

# Poultry Newsletter

01 January 2016



❖ **MANAGEMENT NEWS**  
New executive level at BAADER LINCO

❖ **UNIQUE LIVE BIRD HANDLING**  
UniLoad

❖ **Be 'CAMERA-READY'**  
Operate as if your customer is always present

❖ **FOCUS ON BAADER LINCO  
product development**  
New equipment at our show plant in the UK

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Honorary Consul Petra Baader prepares BAADER LINCO's executive level management



Installing the new show plant in the UK



Unique UniLoad



Always be 'Camera-ready'



New executive level of managers appointed

## Key management news

Honorary Consul Petra Baader, Chairwoman of the Board along with Mr Torsten Krausen, Chairman of the Executive Committee, as representatives of the Board, have announced the appointment of a new executive level of management at BAADER LINCO. The new executive level is setting our business goals and strategies.

We are especially pleased to welcome our new CFO (Chief Financial Officer), Ulrik Giese, to BAADER LINCO. His extensive experience as CFO in various manufacturing companies will bring great value to our business. Being a CFO in BAADER LINCO means having more than just an advanced knowledge of accounting and financial concepts. It means understanding how the entire BAADER Group and the poultry industry in general works.

The remaining members of the new executive level are well known to most of our customers, like for instance our CEO (Chief Executive Officer), Andy Miller, who has been working for the BAADER Group for almost 30 years. Andy is the energy that drives our business forward and in new directions. He

is responsible for guiding all BAADER LINCO departments throughout the world together as one cohesive unit. His eagerness to strengthen our quality-in-all-phases culture is well known by employees.

Hugo Dissing is our new CSO (Chief Sales Officer) and is responsible for the commercial strategy of our company. Hugo has been our International Sales Director in Asia, the Middle East, Africa, EEU, Russia, CIS and Scandinavia during the last year.

Our Project Director over the last 3 years, Christian Isager, has been appointed COO (Chief Operating Officer). He is thereby responsible for the daily operation of our company.

With this new executive level in place we ensure continued growth and profitability while at the same time best serve our global markets and customers.



From left: Christian Isager (COO), Hugo Dissing (CSO), Andy Miller (CEO) and Ulrik Giese (CFO)

Joint projects with joint benefits

## Our product development is customer driven

2016 will be the year when we open our new show plant in the UK. Together with Chesterfield Poultry we have been able to design a completely new facility incorporating the latest technologies.

In the December/January edition of the NFU Poultry magazine 2015/2016 poultry consultant Peter Winson stated in the opening sentence in an article called 'Science & Innovation: a joined up approach' that poultry production has changed. "It is no longer production driven, but sales led" he said. Peter Winson has worked closely with the owners of Chesterfield Poultry and BAADER LINCO to develop a purpose-built poultry factory focused on offering safe food and flexible production to meet the sales challenges placed on global poultry suppliers today.

Chesterfield's objective to focus on quality in their production fits well with our own motto "Quality in all phases". Being synchronised with respect to our goals and future plans has indeed made this corporation fruitful, and we look forward to presenting the show plant and sharing our experiences with other customers. We anticipate the events by presenting some of the new equipment in this newsletter. As you will see, keywords in our newly developed

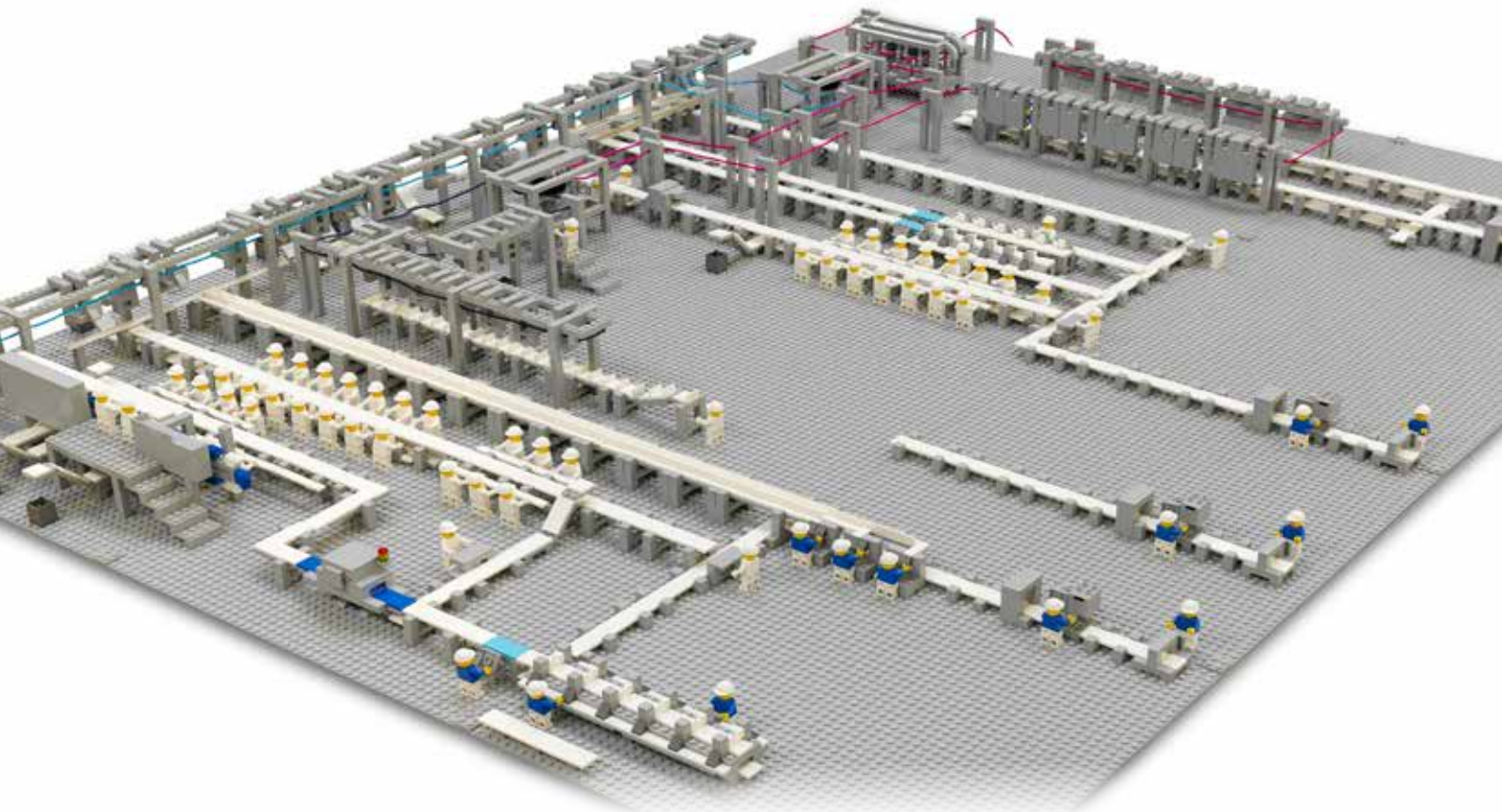
equipment are animal welfare, foot safety, production flexibility and processing optimisation.

We also have various organisational changes that we want to share with our readers. BAADER LINCO is a company in constant growth and we are adapting our company so we can continue to provide the best possible processing solutions and services to our customers worldwide.

Andy Miller, CEO at BAADER LINCO



Representatives from Chesterfield Poultry and BAADER LINCO



We have built a complete LEGO ® model of the show plant. The model shows our secondary processing product flow in a simple and understandable way



Strengthening our Indonesian friendships

## Dining with the Queen of Denmark

It is always satisfying to be able to offer our customers a unique experience that they will remember with pleasure for years to come. When we had the opportunity to participate in an official trade delegation in Indonesia together with Her Majesty the Queen of Denmark and His Royal Highness the Prince Consort, we did not hesitate to accept the invitation.

During two intense days in Jakarta, the capital and largest city of Indonesia, we visited Danish and Indonesian companies, presented BAADER LINCO and our business and met with ministers and ambassadors. Even His Royal Highness the Prince Consort of Denmark dropped by to greet the BAADER LINCO representatives.

We had the opportunity to invite some of our partners in Indonesia to brunch with the Governor of Jakarta, Basuki Tjahaja Purnama (popularly known as Ahok). It was a great opportunity to talk about Indonesian business culture.

One of the highlights of the programme was undoubtedly the gala dinner with Her Majesty the Queen of Denmark which we enjoyed together with Indonesian customers.

This official state visit fully lived up to our expectations to cross-industrial networking and to creating unforgettable experiences together with Indonesian partners.



