

# Insight

Poultry processing, May 2021, English

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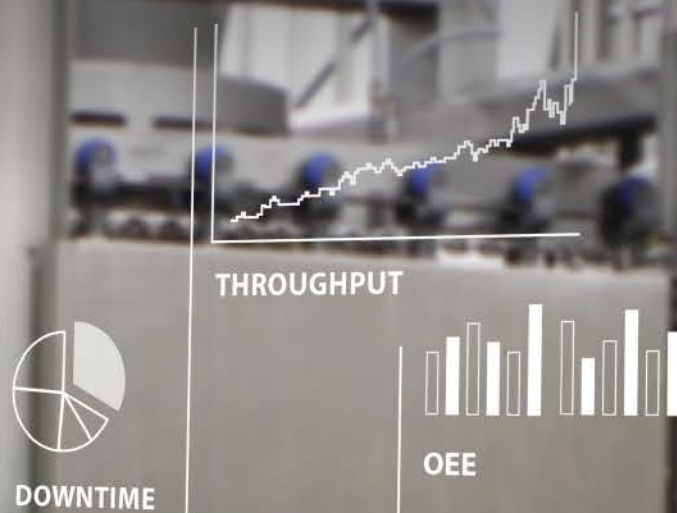
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# The future of poultry processing

How poultry processing will look in the future, is something we have constantly in mind. Our Innovations department constantly investigates solutions, which meet your upcoming needs, in an ever-changing marketplace. This is about introducing new systems or upgrades of existing ones and always about overall perspective. We know that your main concern is an overview of how your plant is performing. There are so many issues to take into account here; quality control, production efficiency, animal well-being, traceability and sustainability. How can we address them all at the same time and in the same place?

It is obvious that this can only happen digitally, in close harmony with the hardware. What is needed is a plant-wide fully comprehensive software platform, which will gather up all data and turn it into manageable information, resulting in advice, even action.

With our IMPAQT software system, we have already taken the first steps. In this edition of Insight you can read all about it including the positive experiences our customers have already had with IMPAQT.

The Covid-19 pandemic is already strongly influencing the poultry industry. In past months we have all had to be resilient and innovative, finding new ways to cope with a changed world. It may be that some of the changes we have had to make during the pandemic will turn out to be game changers, which will only make us stronger. We are seeing such developments in the way we are providing service and contacting customers. All



branches of the poultry industry have managed to stay in close contact, even at great distances, and the same is true for our customers and Marel. Installation of the first GP system in Japan at Miyazaki is an excellent example. Because of Covid-19, we had to do things differently. A very flexible local crew and remote support from experts in the Netherlands, at the other end of the world, ensured the successful completion of this ground-breaking project.

This issue of Insight will tell similar stories, such as Arabian Farms in UAE, Yaroslavsky in Russia and Avibom in Portugal.

Wherever you are in the world, stay safe and enjoy your read!

**Roger Claessens**  
EVP Marel Poultry

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Remotely assisted installation of first GP system in Japan

## Miyazaki Sunfoods puts its trust in GP

In the Far East, Japan is a very specific market with its own ways of processing poultry. Live bird handling in particular requires its own approach. Broilers are transported from the growing farm to the processing plant on relatively small trucks, as big vehicles would be useless on the steep narrow roads in the mountains where the poultry farmers are. Until now, birds were transported in crates, which was not the best solution. It turns out that the Marel GP system with its compact containers is a perfect fit for the Japanese market. The installation of a GP system at Miyazaki Sunfoods is nothing less than a major breakthrough.

Due to the pandemic and travel restrictions, the GP system couldn't be installed at Miyazaki in the usual way. Normally, local engineers would work on site with specialists flown in from the industry head office in Boxmeer.

### Successful remote support

To reduce delays as much as possible, it was decided to have the installation done by local engineers who would receive help from specialists in Boxmeer, Holland via online remote assistance. Testing and commissioning were also handed over to local engineers, even though they had no prior experience. There were daily online meetings between local technicians in Japan and specialists in Boxmeer to discuss the challenges of such a remote installation and to make it as smooth as possible. This customized approach turned our Japanese Marel engineers into specialists overnight. Together, teams at either end of the world tested and commissioned according

to the book. Checks and double-checks took longer than usual, but this was needed to make sure that decisions were 100% correct and without rushing. In the end, it all turned out very well.

