse** key performance indicators
- Compare **actual** flock information **against standards**
- Compare their flocks against compatible **group averages**
- **Compare performance** across houses, crops & historically
- Identify areas that impact **profitability and farm return**

What's in the Package?

Online centralised Production Data Capture tool ensuring accurate record keeping and immediate visibility of flock performance

- Within the web based solution, the farmer can log-in via the web using a PC or handheld device to record production information for that day. Production information can be captured daily, weekly or as required. Information such as weight, mortalities, water and temperature can all be recorded with the ability to add new or remove customised variables at any time.
- Technical field staff and farmers can now instantly compare actual daily production results against standards. Graphs showing standards for bird weights, water consumption, feed, mortality etc are immediately available and plot actual results against standards. Enhanced exception reports allow field staff or farmers to spot any potential issue

Production Data Capture

The Benefits

- **Replacing the Paper Trail:**

- The paper trail that exists between the houses, head office and with outside partners such as auditors can be eradicated
- Simplified means of maintaining crop records, allowing instantaneous retrieval of all production information
- Production Data reporting removes the need for you to keep traditional paper based Production Charts

- **Improved, secure vehicle for data transfer between partners:**

- Farmers no longer need to contact head office to provide weekly production data, e.g. weight / mortality

- **Accurate recording of farm data:**

- Eliminate multiple keying of the same data, and consequently simplified analysis of data from the various segments of production
- Tolerance based error-trapping on key production information

Production Data Capture tool

Ensuring accurate record keeping and access to historical crop data

Production	Placement	Planner	Kill Sheets	Kill Info	Message Board
Library	Reports	Dashboards	Administration	Log Off Site	

Production Data Entry

Group:	BRO				Crop Number:	30
Site:	AABBC - Peter McBrown				Crop Date:	6 Mar 2008
Select House:	<input type="button" value="House 1"/>	<input type="button" value="House 2"/>	<input type="button" value="House 3"/>	<input type="button" value="House 4"/>	<input type="button" value="House 5"/>	<input type="button" value="House 6"/>
Date Entered:	2008	Apr	19		<< Saturday >>	
Bird Age (days):	44	Day 2 Week 7				
Electricity Meter Reading:	Day: <input type="text"/>	Night: <input type="text"/>		Delete Production Records:	<input type="button" value="Delete"/>	

Birds Dead:	<input type="text" value="686"/>
Body Weight	
Body Weight (g) :	<input type="text"/> W
Live & Mortality	
Mortality - Dead :	<input type="text"/> *
Mortality - Leg Culls :	<input type="text"/> *
Feed	
Feed Type :	<input type="text" value="Withdrawal"/>
Environment	
Water Consumption (LITRES) :	<input type="text"/> *
Litres/1000 birds:	

Extensive Reporting

The Benefits

- **View Performance against industry standards**

- Farmers can now instantly compare actual daily production results against standards.
- Graphs showing standards for bird weights, water consumption, feed, mortality, temperature etc are immediately available and plot actual results against standards
- Exception reports (High mortalities, low weight etc) allow farmers to spot any potential issue.

- **Compare against Group Averages**

- Benchmarking will show the weak spots in comparison to group averages and highlight where attention is needed
- FCR, Gas usage, disease can all be compared

Extensive reporting capabilities on all recorded historical farm data and factory kill information