Her Majesty the Queen of Denmark during the Grand Opening of the state visit



His Royal Highness the Prince Consort (right) visiting the BAADER LINCO representation during the official state visit

### BAADER LINCO in Indonesia

'Besides being a beautiful and culturally diverse country, Indonesia is also a country where the purchasing power is soaring and the economy is growing with 5-6 percent per year. It is surely an interesting market for BAADER LINCO.

We have been offering our Indonesian customers processing equipment for more than 20 years. Today, our Indonesian agent, PT. Javatec Food Technology, works closely together with our South East Asian hub situated in Malaysia. Both our regional as well as our global sales and service structure stand ready to assist our customers with technical, commercial and process challenges'.

Bo Schwartz  
International Sales Director



Our Regional President for Asia, Dr August Lee (right) meeting the Governor of Jakarta, Basuki Tjahaja Purnama - called Ahok (left) during the trade delegation in Indonesia

Operating the plant as if your customer is always present

## Always be 'camera-ready'



Over the past several years, we have seen various foodservice organisations, supermarket chains and the like, making demands on live bird handling practices, in order to protect their brand against bad publicity while meeting consumers' demands for animal welfare. Animal welfare has indeed become a commercial issue.

Therefore, it is increasingly important for today's poultry processors to carry out their live bird handling focusing on animal welfare – from loading at the farm to slaughtering the birds at the plant. They need to be 'camera-ready' at all times, meaning that they operate their plants as though their customers and consumers were present at all times.



Proper treatment of your live birds is not only appropriate for your business brand - it is crucial for your end-product quality and the return on your live bird investment

### The most critical live bird handling methods are:

- Rough chicken catching or shackling procedures
- Environmental impact on birds during transportation or lairage – draft, heat or cold stress
- Bird injuries during transportation
- Scalding of birds while they are still alive due to ineffective stunning

Establishing a written Animal Welfare Programme that provides all employees working with live birds with a code of conduct for animal treatment will send a clear message that a company is serious about animal welfare. Staff need to be thoroughly trained in living up to these guidelines, so they understand their obligation.

The best approach to assess whether animal welfare guidelines are actually complied with, is to measure injuries and deaths. That is, measuring the percentage of:



#### **DOA's**

A rise in 'deaths on arrival' may be due to rough handling or environmental impact on birds during transportation or lairage.

#### **Broken or dislocated wings**

The catching team might be picking birds up by a single wing or the emptying or dumping process of the live bird container before shackling might be too rough on birds.

#### **Broken or bruised legs**

Rough shackling might cause a rise in leg bruises. Shackling operators in a hurry tend to squeeze the legs too hard into the shackle.

#### **Breast bruises**

Jamming birds too quickly or too heavy-handedly through a small opening when catching is likely to cause breast bruises.

#### **Red birds**

If a bird enters the scalding process while it is still alive, it will have a red colour when eviscerated. Too many red birds indicate that the slaughtering process should be adjusted.

#### **Use cameras to monitor animal welfare**

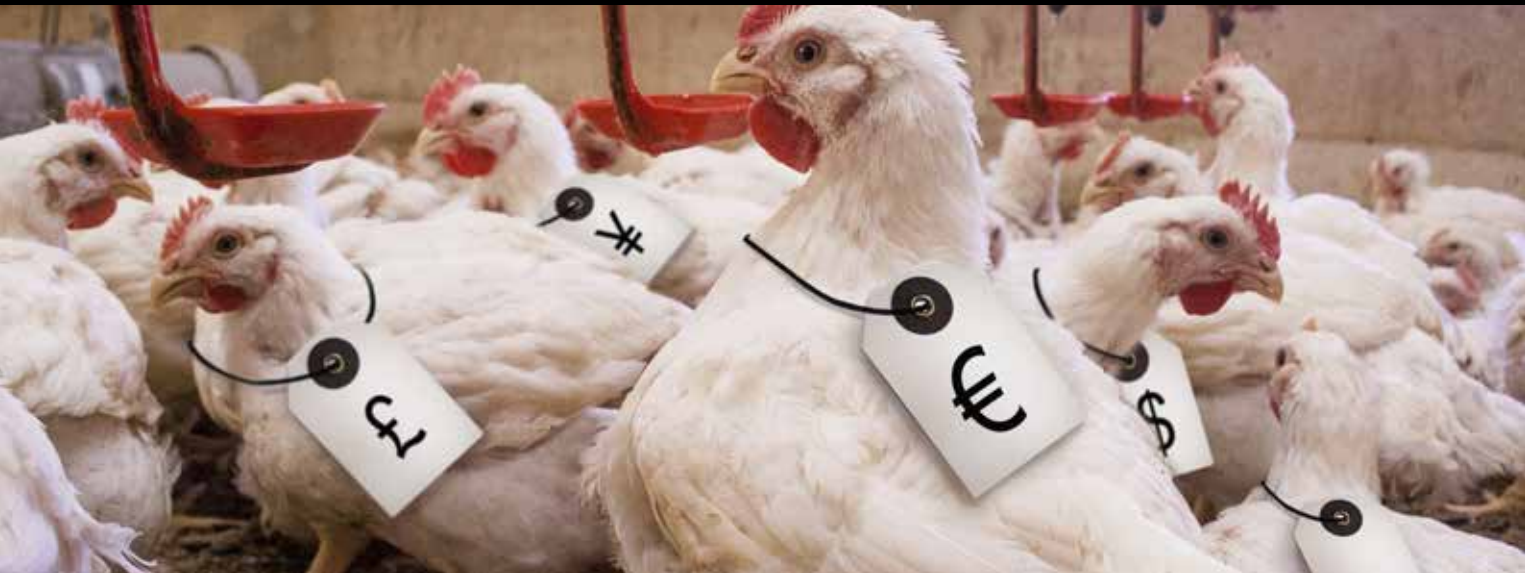
Monitoring the percentages mentioned above can be carried out by manually counting samples, or automatically on a vision camera that captures visible defects on the eviscerated bird. The advantage of a vision camera is the immediate feedback, especially if it comes with a notification system that can send an alert to the right people who can then address the problem without unnecessary delays. Information from the vision system also acts as a valid measurement of performance for catching, transport or shackling teams. Most of the animal welfare problems mentioned above can be prevented through training, monitoring and proper live bird handling equipment.

Monitoring the birds with a camera that follows them through the CAS (Controlled Atmosphere Stunning) process is a very effective way to control stress level and stunning efficiency, and thus prevent injuries and downgrades.



Protect your live bird investment

## BAADER LINCO's approach to animal welfare



As a supplier of live bird handling equipment, we feel a strong obligation to think animal welfare into our design and functionality of our drawers, modules and reception systems.

### DOA's

Our module/drawer system is designed to ensure ventilation to birds during transport and lairage. The size of the big drawers ensures that two drawers fit across the truck bed width, thus one side of the drawer is always exposed to the outside ensuring fresh air to the birds.

### Broken or dislocated wings

Birds remain in the drawer from catching to shackling. At no time are they emptied or dumped onto conveyors prior to stunning.

### Broken or bruised legs

Shackling is performed from both sides of the drawer allowing for more comfortable shackling and faster emptying of each drawer. Furthermore, we highly recommend the installation of a CAS (Controlled Atmosphere Stunning) system to further facilitate animal welfare and operators' welfare because the birds are unconscious before shackled. It considerably reduces both bird stress and painful shackling of conscious birds, and it makes the shackling job more comfortable.

### Breast bruises

The drawer system offers a large opening, making loading easier and the possibility of injuring the birds during loading is minimised.

### Red birds

Again, our CAS pit system is an effective way of ensuring that birds are properly stunned before scalding and picking. The stunning process is effectively monitored and controlled by our Camera Monitoring Solution. Correctly stunned birds are a prerequisite for an effective slaughtering process.

