

FLOCKMAN

Volume 1 Issue 1

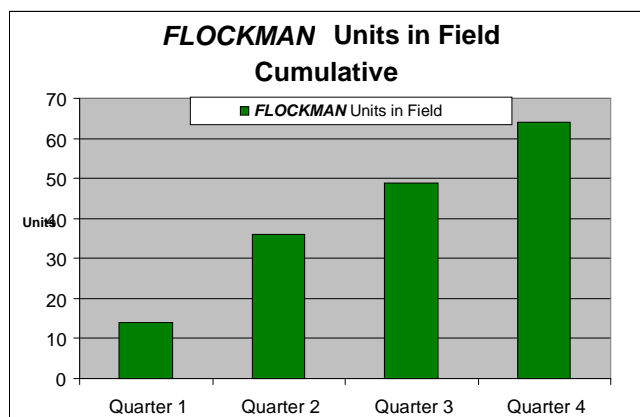
March 2009

WHAT'S NEW?

FLOCKMAN was introduced in March 2008. It does meal-time feeding with normal feeds and controls lights with Dawn/Dusk Dimming. Results are:-

Better liveweight + FCR and more profit. **Extra Margin** over feed cost averages **over £1,000 per crop** of 25,000 birds. At a modest cost, the investment pays for itself on average in 2 crops.

Units in use to date are as follows:-



What about old FLOCKMAN?

David Filmer Limited bought out Stonefield Systems interests in **FLOCKMAN** in 2004 and decided to produce a simpler to use, less expensive system. Old **FLOCKMAN** worked well on many large sites, especially in Humberside. But most growers thought it was too complicated and needed too much attention and management time.

So New **FLOCKMAN** has no bird or feed weighers and no PC. Growers just select the Feed/Light profile they want and "Start the Crop". Then they "Stop the Crop" when all the birds have gone. **FLOCKMAN** doesn't control house environment. It links to cross and feed lane augers and lights. "Feed Pan Management" is needed for good results.

FLOCKMAN Trials

Nine field trials carried out in the UK in 2008 averaged these benefits:-

	LW grams	FCR	EPEF	Margin / house / crop
FLOCKMAN	2057	1.642	331.9	
Control	2003	1.696	311.4	
Benefits	55	0.052	20.5	£1,083
Significance	***	***	****	****
p values	.001	.0003	.00006	.00002

95% Confidence Limits of Benefits

We can calculate the minimum benefits to be seen on 95% of farms using **FLOCKMAN**.

	LW grams	FCR	EPEF	Margin / crop
Benefit	30	0.033	14.3	£ 798

You can be 95% certain that you will **get your investment back** (including installation costs) **within 3 crops**.

FLOCKMAN Logo



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FLOCKMAN Overseas

A major International Poultry Integrator has been trialling **FLOCKMAN** in a Middle/Far East country. They do not want their company or the country to be named, but local temperatures can become very high. However, they have given us permission to reveal their trial results.

4 x 24,500 bird houses were used on a 10-house R&D site: 2 were on **FLOCKMAN** and 2 acted as controls. The trial was repeated over 2 consecutive crops involving 196,000 birds.



Standard broiler feed was used in all houses with NO WHOLE cereal added. In the UK most companies add whole wheat to the broiler feed at the feed mill.

Results using Arbor Acre males killed at about 40 days were as follows:-

	Age (days)	% Mortality	LW grams	LW as % Target	FCR	EPEF	Margin / house / crop
FLOCKMAN	40.18	4.50	2545	96.95	1.777	342.1	£11,909
Control	39.69	5.16	2465	95.60	1.833	323.4	£10,746
Benefits	+ 0.49	- 0.66	**+ 80	+ 1.35	- 0.056	+ 18.73	+ £ 1,163
Significance	NS	NS	*	NS	*	***	**
p value	-	-	.03	-	.03	.001	.007

** Note **FLOCKMAN** birds were 0.49 days older. Allowing 98g/day growth, the benefit of **FLOCKMAN** is nearer to 32 grams at equal age at kill.

After seeing the above results, the Agricultural Director e-mailed **“David, Yes, can not argue. It does give us enhanced performance and yes therefore we owe you money... for the first two!”**. Another 2 have been sent to their second 10-house R&D farm.

FLOCKMAN Down Under

Another company Down Under, which also does not want to be named, has placed its first order for **FLOCKMAN**. It does not want it’s trial results to become public.