



PT. Sierad's New Lebak Hatchery

The Positive Impact of Avida Setters with Zephyr Hatchers and a CC3-GL Ventilation Package

ChickMaster

Avida
SETTER



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Eko Putro Sandjojo,
Vice President and Director
of PT. Sierad Produce, Tbk.

Indonesia is an exciting country of contrasts, with a fine history and modern, forward-looking culture. I was here to visit PT. Sierad Produce's new Lebak hatchery, located in the Banten province about 100km southwest of Jakarta.

Sierad was one of the first companies in Indonesia to invest in ChickMaster equipment nearly 40 years ago. Sierad's long-standing relationship with ChickMaster culminated in July 2012 with the opening of the Lebak hatchery. With the addition of Lebak, Sierad now has three hatcheries and is one of the biggest chick producers in Indonesia, producing around three million day-old chicks (DOCs) per week. Sierad's integrated operation encompasses feed mills, breeder farms, grow-out farms, and bird processing, including further processed and value-added chicken products.

The heat and humidity were a constant backdrop during the four-hour drive from Jakarta to Lebak. We passed by traditional street markets, ad hoc soccer games in forest

clearings, whole families perched on single small motorbikes, feed mills, precarious shanty towns, mosques, and myriads of colourful butterflies dancing amidst heavy thunderstorms. I was struck by the contrasting mix of old and new, rich and poor, and developed and natural lands on this ride to the hatchery.

When we arrived at the gates of Sierad Produce's Lebak Hatchery, our car was checked and sprayed, and we were required to change into special hatchery uniforms. Security and bio-security is strictly observed here: all was done with a clear message of the importance of a clean environment where chicks are hatched.

I had travelled to the hatchery with Syarif and Roni from Gemilang Poultry (a division of Gemilang Group), ChickMaster's long-standing sales representative for Indonesia. We were greeted by Rokhmanudin (Raman), the Hatchery Manager, and Didin, his Technical Assistant. Refreshingly, there is little formality here; we were soon engrossed in conversation about the performance of Raman's eighteen four-section Avida A24-165 setters and sixteen C192-165 Zephyr hatchers. This was their first experience working with single-stage systems and represented a significant departure from the multi-stage machines they had operated before. Raman stated, "It was a big learning curve and I am still fine-tuning the stage programs, but hatchability and chick quality here are very good, especially in our older flocks." Didin added, "From my point of view, the Avida machines are easy to clean and simple to operate, even with minimum manpower."

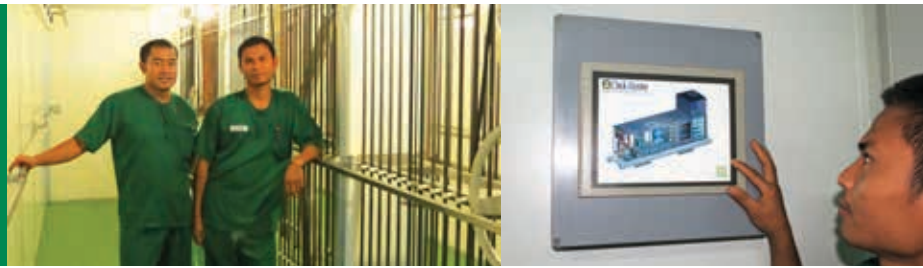
After lunch, we took a tour of the hatchery, starting with the two immaculate setter rooms.



Left to right: Roni, Rokhmanudin, Didin, Syarif

ChickMaster was the first

incubator manufacturer to trade in Indonesia, and, to date, is still bringing the latest innovations to the poultry industry.



Each room currently holds nine Avida A24 setters. “We have space for six more Avida A24s, three in each room, which will take our weekly setting capacity to over one million eggs,” Raman said. It was hatch day, which afforded us the opportunity to admire the strong and lively chicks as they were boxed for dispatch to the nearby grow-out farms.

One piece of equipment that I was very keen to see was their CC3-GL Environmental Package. The CC3-GL had left ChickMaster UK in June 2011 to embark on an epic 13,000km journey to the Lebak hatchery. The beauty of this revolutionary product is that it consolidates the environmental and service requirements of the hatchery into a single unit, offering ventilation, dehumidification, primary heat recovery, a hot water system, and a chilled water circulation system. Plus, the CC3 provides up to 30% energy savings on annual running costs. Raman showed us the unit and said with satisfaction, “Literally, all that was required when it arrived was to connect the chilled water system and the air supply to the hatcher and setter rooms.” This made

the setup faster and easier, representing a considerable cost savings during construction and equipment installation.

The Lebak hatchery is as modern and sophisticated as any around the world, and is a testament to the vision, determination, and business prowess of Eko Putro Sandjojo, Vice President and Director of PT. Sierad Produce, Tbk. I met Eko and members of his senior staff at his beautiful home on the outskirts of Jakarta. He greeted me warmly and explained, “My family was one of the first in Indonesia to use ChickMaster equipment in their hatchery back in 1975. Your reputation is very good here, and the results are excellent. By using the latest single-stage setting systems from ChickMaster, our final product meets the very highest international standards.” Eko continued, “ChickMaster was the first incubator manufacturer to trade in Indonesia and is still bringing the latest innovations to the poultry industry. Investing in ChickMaster incubators ensures that the products we provide to the public are of the highest quality. It is important that our DOCs are good and strong because this impacts the final processed product.”



One of PT Sierad's setter corridors with 9 Avida A24-165 setters

ChickMaster has built its excellent reputation on quality, maintenance, training, and customer satisfaction, leading to long-term customer relationships. Altogether, these are vital components for ChickMaster and our customers' success. I asked Eko about the service and training they had received. He affirmed, “PT. Gemilang Poultry is very loyal and does a great job for Sierad Poultry. If we have a problem, they do not hesitate to fix or replace what we need. ChickMaster's training and after-sales communication is good also, and they provide a quick and efficient spare parts service.”

Later on, I took the opportunity to ask Boedi Poerwanto, Sierad's Deputy Director of Poultry, about the performance of the Avidas at the Lebak hatchery – especially regarding the hatch window. Boedi noted, “Single-stage systems provide the exact conditions required for every stage of the developing embryo. They hold eggs of only one age so that all experience precisely the same conditions. As a result, the hatch window is very short, which puts less stress on the chicks at a vital time. The hatch window graph on our Maestro Hatchery Management system is always a pleasure to view.” Boedi added, “The key to a short hatch window, in my view, is the egg storage time, parent flock age, embryo quality, and uniform conditions of temperature and humidity even prior to incubation. Our Avida A24s produce high quality day old chicks. We are getting more birds, better liveability on farms, and improved uniformity.”

Eko is very positive about the future of Sierad and the Indonesian poultry industry: “There is a huge opportunity here in Indonesia. An improving economy and changing patterns of consumption are helping to give us the stability



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we need to grow.” Eko thanked us for coming and concluded by saying, “ChickMaster and Gemilang Poultry do a great job for Sierad Poultry. We are very happy and recognize excellence when we see it.”

We also acknowledge the excellent work done by PT. Sierad at this hatchery and thank them for their decision to use ChickMaster equipment in this efficient and excellent facility. It certainly was worth the trip.

— Steve Chapple, Marketing Manager, ChickMaster

Front cover, left to right: Syarif, Didin, Rokhmanudin, Roni



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