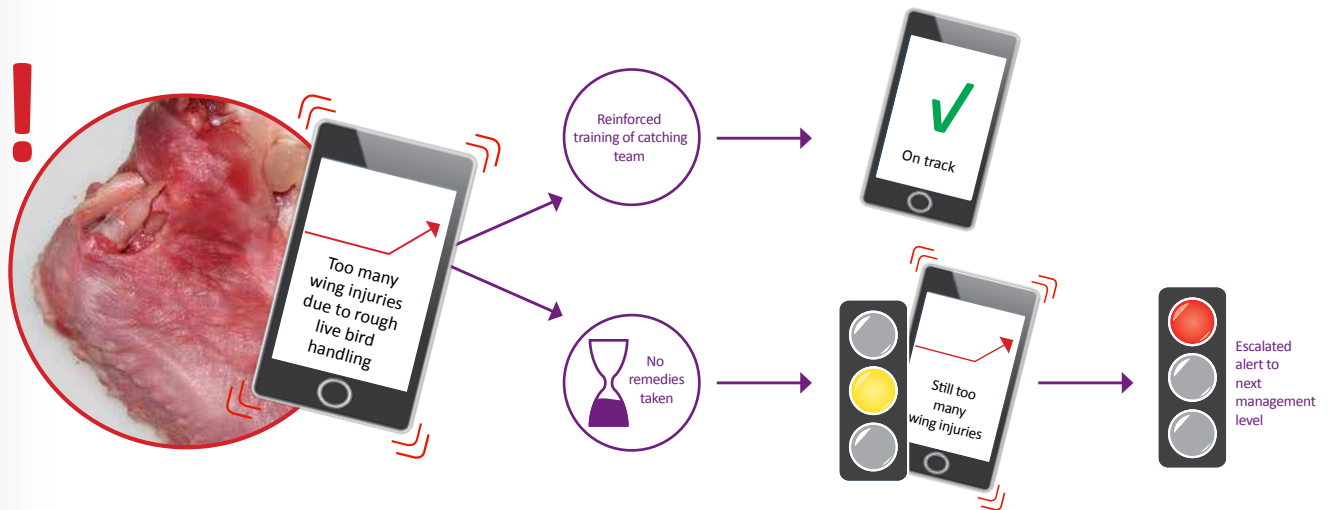
### ClassifEYE® monitoring

ClassifEYE® is an automated, in-line quality inspection system designed to measure the performance of the live bird handling, slaughtering and evisceration processes and grading of whole birds. The vision system specifies defect types and determines quality grade. The grade detection can be used to correct and optimise upstream live bird handling and first processing.



Keep an eye on live bird injuries

# ClassifEYE® to monitor animal welfare issues



Original photo taken with our ClassifEYE® vision camera. It is clearly seen that the bird's right wing has a severe downgrading injury.



Automatic quality grading on our ClassifEYE® vision system combined with our intelligent B'Logic® software guarantees a constant information flow that will help you monitor if animal welfare guidelines are respected.

Developing new modules and drawers

## Unique UniLoad



As seen on the previous page, BAADER LINCO has a clear position on animal welfare and it is not only for ethical reasons, but because every bird represents an investment. The goal in all our development is to help customers optimise the value of each bird. This is what we call “Single Bird Processing” and it starts with our live bird handling. Only by protecting birds from physical or stress-related injuries can we protect the quality of each carcass passing through the processing system. Improved carcass quality means improved profitability for our customers.

Now that we are launching the new UniLoad modules and drawers, what are the challenges and goals we have worked with in the product development?

‘A live bird handling system must balance transport costs, bird protection and production efficiency, and this balancing exercise varies considerably from one customer to the other, from region to region. BAADER LINCO is a worldwide supplier, and we needed to develop a product that universally fits the requirements of the global poultry markets. That was our starting point.

In the development phase of the new modules and drawers we concentrated on getting the right building blocks for our customers worldwide. This means that we designed the drawer sizes to fit standard truck bed widths. Consequently, our customers will be able to fully utilise their truck capacity.

During the past several years, we have been focusing on animal welfare in our live bird handling, so the new modules and drawers comply with our general position on animal welfare. The drawers are designed to ensure airflow and good foothold, and prevent birds from sticking out their wings etc.

There is constantly more focus on hygiene in live bird handling in order to avoid cross-contamination between flocks and farms. Therefore, we also took easier wash-down of both modules and drawers into consideration: drain holes, rounded edges on the drawers and open base construction on the modules avoid picking up litter at the farm.

All in all these considerations have allowed us to develop a unique drawer and module system that among other things can reduce the number of trucks needed, the number of trips made and carcass downgrades for our customers worldwide. That is good business’.



Michael Lyngholm (Process Engineer, R&D)



Drawer 1193 x 1070 cm

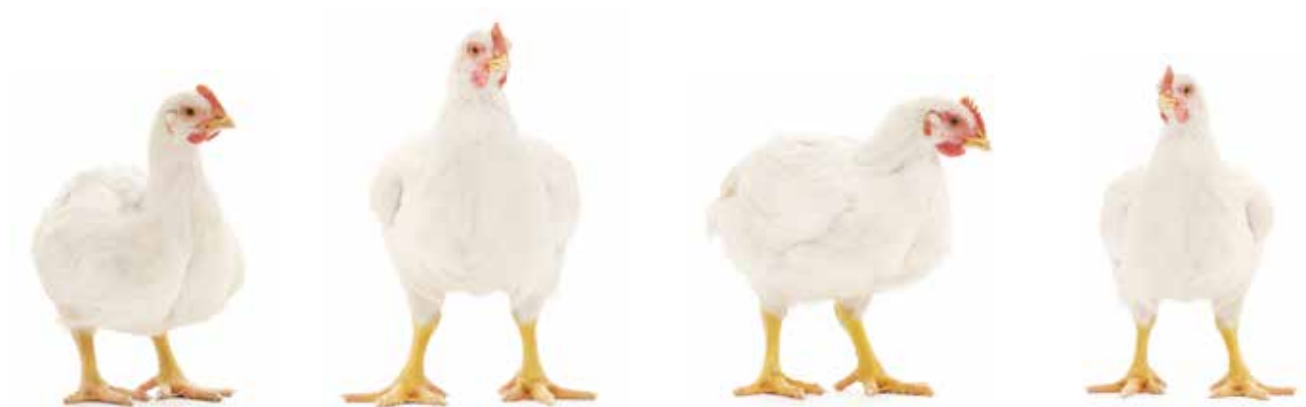
Drawer 1163 x 1163 cm

Drawer 1273 x 1193 cm



Thorough cleaning of transport equipment

## Minimise cross-contamination



Recent years' increasing focus on food safety and bird diseases has emphasised the importance of implementing biosecurity throughout poultry farming and processing.

United States Department of Agriculture (USDA) has released a HPAI Biosecurity Checklist to help control the spread of HPAI (highly pathogenic avian influenza) virus. Their aim is to involve all segments of the poultry industry and motivate them to follow stringent biosecurity practices on an ongoing basis.

To BAADER LINCO the checklist is valuable because it includes cleaning and disinfection of transport equipment - in our case modules and drawers. Minimising the bacterial load on the transport equipment will minimise the risk of cross-contamination.

Apart from a hygienic design of modules and drawers to allow for a thorough wash-down, modules and drawers are cleaned and disinfected separately to maximise the washing efficiency. After washing, the clean drawers are re-stacked into the clean modules, and the modules are then ready to pick up the next bird flock. Our washing units are all modular, allowing customers to assemble the units according to space and desired washing results.

As highlighted by USDA it is of great importance to keep the cleaned and disinfected equipment under conditions that prevent exposure to wild birds and thereby the HPAI virus.



You can find the checklist by scanning the QR code or on the USDA website:

[https://www.aphis.usda.gov/animal\\_health/downloads/animal\\_diseases/ai/HPAIChecklist.pdf](https://www.aphis.usda.gov/animal_health/downloads/animal_diseases/ai/HPAIChecklist.pdf)



New washing unit designed to wash the drawers in a vertical, upright position

Controlling the raw material quality

## Calatayud reduces downgrades

Protecting the quality of your raw material intake makes all the difference to your business. Spanish poultry processor Matadero José Calatayud e Hijos, S.A. is aware that the quality of their daily live bird investment must be protected in order to ensure the company's continued sustainability. Therefore, the decision to invest in BAADER LINCO's new UniLoad Live Bird Handling System was driven by a desire to reduce bird injuries and improve meat quality.

Calatayud is a family-owned company with almost half a century of experience in poultry processing. The company slaughters and processes 3000 birds per hour, and the meat is widely used for further processed products: cold cuts, hamburgers, skewers, breaded meat among others. The quality of these products is dependent on the processing quality in the slaughterhouse, and the processing quality starts with the live bird handling.

After changing their existing cage system with a UniLoad system from BAADER LINCO, the customer experienced a significant drop in bird injuries: 12 - 15% fewer downgrades.



The big drawers allow for larger truckloads



Costly live bird injuries are reduced by shackling directly from the drawers



### Health and Quality

'The system start-up went completely smoothly, and we must congratulate BAADER LINCO for the good work and the cooperation. After implementing the new live bird handling system we have observed great improvements in meat quality, and our customers are very happy with these improvements. After all, it helps us live up to our motto "Health and Quality" in our daily production'.

Angel Losantos Calatayud,  
Sales Manager at  
Matadero José Calatayud e Hijos, S.A.



Angel Losantos Calatayud standing in front of the drawer washing unit



‘Camera-ready’ poultry production

## Danish Finest Chicken A/S

Danish Finest Chicken A/S has taken over existing production facilities in Gedved, Denmark, and renovated and expanded the processing plant. The existing plant mainly consists of equipment from BAADER LINCO.

