Unlocking Peak Productivity with REVEAL™ Layers

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Cargill Animal Nutrition

The animal production industry is under constant pressure to enhance performance due to the growing global demand for animal protein. As stakeholders strive to meet this demand amidst market volatility and rising feed costs, innovation holds the key to success. Because eggs are a cheap and nutrient-rich protein source, the poultry industry plays a vital role in meeting global nutritional needs. Healthy hens have never been more important to meeting modern egg production expectations.

Enter Cargill's Animal Nutrition and Health innovative REVEAL™ Layers – a first-of-its-kind tool designed to help poultry producers optimize productivity and profitability while looking after the welfare of their hens.

Challenge accepted

Proper body composition is essential for long-term performance, supporting overall hen welfare, liver health, and efficient nutrient metabolism, all of which are crucial for sustained egg production. Maintaining the right body composition with precise nutrition also prevents fattening issues that can negatively impact laying performance and the general well-being of a hen.

Although experts have long emphasized the importance of body composition for long-term laying performance, scientific evidence was limited. A major challenge was the inability to non-invasively assess hens in the field. To address this, Cargill developed the REVEAL™ Layers tool, a pioneering non-invasive NIR technology that monitors poultry body condition easily and quickly in the field.
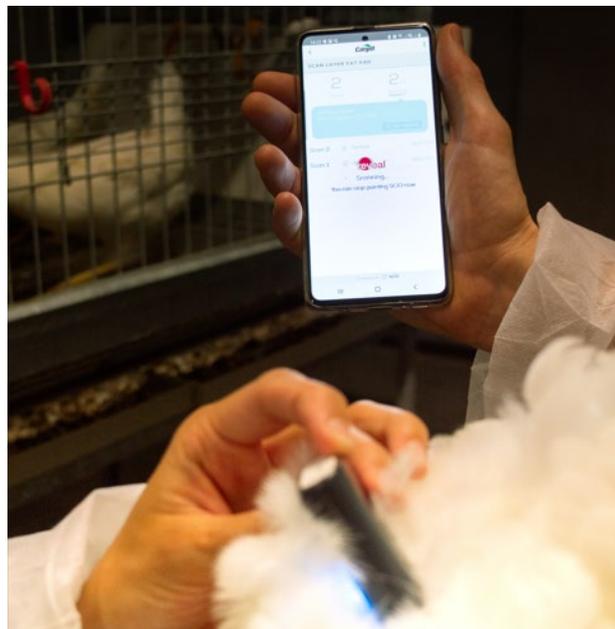
Introducing REVEAL™ Layers

REVEAL™ Layers is a first-of-its-kind, non-invasive near infra-red (NIR) technology that monitors poultry body condition. This innovation supports poultry producers by helping to:

- **Make real-time decisions**: REVEAL™ Layers provides real-time data on body composition, enabling precise adjustments to diet composition based on flock insights. This can help improve performance and reduce costs.
- **Support long-term egg production**: Optimal body condition supports sustained egg production over the long term, ensuring that hens remain productive whilst maintaining immunity.
- **Reduce feed costs**: By combining REVEAL™ Layers with Cargill's nutritional expertise, producers can significantly reduce feed costs while maintaining high productivity.

How does it work? Easy as 1-2-3

1. **Scan the hen**: REVEAL™ technology uses NIR light absorbed through the skin to measure fat pads.
2. **Collect results**: The NIR device connects via Bluetooth to a mobile device, displaying results directly on the screen.
3. **Interpret results**: Compare the flock's results to the optimal range for the age of the laying hens to provide precise nutritional advice.

This process allows producers to monitor body condition non-invasively and make informed nutritional decisions to optimize productivity and support the health of their flocks.

Precise and profitable

REVEAL™ Layers provides real benefits, in real-time, and further supports producers with:

- **Animal welfare**: The tool does not require hens to be dissected for data, making it a humane and efficient solution for monitoring body condition.
- **Precision**: REVEAL™ Layers enables precise dietary changes to support a healthy diet. Our studies have shown that the correct diet has the potential to maximize egg production up to 20 eggs over the hen's productive cycle of up to 90 weeks.
- **Cost-effectiveness**: With an ROI of around 15:1, a producer can significantly increase revenue by increasing egg production by just 1% (4 extra eggs per hen).
- **Extended laying periods**: Producers can extend the hen laying period by ≥10 weeks with the right nutrition, increasing profitability while also decreasing annual costs associated with hen replacements

Trusted, proven, and recognized

The tool has been widely adopted and recognized for its innovative approach to poultry management and is used in over 13 countries, demonstrating its global appeal and effectiveness.

With our global access to egg producers, we are growing our knowledge-base and have been able to measure and adjust diets in different breeds and housing systems. After measuring approximately 100 hens per flock, we compare the current flock status with a desired fattening weight for that specific age and breed.

We combine the REVEAL™ Layers results with our nutritional expertise to adjust the diet accordingly. As a result of improved nutrition there is potential to achieve improvements of up to 20 eggs per hen housed (depending on the starting point of deployment of this technology and length of hens' productive cycle).

REVEAL™ Layers has been honored with a three-star distinction at Innov'Space 2024, recognizing its significant advancements in monitoring and optimizing egg production in poultry farming

Know your flock with REVEAL™ Layers

REVEAL™ Layers offers a simple, cost-effective solution to monitor fattening status, improve performance, and support animal welfare. By providing real-time data on body composition, this innovative tool helps producers make informed and precise decisions that help enhance productivity and profitability.

For more information about REVEAL™ Layers and how it can benefit your poultry operation, visit us online, or contact one of our experts. Unlock the potential of your flock with REVEAL™ Layers and achieve peak productivity today.

Find out more about Micronutrition & Health Solutions