

Russia – modernity and traditions

Exchanging the experience of success in differing historical and geographical environments

Victor AZARIEV

A visit to Russia by representatives from the Austrian poultry industry, including poultry meat processors, and poultry producers was organized in June of this year thanks to the generous efforts of AGROVO President, Michael Langeder, ably assisted in organizational matters by travel experts Mr. Max Gala and Mr. Martin Mayringer.

The Austrian group of 29 included producers and suppliers of poultry products, veterinarians, engineers/experts on poultry housing, and owners of poultry farms and Zootechnica International was honoured to be in attendance at this important multinational event.

In two days, Mr. Langeder and his group organised a fascinating journey of Russia, which included a visit to the poultry farm “Sejmovskaja” situated in the Nizhnij Novgorod region 400 km northeast



From left to right: Michael Langeder - General Manager of Aggro Handelsges.m.b.H., together with Mr. Holdoenko Vice-President of the poultry integrated operation “Sejmovskaja” and Mr. Franz Schhral, President of the Austrian Poultry Union

of Moscow followed by a visit to the renowned All-Russia Poultry Science and Technology Institute located in the ancient city Sergiev Posad, 70 km northeast of Moscow.

Visit to “Sejmovskaja” poultry farm

Zootechnica International took advantage of the opportunity of this visit to meet with Mr. Holdoenko Vice-President of the poultry integrated operation “Sejmovskaja”. He said that the agricultural company “Pticefabrika Sejmovskaja” is amongst the largest agro-holdings in Russia with a complete technological cycle including parent stock – hatchery – pullet growing and laying hen production on an industrial scale. The “Sejmovskaja” was established in 1964 as a 100 000 laying hens operation which today has grown into a 1.5 million laying hen enterprise and is positioned within the top10 list of Russian poultry farms.

“Agrofirma Sejmovskaja” is a vertical integrated group of companies and incorporates more than 25 agricultural enterprises in the Nizhnij Novgorod region.

Net volume of egg production is 900 million per year with 85 % of eggs being sold in the Nizhnij Novgorod region via a network of company owned shops and distribution centres. The remaining 15 % of eggs are sold in another 12 regions of the Russian Federation. Their production equates to 3.5 % of the national Russian egg production output and their target is to aim for a 10 % share in the future.

The very productive strain “Isa Brown” is the favoured strain within the poultry integration. It has excellent adaptability to varying environmental conditions and has a high durability of shell quality.

Fully automated “Petersime” hatchery equipment ensures the highest percent of hatchability with minimal manpower.

Providing a balanced diet is an important factor in ensuring high egg quality and the company’s



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• Rearing in aviary system

• Layers in Varia-System



• Rearing in cages

• Group cage system (enriched cage)



• Layer battery



• Egg belt

• Feeding system



• Cage floor



• Manure drying system



• Egg collecting system

diets are based on raw materials produced in ecologically pure areas of the region.



Working at the integrated "Sejmovskaja" poultry operation

Balanced diets are made in their own feed mill which has a capacity of 20 t/h and they are currently producing 25 differing rations under a software controlled ingredient proportioning system.

Agrofirma "Pticefabrika Sejmovskaja" is the first poultry enterprise in Privolzhskij District to achieve certification of its products under the HACCP system of quality management.

Modern high-technology egg grading equipment ensures that the highest quality of eggs is produced. The four egg "MOBA Omnia 330"

MOBA Omnia 330 FT



grading machines with capacity 1 200 000 eggs per hour were supplied and installed by AGROVO.

The unique automatic quality monitor unit consists of detectors for cracked eggs and egg shell dirt and incorporates ultraviolet disinfection with egg grading occurring simultaneous packing from 14 outputs.

AGROVO's business interests is in the supplying of equipment and technology for poultry farms and meat processing plants and they have been the sole agent since 1997 of the Dutch group "FPS Moba" for the CIS states. The Moba Group is the largest global producer of equipment for egg grading and packaging.

The integrated "Sejmovskaja" poultry operation has excellently equipped storage facilities for finished products with palletized systems of storage, a modern loading and unloading terminal which meet international standards, egg drying facilities, automatic filling zone for liquid egg products. Additionally it also operates slaughter, sausage and tinned food production centres.

The "Sejmovskaja" operation intensively implements high-end



MOBA Omnia 500 FT

technologies, invests in the building of new production facilities, equips and upgrades existing equipment and is always ready for innovations.

Vice-president Mr. Holdoenko kindly invited his guests on an excursion to some of their poultry farms, where the visiting group saw production facilities and some other facets of the integrated operations.

The first visit was to a fully automated poultry house housing 134 600 birds, equipped with "Specht" and "Salmet" equipment and then the visit continued to a poultry house using Soviet equipment. Comparative analysis demonstrated the huge progress and the rapid speed of modern aviculture development.

The delegation then visited a poultry house for 250 000 hens. Vice-President Mr. Holdoenko then afforded guests the opportunity to visit the egg grading department equipped with all the modern machines supplied by AGROVO. The final visit was to the power plant where Mr. Holdoenko demonstrated how the 1.1 MWt capacity machinery provides 50 % of the electricity requirements of productive facilities with a substantial saving on expenditure.