The new owners decided to continue the cooperation with BAADER LINCO by installing a completely new UniLoad large drawer system to handle their live birds. This allows them to load up to 85 kilos per drawer, without giving up on animal welfare. Our new drawer washing unit that washes the drawers in a vertical, upright position has been installed to ensure best hygiene practices in the reception area.

Furthermore, the customer has decided to optimise whole bird distribution by installing our Weigh Transfer 520 after evisceration and again after air chilling. The first weighing process gives Danish Finest Chicken important insights into weight distribution of the flock to be processed and packed after chilling. The second weighing enables them to calculate weight losses throughout chilling and to optimise distribution of whole birds to whole fresh bird packing or cut-up.



Blue light keeps the birds calm before shackling



Unloading the truck in Gedved



Unstacking the drawers

‘We want to be proud of what we do at Danish Finest Chicken, and we operate our plant as though our customers are always present during production. We focus on best processing practices in all aspects. We believe that poultry processing can be both efficient and profitable while still safeguarding animal welfare, food safety and product quality. Our new live bird handling system is a good example. It both optimises truckload, operator handling and animal welfare. Furthermore, we have invested in thorough cleaning and disinfection of the transport equipment, because we feel a great responsibility not to inflict our farms unnecessarily with bacterial or viral infections’.

Peter Jørgensen, Managing Director at Danish Finest Chicken A/S



Working once again around quality and hygiene

## New energy-saving Vortex Scalders

The development of our new immersion scalders, the Vortex Scalders, was a natural extension of our present Typhoon Shower System. The Typhoon has two functions: pre-scalding of the back of the bird and washing. The Typhoon is used to improve hygiene in the final scalding process and to ensure high breast meat quality. So when we decided to develop a new scalding process, the decision was based on the same premises – increase hygiene and carcass quality.

‘The BAADER LINCO air jet scalders are known to perform a uniform and efficient scalding by using a water agitation system. High-pressure air tubes blow bubbles into the water tanks and thereby reduce the water density. Otherwise, the birds will float and the scalding process will be compromised.

The new Vortex Scalders are designed to provide an energy-efficient scalding with optimal hygiene and minimised maintenance - without the use of air. From our long experience developing highly efficient scalders, we know that water speed is essential and we therefore implemented a water-directed guide system to generate a water co-flow and cascade flow

over the birds - targeted at generating a uniform scalding without the risk of over-scalding.

At the same time, we know that hygiene must be implemented in the design as well. Hygiene and food safety are perpetual challenges for our customers. This is why we eventually decided to allow easy access to the scalding components and use stainless steel plates to prevent the birds’ breast sides from touching the heating elements.

We are excited to see the results of our new scalding system that includes the Typhoon shower to pre-scald and clean the birds in combination with our new Vortex scalders. With this, we have managed to develop a scalding system that both protects meat quality and lives up to the highest hygiene requirements.



Per Thorup, R&D Engineer

### Working together with Borgmeier on the Vortex

We have enjoyed a close collaboration with German poultry processor Borgmeier Frischgeflügel on the development of our new Picker 286, so when Borgmeier needed an expansion of their scalding capacity, it was only natural to involve them in our development plans of the new Vortex Scalders.

Needless to say that working with a customer who has a lifetime experience in the poultry industry is of great value to us. The result of this experience sharing is a new and highly effective scalding and picking solution.



Mr Heiner Borgmeier with the Vortex Scalders



‘Salmonella contamination is a processing challenge that we fight every day, so our requirements to hygienic and easy cleaning of both pickers and scalders was the driving force behind our cooperation with BAADER LINCO.

Furthermore, we needed to expand our production, but the physical settings did not allow for a major extension of the picking area. We needed to increase the performance while maintaining more or less the same processing time.

BAADER LINCO understood these challenges and managed to develop a picking/scalding solution that allows us to offer our customers a soft-scalded, high-quality product.

Wash-down of both picker and scalders has become easier than ever with this new solution: both the Picker 286 and the Vortex Scalders offer good access when cleaning and the picker furthermore has an open picking row construction to facilitate cleaning between the rows’.

Mr Heiner Borgmeier & Mr Werner Borgmeier, third generation owners of Borgmeier Frischgeflügel.



Add value to your end product

# What's the story of your meat?

## Poultry storytelling

Sustainability, animal welfare and other socially charged topics are becoming increasingly important for consumers of poultry meat. Retailers and restaurants are often asked about these topics, and they need to be able to provide consumers with a positive narrative about their products.

Storytelling can drive awareness around your poultry product, and awareness can add extra positive attributes to your product. An open, authentic communication about the benefits of your product can help your product stand out: Is your meat organic? Did you implement environmentally sustainable production methods? How is your company creating local jobs? What are your animal welfare guidelines? Is social responsibility part of your company strategy?

The truth is that every brand, no matter how 'plain', has something particular and interesting in their processing or their value system that is a great story just waiting to be told. Use these hidden benefits in your communication to add extra value to your product, but be authentic about it.

Your website and social media are obvious choices to use in your brand storytelling, but other measures such as adding information directly on the product, direct mailings to retailers or restaurants, appearances on local media etc. are also effective communication channels. It all depends on the story you want to tell.



## Use the label

QR codes on the product label is an easy way to offer the consumer an immediate access to your company story. They can hold a huge amount of information as they link to digital contents on the web, and the presentation of the information can be both visual and audible. It is a simple process to enter the appropriate data into the QR-code generator, and it only takes a few minutes. There is a great variety of free QR-code generators on the web.

Once you have generated your QR code you insert it as an image on your label design. With BAADER LINCO's label design tool, B'Logic® Label Composer, you can create customised labels. You simply choose the element to be inserted, in this case the QR code, drag it to the correct place on the label and sizes it to fit your desired design. Depending on the story you want to tell you can link the QR code to websites, videos, cooking recipes etc.



Getting ready to open our show plant

## Chesterfield opts for animal welfare and biosecurity

In Thorne, United Kingdom, the installation of our new show plant is progressing. Together with Chesterfield Poultry we have designed a completely new facility incorporating the latest processing technology and practices: a modern halal processing plant able to process and chill up to 12,000 birds per hour while still focusing on campylobacter control and meat quality.



Hygiene measures such as drawer soaking units, separated module and vertical drawer washing and disinfection of both drawers and modules will help prevent cross-contamination between farms



The new Picker 286 is designed for high picking performance and easy wash-down to meet the strictest hygiene requirements



The size of the drawers at the new plant allows for loading approximately 85 kilos into each drawer without compromising animal welfare. Larger drawers mean fewer modules and drawers to transport the same bird load - consequently the investment in live bird transport equipment and maintenance is reduced. More kilos per load means fewer trucks and fewer trips.

The drawer and module design makes loading faster and easier and there is no handling of full drawers. The large drawer opening ensures easy access when loading, improved bird welfare and fewer bird injuries.

Two drawers fit the truck bed width. This avoids a centre drawer and ensures an effective airflow to all birds. Consequently, expensive DOA's and downgrades are minimised.







### Biosecurity promotes food safety

Installation of the Typhoon Shower System in front of the newly developed Vortex Scalders will enable Chesterfield to wash the birds before entering the final scalding process. The amount of solids in the final scalding process will be reduced. Furthermore, the Typhoon Shower System carries out a pre-scalding of the bird's back to prevent over-scalded breast meat. Once again, food safety and meat quality go hand in hand.

Accurate adjustment of the evisceration equipment according to flock size minimises the risk injuries to the intestines, the giblet pack and the carcass. Complete separation of the giblet pack and the bird after evisceration further minimises cross-contamination. Chesterfield has chosen to air chill hearts, livers, gizzards and necks further improving food safety and quality.



