



SPECIALISED BREEDERS AUSTRALIA

Hy-Line Layers Australia Pty. Ltd.

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State of the art hatchery opens to supply Australian egg farmers

PRESS RELEASE

May 8th, 2017

Rochester, VIC. Specialised Breeders Australia (SBA) today announced that it has commenced production at a custom designed hatchery in Rochester Victoria. This hatchery is the culmination of more than 5 years of sourcing, design and construction work and will provide Australian egg farmers with a secure supply of high quality livestock for decades to come.

Richard Rayner, CEO of SBA, explains "We have been able to take advantage of recent advancements in single stage incubation technology and a new process known as SPIDES (Short Period Incubation During Egg Storage). These improvements result in more consistent, better quality hatches which means a dependable supply of high quality chicks for our customers."

The new hatchery has been designed with an eye to the future, allowing for rapid capacity expansion into the existing structure and site planning permission in place to double capacity through further development. The \$19 million project has been completed using Petersime Incubators and Ecat automation from Belgium and France respectively and contractors from around regional Victoria.

Mr. Rayner continues "Designing a new hatchery from the ground up has given SBA the ability to create a state of the art facility with world class bio-security, including an off-site truck and chick basket wash, alongside the best available chick processing technology to ensure efficient processing at the highest possible welfare standards."

The new hatchery will be staffed by a mixture of workers transferring from SBA's existing hatchery and local Rochester residents.

About Specialised Breeders Australia

Specialised Breeders Australia (SBA) is the largest supplier of day old chicks and point of lay pullets to the Australian egg industry. Based close to the Victorian town of Bendigo and employing over 140 staff, SBA supplies the world's leading layer breeds, Hy-Line® Brown and Lohmann Brown to Australian egg producers.

For more information on Specialised Breeders Australia please visit <http://www.specialisedbreeders.com.au>.