At the conclusion of the visit Mr. Holdoenko emphasized that the



aim of his presentation was to show how the traditional industrial aviculture of the Soviet Union when combined with modern trends and technology can lead to accentuated growth and development within poultry farming.

Michael Langeder, General Manager of AGROVO, commented that Austrian aviculture differs completely from the Russian equivalent and is influenced by a number of historical, geographical, social and economical factors. Bearing these differences in mind AGROVO had wished to organize this visit of Austrian poultry personnel under an umbrella of international cooperation with the aim of demonstrating Russian aviculture achievements.

One of the Austrian guests, veterinarian Mr. Stephan Hintenaus, confirmed that he saw the enormous potential for the organization of egg production on a grand scale thanks to the visit to the “Sejmovskaja” poultry farm. He further explained “that Austrian egg production differed greatly from the system seen in Russia in as much that it is centered on free-range systems. Poultry farms in Austria are not big and usually they are of the size where either 200 to 500 or 3000 to 5000 laying hens can be housed”.

The Austrian public finds the purchase of eggs from cage lay-

ing systems acceptable with these eggs being used extensively in restaurants, in the general catering industry, in hotels, and for industrial processing for mélange, confectionery, bakery etc. Purchase of these eggs is generally from China, India and other countries where the cage systems are permitted.

For home consumption Austrian people prefer to eat eggs produced on Austrian poultry farms operating free-range systems. Consumers very thoroughly check the egg markings under a system which identifies number 1 to be free range; 2 to be floor range; 3 to be caged systems and 0 to be from biological or ecological systems.

While the Austrian egg marking system differs from the Russian one which identifies only egg size categories, the identification of high-quality eggs in both countries is very important.

In view of this requirement from both countries AGROVO continually researches and develops new equipment implementing top of the range solutions and technologies. Being alert to market requirements “AGROVO” supply equipment, developed for purpose which is the result of continual highly specialized research and development combined with the implementation of modern technology. These “all-in-one” automated systems effectively manage problems at all production stages.

A good example of this “holistic” approach to solving the complex



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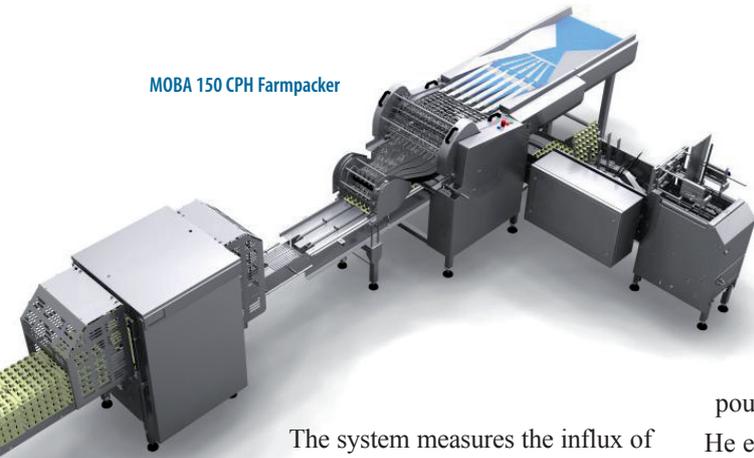
questions posed by egg handling is the new egg grading and packing machine farm packer “Moba 150” which incorporates continuous carousel movement with so called “the gentle touch” egg handling which results in overall high efficiency rates.



In the poultry house housing 250 000 birds.
From left to right: Rosa Jumplmayr, Martin Mayringer,
Erwin Mauritz and Weiner Böhm



MOBA 150 CPH Farmpacker

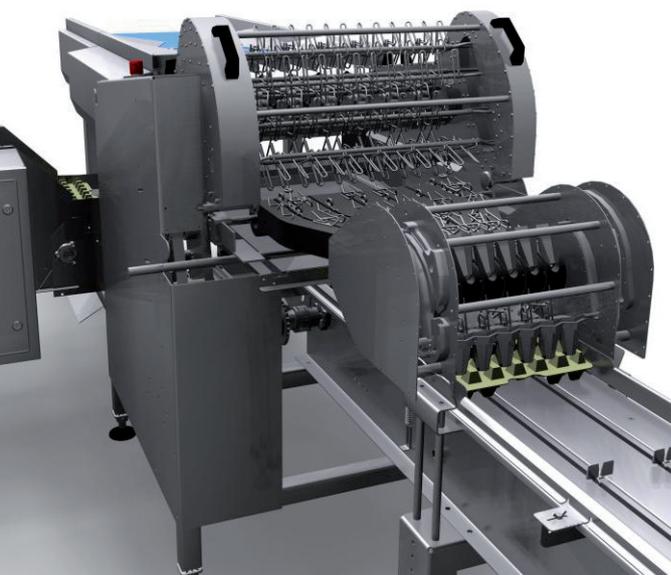


The system measures the influx of eggs and ensures a non-stop very gentle egg handling procedure with no need to wait for the 6th egg each cycle. This results in the highest net efficiency ever seen on farms which pack with a six-egg parallel packer process. Intelligent adjustment of egg-guides allows eggs to be moved at the same speed as the continuous moving trays. This zero difference in speed means that even the weakest of eggs can be perfectly placed in the tray. The machine can handle all known types of the egg trays in use worldwide.