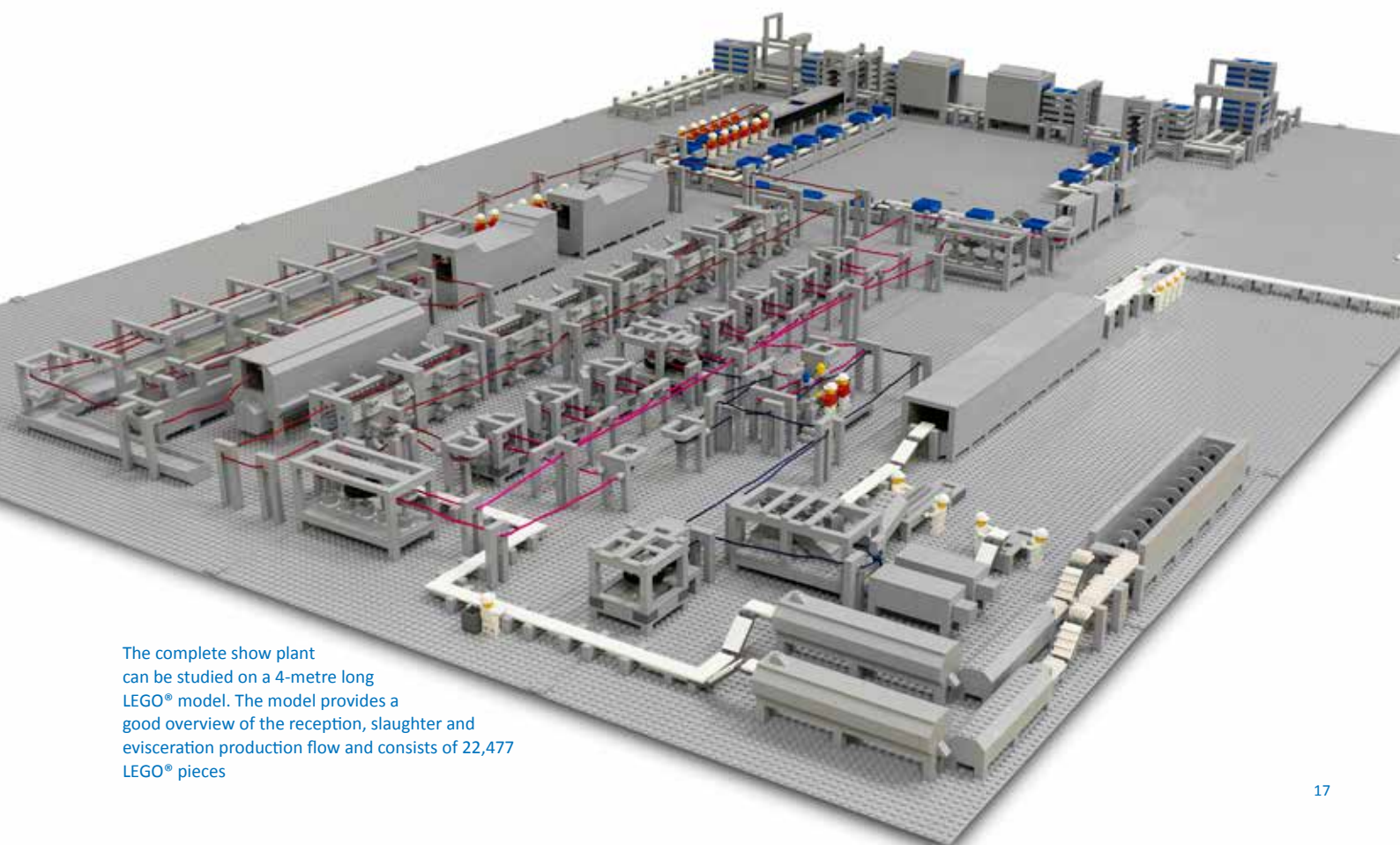
Highly adjustable evisceration machines to ensure production flexibility and accurate processing



Using a combination of horizontal bird washing in first position to wash the faecal matter out of the bird through the vent opening and not through the neck opening, combined with a final vertical washing, will improve food safety



Clean Air Chilling through the vent opening and on the bird's surface. This single-tier chilling tunnel prevents dripping from one carcass to another, reducing cross-contamination



The complete show plant can be studied on a 4-metre long LEGO® model. The model provides a good overview of the reception, slaughter and evisceration production flow and consists of 22,477 LEGO® pieces



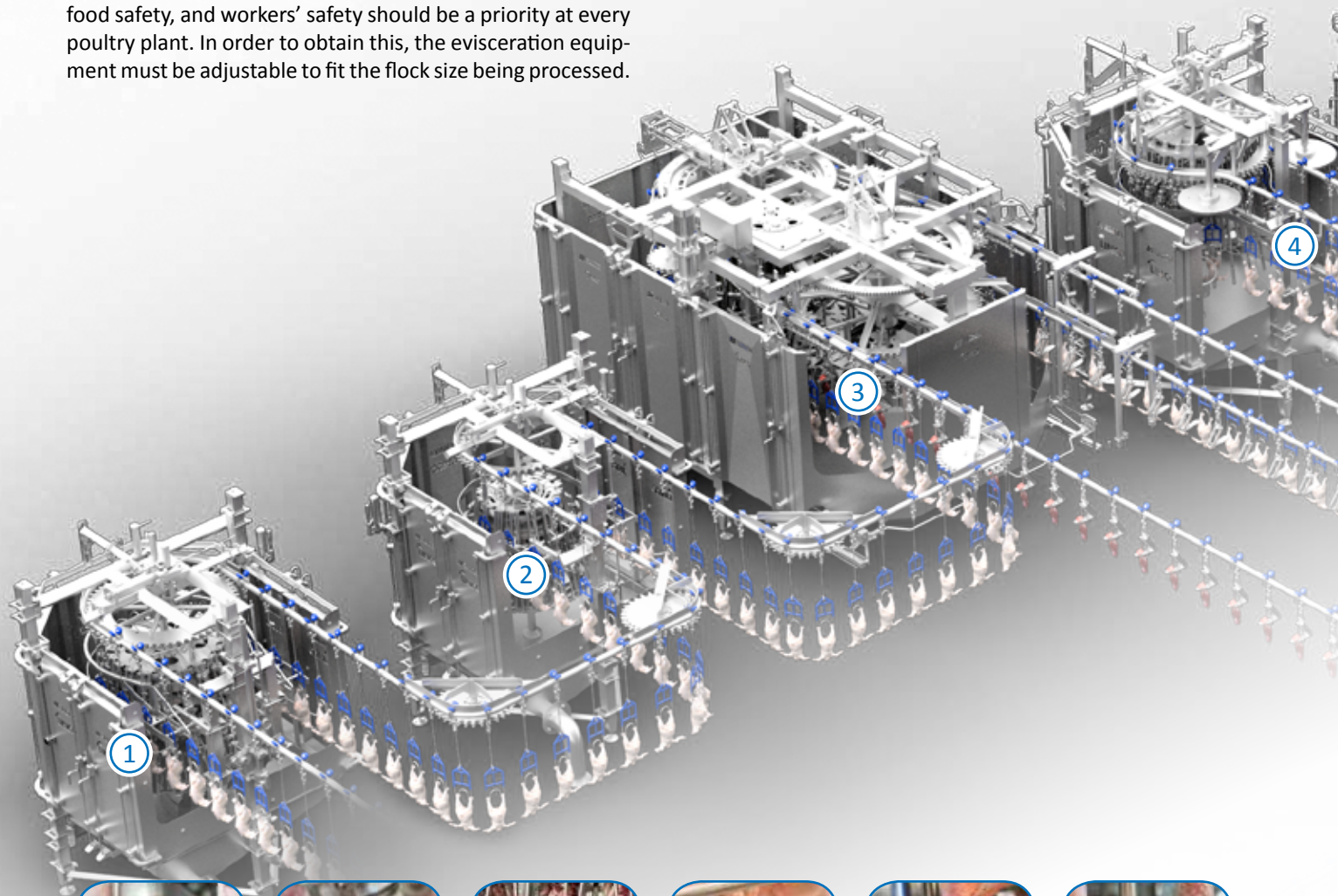
Costumers like Chesterfield need all bird sizes to meet their sales challenges

## Processing adapted to flock size

Consumer demands on poultry meat is rising, and poultry processors are squeezing profits and productivity out of their equipment investments. Line speeds are going up. This is a natural development in many markets.

Just as big scale poultry processing offers many advantages, it also presents challenges on food safety and operators' safety. A high-speed evisceration line must be able to produce a clean bird and minimise injuries to carcass or giblet pack. Faecal contamination should be avoided to ensure food safety, and workers' safety should be a priority at every poultry plant. In order to obtain this, the evisceration equipment must be adjustable to fit the flock size being processed.

At Chesterfield Poultry, one of the challenges has been to meet the high variation in average live weight between flocks: 1.6 – 4.2 kilos. This challenge has led us to develop a new evisceration line: high-speed processing without compromising quality or safety. This new CE certified evisceration line is built upon 70 years of poultry processing knowledge, and it features a new, hygienic design with improved adjustment settings.



