

# Meat Trade News Daily



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## Norway - Aviagen and Nortura hold industry meeting in Norway

22 Jul 2010

Norway, 21st July 2010: A group of invited guests, including representatives of Norway's food inspection authority, recently gathered at a joint Aviagen – Nortura, a long-standing Norwegian Ross customer, event which focussed on health, welfare and breeding.



The 55 attendees heard from various speakers on a range of topics, including the development of the Norwegian broiler industry since 1994, the Ross breeding programme, performance results, the importance of good biosecurity, stock management and strategies for health and welfare for the future.

Discussing the event, Atle Løvland, poultry veterinarian in Nortura said: "The main outcome of the seminar was that official representatives and the other participants got specific and relevant information on the status of Norwegian broiler production, and the breeding strategies of Aviagen. The hard data presented means that several assumptions were laid to rest: I know a number of those present were surprised to hear how long health and welfare traits have been included in Aviagen's breeding programme."

Serving the Scandinavian countries, SweChick in Sweden chose to partner with Ross in 1986 because of the scientific focus on breeding and commitment to high biosecurity. The performance we have had from the Ross bird since then, and what we have heard today, only confirms the fact that we made the right choice and can be confident that the Ross bird will continue to be the best bird for Norway into the future."

Jim McAdam, Aviagen's UK Breeding Programme Director, said: "We are delighted to work with Nortura in this event. The sharing of information is an excellent way to continually improve and develop our industry, with information flowing from both sides.

Ross stock performs very well in Norway, which demonstrates how well the breeding programme is working in synergy with the diligence of our Norwegian partners as regards biosecurity and flock management."

Atle Løvland added: "The production results from the Norwegian broiler industry show that there are still improvements to be made but we are working very hard. Our focus is on the whole production chain, both in breeding and management to meet the needs of healthy, well-producing broilers and broiler breeders, where health and welfare traits are key to future development."

About Aviagen: Aviagen is the world's leading poultry breeding company, developing pedigree lines for the production of broiler chickens under the Ross, Arbor Acres and L.I.R brand names. The company is based in Huntsville, Alabama, USA with a number of wholly-owned operations across Europe, Latin America, Brazil, India, Australia, New Zealand and the USA and joint ventures in Europe, South Africa, Turkey and Asia. Aviagen employs 2,000 people and has a distribution network serving customers in 120 countries. For further information please visit [www.aviagen.com](http://www.aviagen.com) <<http://www.aviagen.com>>.

About Nortura: Nortura is a Norwegian agricultural cooperative that operates slaughterhouses and other processing plants related to meat and eggs. The company was created as a merger between Gilde Norsk Kjøtt and Prior Norge in 2006, and has head offices in Oslo. It processes 214 thousand tonnes of meat at 39 plants in 2009. The company is owned by about 25,000 farmers throughout the country and is one of 13 agricultural cooperatives in Norway. Annual revenue is NOK 17 billion. The main brands include Gilde (red meat), Carna (foreign meat), Prior (white meat and eggs), Terina (frozen and canned foods), Alfathi (halal slaughtered meat), Eldhus (smoked meat) and Thulefjord (products from Northern Norway). For further information please visit [www.nortura.no](http://www.nortura.no) <<http://www.nortura.no>>

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