Visit to VNITIP

The second part of the visit involved a visit to and presentations by the All-Russia Poultry Science and Technology Institute (abbreviated in Russian to VNITIP).

MOBA 150 CPH Farmpacker



Zootecnica International asked the VNITIP Director Mr. Fisinin to outline the history of the Institute and its involvement in the poultry industry.

He explained that the All-Russia Poultry Science and Technology Institute which is attached to the Russian Academy of Agriculture was founded in 1930.

The Institute became the first scientific body in the country commissioned to study the problems related to industrial poultry production.

Today VNITIP is the main scientific organization, which coordinates work of the various scientific poultry institutes, institutions of higher education, and regional experimental stations in Russia.

Scientists at the Institute in cooperation with poultry breeding specialists and experimental farms developed highly productive domestic strains of egg layers, broilers and breeds of guinea fowl, duck and geese.

They worked on methods of selection and reproduction of all species of poultry, alternative egg production systems and on poultry meat production, incubation, principals of rational and restrictive feeding systems, monitoring of incubation and bird mortality.

Staff at the VNITIP research facilities continues to look into the differing questions regarding poultry biotechnology, physiology and biochemistry, mycotoxicology, economics and marketing.



The Institute's experimental pedigree farm "Genofond" contributes much in scientific progress with the farm housing more than 70 breeds of hens, 6 of guinea fowl and 7 of quails, including many rare breeds.

In November 2010 VNITIP will celebrate its 80 anniversary and *Zootecnica International* sincerely congratulate them on this achievement and hope that in the future, the flagship of Russian Poultry Science will achieve many goals in the field of poultry science and will see much of their scientific work put to practical use within the poultry industry.

After his short explanation on the history of VNITIP Mr. Fisinin gave a presentation entitled "Main trends in Russian poultry development".

In his speech Mr. Fisinin stated that in 2009 the global production of eggs reached 1 trillion pieces. Today 1 trillion 250 billion eggs are produced globally with Russia producing 39 billion eggs. Top producers are China, the USA, Japan and India.

While 71% of production is the ordinary egg much emphasis is directed at the further processing of eggs.

More than 30 items are produced including separate yolk and egg white for confectionary, food and



other industries; lysozyme as preservative for beer, wine and cheese, liquid and dry lecithin for cosmetic, baby foods and food industries. Another perspective trend is production of functional foodstuffs such as eggs enriched with iodine, selenium, vitamins, omega-3 etc. Today these products have a market share of 16 % with liquid and pasteurized products having 6.5 % each. Then Mr. Fisinin told about current situation and prognoses for poultry meat production.

“Today first place is held by pork at 34 %, with poultry meat in second place at 32,3 % followed by beef, mutton and others meats. According to forecasts poultry meat will reach first place by 2022”.

Highlighting the structure of the poultry meat industry in Russia Mr. Fisinin noted that broilers hold an indisputable lead having an 87 % share of the market. Efforts are being made today with the aim of increasing the share within the tra-

ditional Russian kitchen for geese, turkey and ducks.

Over a 32 year period, numerous rare breeds of hens have been collected thanks to the efforts of VNITIP and their collaborators and today they have the largest collection in the world with 78 different breeds. The Genetic department of the Institute continues to work on mapping the genotypes of these species in order to develop potential new strains using recombinant DNA technology.

Mr. Fisinin also expressed confidence that Russia will have a place as an exporter and will be able to comply with international standards.

To end the visit Mr. Fisinin gave his guests a tour of the very specialized library at the Institute which holds all publications on poultry topics from 1930. In addition to these publications they also have on their shelves books published in the XVII-XIX centuries.

Summarizing on the journey, travel manager Mr. Martin Mayringer concluded: “The visit to such a large integration as “Sejmovskaja” represented a good chance to bet-

ter understand the differences in poultry management and production between Russia and Western Europe.



Moreover, thanks to the visit to the Institute VNITIP, Austrian poultry farmers had a real good opportunity to be updated on both the current poultry situation within the Russian Federation and their plans for the future”.

During the visit the Austrian poultry farmers were able to acquaint themselves with how the Russian poultry industry is marrying the old traditions with new technology and this event was a good opportunity for sharing their own experiences and know-how as successful poultry business people with their Russian colleagues.

Form left to right: Univ. Prof. Dr. Vladimir Fisinin, President of the Russian Poultry Union and VNITIP Director, with Michael Langeder, General Manager of Agrovoo Handelsges.m.b.H., and Max Gala, Secretary General of the Austrian Poultry Union.



The representatives from the Austrian poultry industry during their visit to the VNITIP, the All-Russia Poultry Science and Technology Institute

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