**Vent cutting**  
Precise cutting and removal of vent to avoid injuries to the intestines



**Opening**  
Opening the abdominal skin to provide access to the subsequent evisceration



**Evisceration**  
Removal of giblet and intestines pack while both bird and pack are treated with care



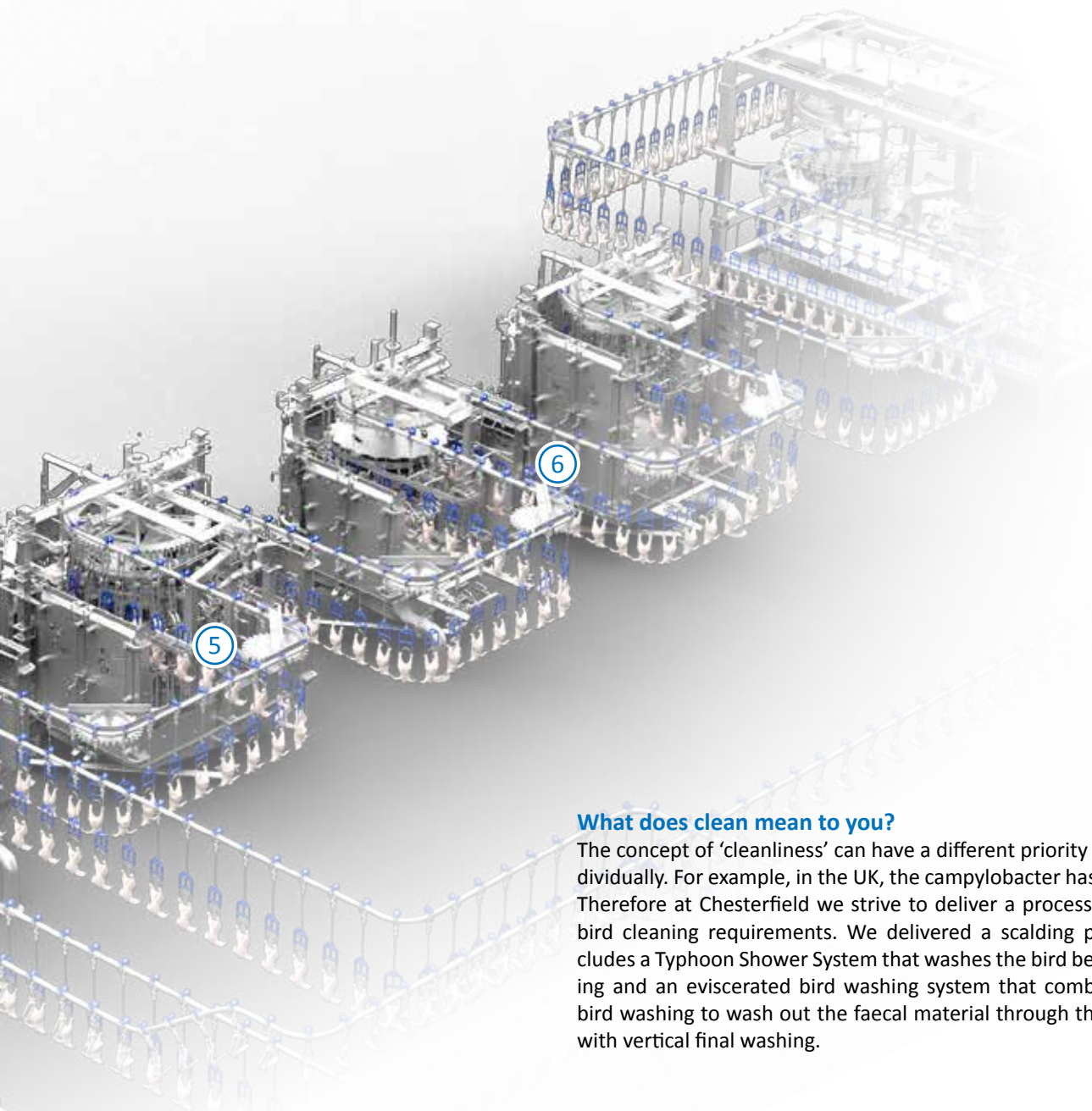
**Cropping**  
Effective removal of crop and windpipe attached to the neck



**Final Inspection/ Neck Breaker**  
Removal of lungs, and neck bone while leaving the neck skin attached to the bird



**New horizontal and vertical washing system**  
Thorough washing of the carcass reduces debris and bacteria on the inner and outer bird surface



#### What does clean mean to you?

The concept of 'cleanliness' can have a different priority globally and individually. For example, in the UK, the campylobacter has a high priority. Therefore at Chesterfield we strive to deliver a process with very high bird cleaning requirements. We delivered a scalding process that includes a Typhoon Shower System that washes the bird before final scalding and an eviscerated bird washing system that combines horizontal bird washing to wash out the faecal material through the vent opening with vertical final washing.



#### Key features

- Up to 13,500 birds eviscerated per hour
- All machines on the evisceration line can be adjusted to efficiently process birds from 1.4 kg (3 lbs) to 3.8 kg (8.4 lbs) live weight.
- Adjustments can be performed during production to optimise uptime.
- Unique bird positioning system to ensure accurate processing and maximise yield performance
- Complete separation of bird on a shackle and giblet pack on a separate transport clip system to maximise food safety
- Comprehensive safety features including lockable doors to ensure workers' safety
- Reduced faecal contamination due to easy and correct machine adjustments and bird positioning
- Easy wash-down of equipment and auto-washing at the end of each production cycle
- Horizontal and vertical bird washing system for improved bird washing



Gentle handling of all edible parts

## New Automatic Giblet Harvesting System

Automation and food safety are key words at Chesterfield Poultry. The development of a completely automatic gibletharvesting system focusing on hygiene throughout gibletharvesting processing was therefore an obvious target for our R&D.

After the Eviscerator 218 has transferred the gibletharvesting pack to the gibletharvesting clip overhead conveyor, the gibletharvesting and intestines pack is ready for fully automatic gibletharvesting harvesting.

Throughout the development phase of this Automatic Gibletharvesting Harvesting System we had 4 clear objectives: reducing labour, ensuring high-speed processing without compromising performance and increasing food safety and quality.

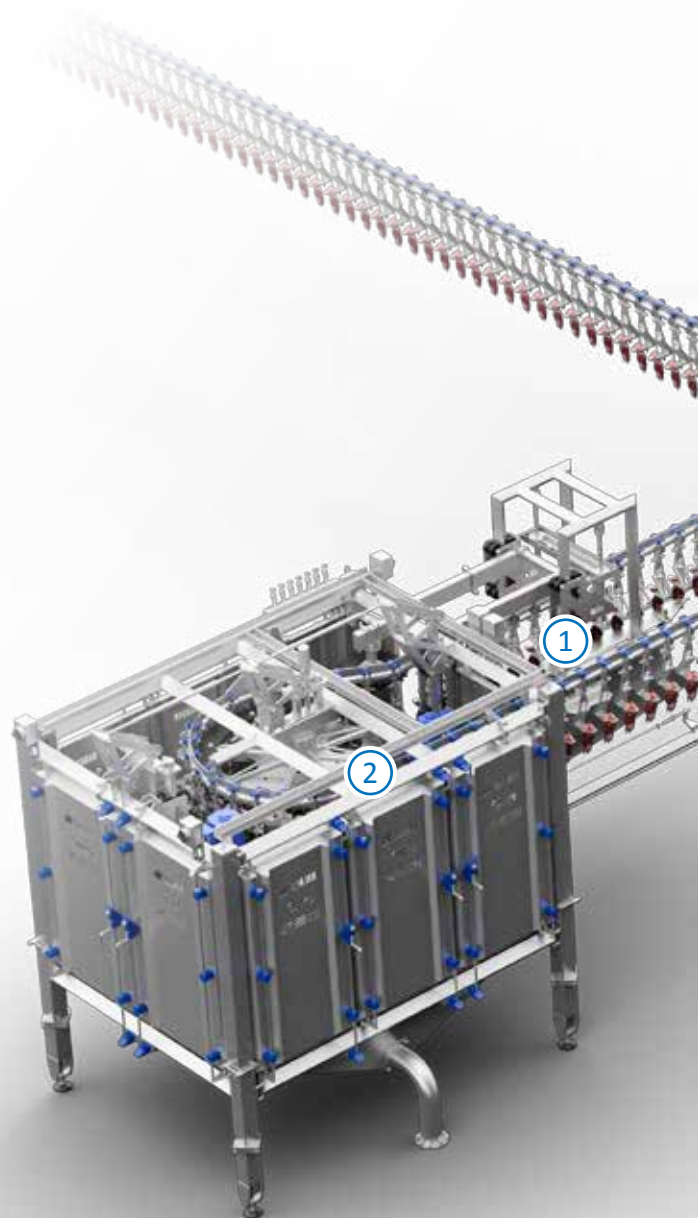
When processing 13,500 birds per hour, manual gibletharvesting harvesting can easily require up to 13 operators. For many poultry processors, this labour-intensive work can be costly or problematic because there is no labour available. When implementing this new Automatic Gibletharvesting Harvesting System, approximately 3-4 operators are required to perform the inspection of the edible parts.

