



Chickens... The right way to raise them, the humane way to treat them, the healthier kind to buy and eat. Time to go back to basics!

FLOCKMAN and **New FLOCKMAN** are the world's two best forms of farming equipment to raise and feed chickens. The innovator of this system and newest member of Emerald Who's Who for Executives and Professionals inc., is David Filmer. Mr. Filmer is being recognized for his innovation, perseverance and true dedication to his business and for the welfare of birds and the benefit of the farmers that raise them, along with his keen business sense. We welcome David into our esteemed group of professionals.



Mr. Filmer has successfully served as managing Director of **FLOCKMAN** for 22 years when the company began. Today, together with his son Bob they developed a revolutionary, inexpensive system that most farmers can afford and use to raise chickens in a more humane and more profitable way - **New FLOCKMAN**.

David has a plethora of experience working at several prestigious universities in the United Kingdom, including London and Cambridge, where he taught Poultry husbandry and statistics to degree students. He also worked in leadership positions at high profile organizations such as Silcocks, Dalgety Agriculture and Unilever. To add to his repertoire, David Filmer has educational degrees in Agriculture from London (Wye) and Cambridge Universities.

When he became Animal Nutritionist to Silcocks in 1961, he was responsible for all cattle, pig and poultry feed specifications as well as research and development. One hundred trials were set up, interpreted and acted upon each year. He became Technical Director to Crosfields, then to Dalgety Agriculture and finally headed up Unilever's BOCM Silcock's Nutrition department.

David's interests have been in Digestive Physiology across the species in conjunction with Nutrition, which was led by a study of the Indian Jungle Fowl to the recognition of the limitations of industrial broiler developments. He devised systems capable of improving bird health and welfare as well as digestive efficiency, by providing environments and feeding systems to produce more natural ways of keeping chicken in modern industrial accommodations. His

studies have proved that modern "typical" feeding has reduced the quality of life, quality of health and substantially increased the cost to raise birds. In essence, he found that some pre-war methods were lost through mechanization, and "going back to basics", how things once were, was actually better overall.

FLOCKMAN (the Original) has been in existence for over 20 years. The system has won several awards and has been featured in a recent MAFF LINK project, "Integrated Management Systems for Poultry". This project enabled birds to be automatically steered along a pre-determined growth curve to reach the desired weight on the correct day.

However the system has proved to be too complex and expensive for most farmers, as it requires automatic feed and bird weighers, water meters and a computer. Mr. Filmer has created a simple system that has most of the functions of **FLOCKMAN**, but without climate control, feed and bird weighers, water meters or a computer. The result is the dynamic **New FLOCKMAN** that requires no daily attention and is a fraction of the cost of the old **FLOCKMAN**, while retaining all of the bird performance benefits.

Mr. Filmer has won many awards throughout his career such as:

Technology Transfer Award, British Pig and Poultry Fair: 1996

ROCHE Award for making and outstanding contribution to the knowledge or practice of livestock nutrition during the preceding 5 years. David Filmer was the first winner from the commercial world. *Past winners were all academics or research workers from universities and institutes: 1998*

HGCA Enterprise Award for increasing the proportion of home grown cereals (primarily whole wheat) in the diet of domestic poultry: 2002

Website Award for Excellence and the high standard of workmanship achieved: 2010 www.flockman.com

We recommend all to go to www.flockman.com for an in depth review of Mr. Filmer's products and research to learn more about this revolutionary system. We also encourage you to go to www.emeraldwhoswho.com to find Mr. Filmer and other successful executives and professionals to network with. *After all it's not only what you know, but who you know.*

Emerald Who's Who is a service-oriented company that prides itself in helping professional individuals from all industries around the world to network with peers and business leaders who can relate with each other. Members benefit from the several services we have to offer, from locating professionals within the online directory and/or hard cover registry, to discussing topics that matter to them among professionals in virtually any industry. Our company is often developing new networking strategies, and consistently creating the ability for members to increase their business contacts and exposure online and offline. We are not an online only organization, by offering the "Human Touch", members are not just another name in a book. We offer networking assistance, with your own account representative, to assist you along the way.
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