Production

Planning

Benchmarking

Kill Results

AABBC- Peter McBrown

Crop 2 Jan 2008 ▾ House

Refresh

HockBurn Vs Tolerance

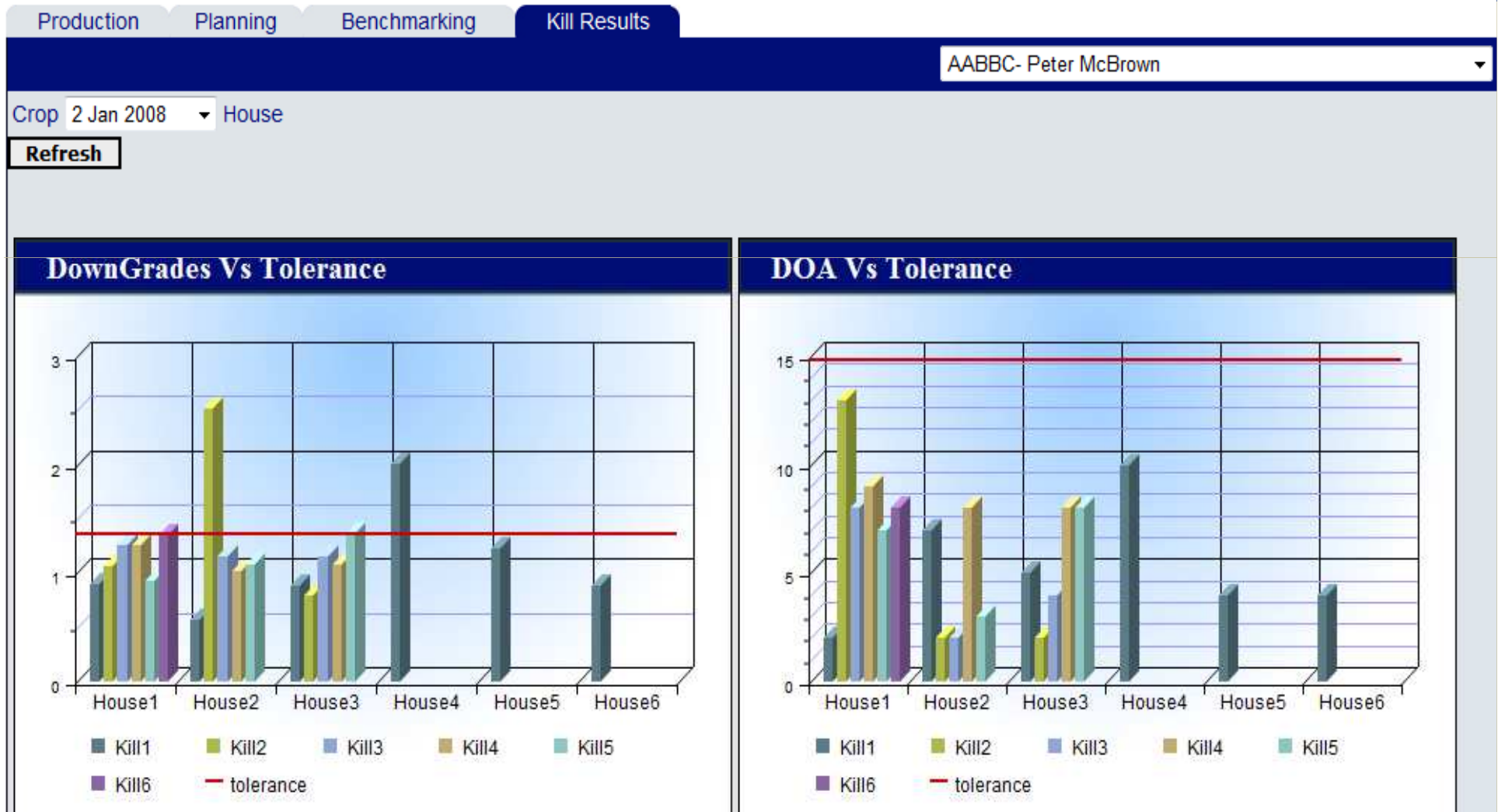


FootBurn Vs Tolerance



Business Improvement

Ability to compare houses and easily correlate inputs to outputs, e.g. this for example could help you to determine whether spending on house improvement is justified



Benchmarking

Show the weak spots in comparison to group averages and highlight where attention is needed

Production

Planning

Benchmarking

Kill Results

Compare results below against the group averages:

AABBC- Peter McBrown

Graph Type **BAR**

Year **2006**

Bird Type **STANDARD WHITE**

EEF league table position: 44 out of 69 number_of_growers

Refresh

EEF Vs Average



Weight 39 Days Vs Average



Messaging & Library

The Benefits

- **Communicate Electronically**

- Quick and reliable communications between you and technical staff using messaging system
- All messages sent and received can be kept for reference

- **Keep up-to-date with all the latest news and events**

- Enhanced capability for parent organisation to provide you with emergency alerts (using Messaging or through PoultryManager Notice Board), bird health and/or other relevant information
- Library facility allowing parent organisation to make all of the latest and most useful documentation available for you to view or download

- **Cut back on the time spent on the phone**

- Reduce the number of individual calls to technical staff and parent organisation

Messaging system to allow easy Communication with technical staff

The screenshot shows a web browser window titled "Message Editor - Internet Explorer provided by Dell". The main content area is titled "New Message" and contains the following elements:

- Buttons for "Close" and "Send".
- "Send to:" field with a dropdown menu set to "Group : All Users" and a "Priority : None" dropdown.
- A text input field containing "Group : All Users;" with a "Clear" button to its right.
- "Subject:" field containing "A Good Summer" with a "Clear" button to its right.
- A large text area containing the message body:

All Farmers,

A severe weather warning has been issued for a good summer this year.

Therefore temperature of houses should be monitored in line with the good summer guide found in the library.

Regards,

Technical Staff
- "Attach File:" field with an empty input box and an "Upload File Attachment" button.

Library facility providing farms with access to all organisation-approved resource documentation

Production	Placement	Planner	Kill Sheets	Kill Info	Message Board
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Library
 Setup

Select Medi-doc	Medical Document	18 Jan 2008	txt	<input checked="" type="checkbox"/>	YES
Select AM2008	Annual Meeting 2008	17 Mar 2008	doc	<input type="checkbox"/>	NO
Select BroilerM	Broiler Manual	16 Jan 2008	doc	<input checked="" type="checkbox"/>	NO
Select WebHelp	Help Manual	16 Jan 2008	doc	<input checked="" type="checkbox"/>	NO
Select Gas	Gas Stats	14 Mar 2008	doc	<input checked="" type="checkbox"/>	NO
Select Letter	Letter One	11 Mar 2008	doc	<input checked="" type="checkbox"/>	YES
Select Letter Two	Letter Two	11 Mar 2008	doc	<input type="checkbox"/>	NO
Select Payments	Payments	11 Mar 2008	doc	<input type="checkbox"/>	NO

PDA (handheld) compatible, for data entry 'on the go'
and remove the need for re-keying production
information