Automation also ensures a uniform performance and thus consistent product quality. When running 13,500 gibletharvesting packs per hour, the machinery must run smoothly to produce high-quality end products. Maintaining the equipment must be easy and simple. Otherwise, performance will undoubtedly drop in times of poor maintenance. This is why we decided to implement a 'keep-it-simple-philosophy' in each operation of the system - both mechanically and functionally. The maintenance of the system is similar to the machines on the evisceration line.

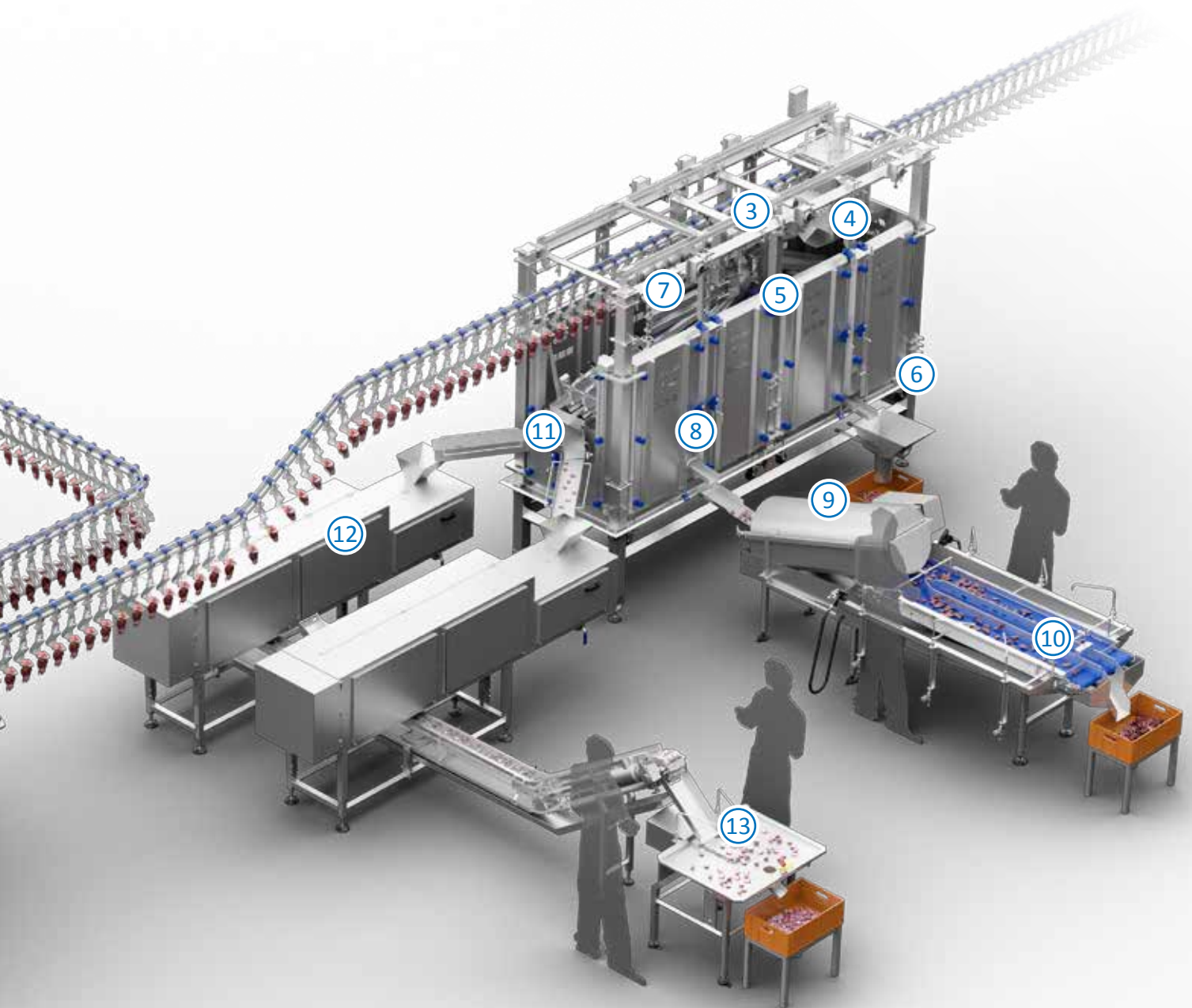
By completely separating the gibletharvesting pack from the eviscerated bird in the Eviscerator 218, the risk of faecal contamination is reduced considerably. With this gibletharvesting harvesting system we take food safety a step further: we reduce the contamination risk by reducing the contact surface on the pack transportation equipment. By using a gibletharvesting overhead conveyor, the contact area is limited to the clip system. Furthermore, we carefully wash the product throughout the gibletharvesting harvesting process and at Chesterfield we chill it by using air.



Torben Andersen, Mechanical Engineer



- ① Giblet pack stretching to loosen/stretch the tissue of the intestines, and to ensure a cleaner and more effective removal of intestines and gall
- ② Removal of intestines and gall bladder from the remaining gibletharvesting pack
- ③ Separation of hearts and lungs from gizzard and liver
- ④ Quick water chilling of hearts to increase the performance of the subsequent heart and lung separation



At Chesterfield Poultry we air chill hearts, livers, gizzards and necks in a separate processing, chilling and packing area

⑤ Separation of hearts and lungs

⑥ Chute for hearts

⑦ Gizzard and liver separation

⑧ Chute for livers

⑨ Washing of liver

⑩ Liver inspection

⑪ Chute for gizzards

⑫ Opening, cleaning and peeling of gizzards

⑬ Gizzard inspection

‘Smarter’ poultry processing

## Embrace new technology



Global poultry production must become ‘smarter’ by taking advantage of modern technology and data processing. According to a research prepared by Rabobank, a smarter food system is more productive, less wasteful, and more profitable ([www.rabobank.com](http://www.rabobank.com)). Rabobank’s attention is on the increasing food demand worldwide and they call for a more efficient global food system. Considering poultry processors’ revenue opportunities, increased productivity, lower waste and higher profits form the very basis for a sustainable business.

Rabobank’s research, entitled ‘Building a Smarter Food System’, emphasises that optimised food processing is not achievable through a ‘business-as-usual’ approach. It needs to include new technologies, data collection and advanced

algorithms to gain in productivity.

This philosophy fits very well into our way of thinking poultry processing. We constantly work on offering our customers software technology that optimises decision making and use of resources.

Individual bird weight and quality grade are determinant characteristics in ‘smart’ poultry processing. Our Weigh Inspection Machine 550 (new, limited release) captures both attributes in one machine process. The machine functions are built on BAADER LINCO’s existing and well-tested technologies: ClassifEYE® vision system and our high-accuracy, patented weighing principle used on our popular Weigh Transfers.



The Weigh Inspection Machine 550 uses a four-camera vision system to capture possible defects on each bird at high-speed processing. This technology makes it possible to detect defects that a two-camera system could ever capture: wing pit bruises and injuries on the side of the bird. The four-vision photos above this text show how one of the side cameras detects a severe skin injury undetectable in a two-camera system.



Single bird 'smart' processing is the future

## New Weigh Inspection Machine 550

We want our show plant in the UK to be a 'smart' poultry plant and have it prepared for future developments. In order to achieve this, we needed an accurate data capturing centre that could operate at today's processing speed and future higher speeds. This is why we chose to develop the Weigh Inspection Machine 550.

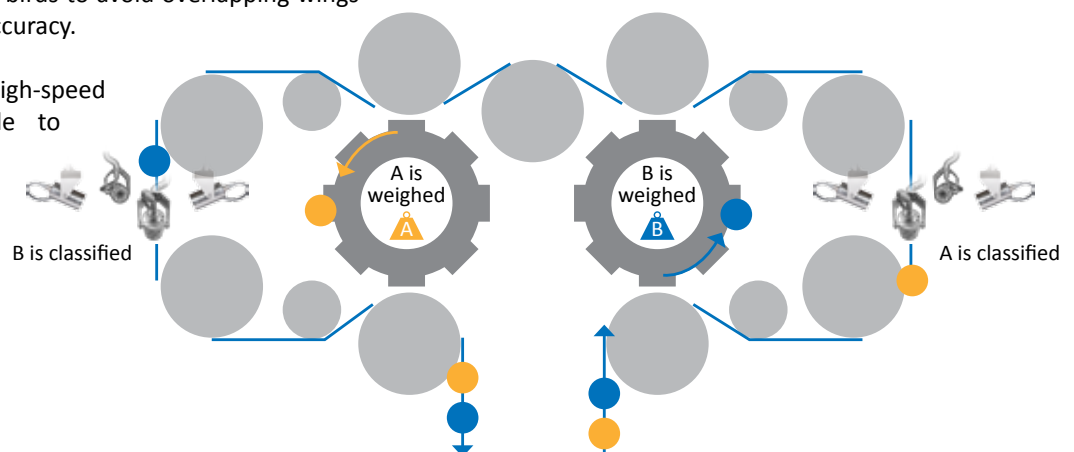
The new Weigh Inspection Machine 550 combines high-speed processing with accurate weighing and reliable quality grade detection. This dual weighing and classification system weighs and quality grades 13,500 birds per hour, and it is prepared to operate up to speeds of 15,000 birds per hour.

Using multiple load cells, our patented weighing principle obtains accurate weighing of each bird to an accuracy of  $\pm 3$  grams for 1200 g birds. On the weighing shafts there is a 12" distance between the birds to avoid overlapping wings disturbing the weighing accuracy.

A specially developed high-speed selective divider is able to

transfer every second bird on the line to the first weighing device (B weighing). After weighing, birds pass four vision cameras mounted on all sides of the bird in order to detect possible defects and classify each bird according to predefined criteria. The side cameras ensure that no major injuries can hide under the wings or in the groin area. As every second bird is weighed we have 12" between the birds passing the vision cameras preventing wings from overlapping. The birds that are first classified, are weighed on the second weigh shaft.

Each bird's characteristics will be used to decide on its best-fit further processing distribution. Our B'Logic® production management software is being prepared to analyse on sales forecasts, line capacities and individual bird characteristics and determines the best-fit production of each bird.




**Note: limited release of Weigh Inspection Machine 550**



Automatic weighing and quality grading on our Weigh Inspection Machine 550 combined with our intelligent B'Logic® software system provides a constant information flow that will help you make immediate upstream processing correction and obtain best-fit downstream production.

- Minimise downgrades by constant corrections of upstream processes
- Get instant notifications when too many defects are detected
- Optimise whole bird distribution
- Obtain consistent statistics of flock characteristics





Organisational changes in our largest subsidiary

## News from BAADER LINCO, Inc.

### New team built on an old foundation

#### **Working in a dynamic organisation**

'Although, as a company we have been around for nearly a century, it is still important to us to adapt to new market conditions and prepare the organisation for new challenges and continuous growth.

I believe that a personal relationship with our customers is essential. We work every day to deserve their trust and confidence; because only through solid partnerships will we continue to be a sustainable business. Based on this philosophy, we have implemented some organisational changes in our North American Manufacturing and Service headquarters in Kansas City'.



Oliver Hahn, CEO at BAADER LINCO, Inc.

# Deep roots, new responsibilities

Our new Vice President of Sales, Doug Morgan, is a familiar face in the poultry industry and his deep processing knowledge is a great asset for BAADER LINCO. He is now responsible for achieving our goals for sales growth and market share, and for developing customer relationships.

'My family has been in the poultry business since the beginning of the US poultry industry. I started as a supervisor trainee at a processing plant in Mississippi. I have worked as a plant manager in South Carolina. I have enjoyed 17 years' working for BAADER LINCO as a regional manager for the southern US region. I bring all these years of experience into my new job as Vice President of Sales for the US and the Canadian market.

I am convinced that our success depends on our ability to listen to and understand our customers' processing challenges and then communicate these challenges to our project and R&D teams so they can find the best solution to overcome these challenges. Once the processing solution is implemented, we must have a well-trained service depart-

ment standing ready with expert advice or a helping hand whenever needed. Finally, we diligently monitor and manage our spare parts inventory in order to be able to keep our installed equipment up and running.

The sales force is the link between the customer and the rest of the organisation. We advocate and communicate on a daily basis to make sure that the customer will receive the right attention and the best solution. We have built a sales force that is mostly made up of industry maintenance veterans, because we truly believe that if we want to be successful, we need employees with the right empathy and sense of urgency – someone who has "been there, done that".



Doug Morgan, VP of Sales at BAADER LINCO, Inc.

New partnership to achieve high accuracy portioning solutions

## Partnering with JBT Corporation

Knowledge and growth increase by sharing. In BAADER LINCO we strongly believe that knowledge sharing and partnering between our company and other companies or institutions can be of great benefit to our customers. Therefore, we have entered into a partnership with JBT Corporation. The knowledge and technology sharing between our companies will allow us to offer North American customers highly advanced portioning and grading solutions.

JBT Corporation offers computer-positioned high-pressure waterjets that generate complex cut shapes. Cutting is based on camera scanning of each product to determine fat, shape, thickness and weight.

BAADER LINCO's grader systems will grade and batch the end products to further tray or bulk packing. As in all our grading solutions, we will focus on accuracy in weighing and batching, and our unique B'Logic® grader software will help our customers monitor and control the grader production in real time.

With this new partnership we will be able to offer our North American customers complete portioning, trimming and grading solutions that will improve our customers' yield performance and optimise a labour-intensive working area in the poultry plant.





# Chef's corner



Our chef at BAADER LINCO brings you his recipe on  
**Stuffed chicken supreme**

## The poultry cut

The supreme cut is a boneless chicken breast with the drumette part of the wing and skin attached to it. This product can be presented attractively on a dinner plate and its popularity is increasing both in the restaurant business and among private consumers. The supreme cut can be performed on our Breast Deboner 656.

## Ingredients

2 pcs. of supreme breast fillets  
50g (1.7oz) champignons  
50g (1.7oz) red onion  
50g (1.7oz) zucchini  
50g (1.7oz) apricots  
50g (1.7oz) cherry tomatoes  
Rapeseed or another neutral oil  
Salt, pepper, cumin, garlic, thyme and rosemary

## How to

The vegetables are roasted lightly in oil and cooled. The tenderloins are removed from the supreme cut breasts and a pocket is cut on the inner side of each breast fillet. The roasted vegetables are stuffed into the pocket. Place the tenderloins between two pieces of kitchen film and pound them lightly. Place the flattened tenders on top of the vegetables in the pocket and fold the breasts nicely over. Place the two supreme breasts in an ovenproof dish with the skin side up and brush them with oil. Season with salt, pepper, rosemary and thyme.

Cook in a preheated oven at 180°C (356°F) for 20 minutes. Let the meat rest 10 minutes before cutting. Can be served with pickled rose hips, spring cabbage salad and fried potatoes.

Enjoy!

Troels Larsen  
Chef at BAADER LINCO's head office in Denmark



Quality in all phases

## Long story short

### Service seminar to maintain our safety and service standard

In November 2015 our service technicians attended a comprehensive service seminar where they were updated on our latest products. They also received a mandatory course in safety when working with low voltage as well as a first aid course. In BAADER LINCO, we emphasise that our employees are up to date in their training.



### Quality

In our quest to continuously improve our product and service quality, we have restructured our QA department. We have employed a new QA Manager, Mogens From Winther. His task is both internal and external. He is working to create understanding, knowledge and commitment to a quality-in-all-phases behaviour within our organisation. Also, he is coaching us all to ensure good quality in all of our processes: ensure Quality Assurance & Quality Control in the whole process chain - from R&D to After Sales.

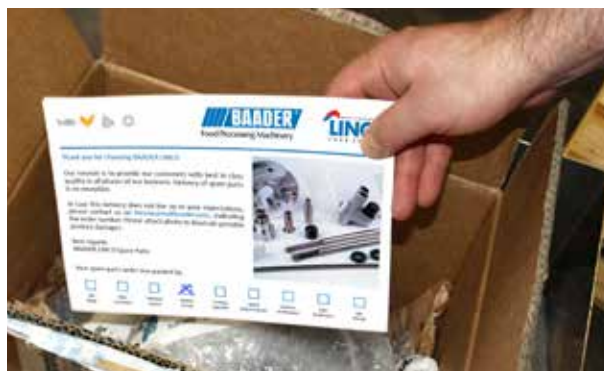
### Increasing production capacities

To meet our customers' demands, activities have been completed to increase the capacity in our production facility in the Netherlands. We have implemented a second shift for all our machining departments and extended our assembly area with an extra 3000 m<sup>2</sup>. The direct result of these implementations is a capacity extension of 25%. Furthermore, it will allow us to streamline our processes, including R&D.



### Tracing the spare parts packing

You may have noticed that we have started to include a note in each spare parts package. Our shipping employees are proud to serve you and each of them fills out a packing note with their name on it. If your delivery does not live up to your expectations we are providing instructions on how to report the discrepancies so we can improve our services to you.



# 2016



**BAADER**  
Food Processing Machinery

**LINCO**  
FOOD SYSTEMS

### Meet us here in 2016

New year, new calendars. If you have not yet received one of our new 2016 calendars, contact your local BAADER LINCO sales office to get one. It shows the trade shows that we will participate in during 2016.





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