### Complete confidence

Once commissioning and training were complete, the GP system was completely integrated into production. After having seen it functioning flawlessly for several days, the management of Miyazaki Sunfoods expressed their complete confidence in the system, which is, by Japanese standards, a great compliment for Marel.

The GP system now operates day after day in Miyazaki's processing plant. Performance and yield results are exceeding expectations. Compared to the old crate system, there's a world of difference.

Handling of live birds from farm to shackle has become much more effective and hygienic.

### Improved labor conditions

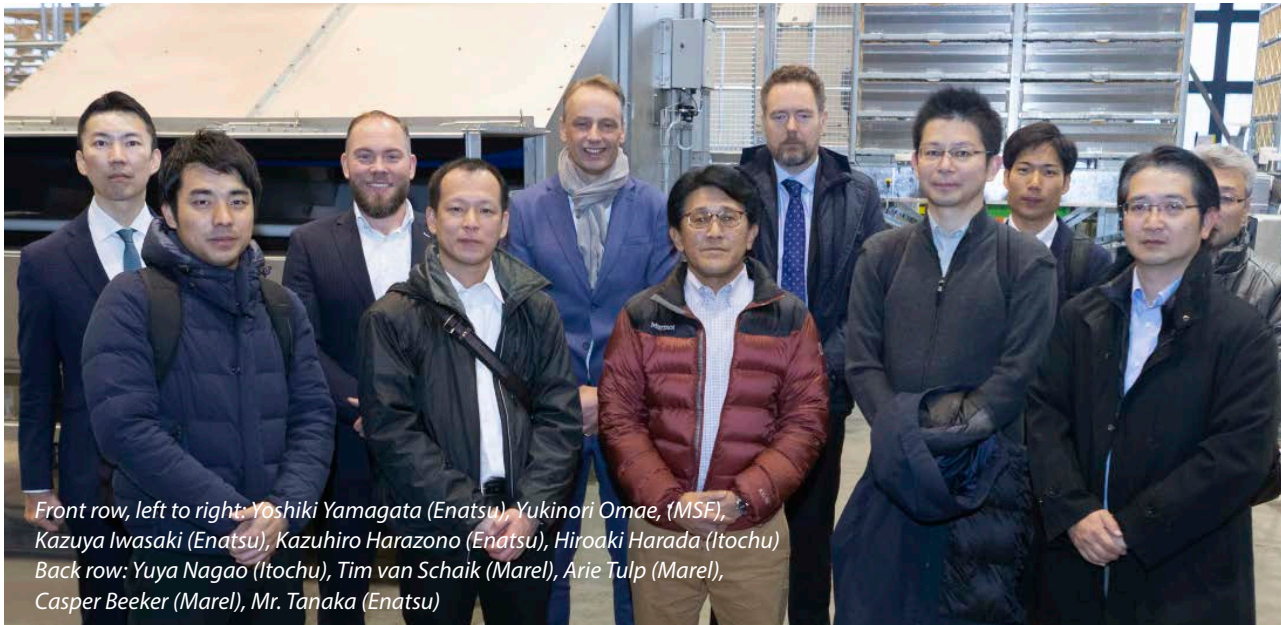
The compact size of its containers is not the only feature of the GP system attractive for the Japanese market. Miyazaki Sunfoods was also looking for improved working conditions and labor savings. Right from startup of the system, Miyazaki has saved people on the live bird handling platform and at the shackling station. Employees' working environment and conditions have also improved significantly. This also goes for the catching crew on the growing farms. GP containers in the shed require less muscle power and fewer physical movements than crates. Over time, the catching teams will gain more experience with the GP system. As they get used to the ergonomic containers, loading speed will increase even more.

The GP system at Miyazaki has the option of accessing the PLC control system remotely for optimum control around the clock.

### The first, but not the last

Miyazaki's GP system has shown itself a perfect fit for Japan's specific poultry processing conditions and has generated a lot of interest in the market. Miyazaki will be Marel's reference plant in Japan, providing the Japanese market with a local proven solution and showing the added value. Miyazaki's GP system may be the country's first, but it certainly won't be the last.

[enatsu.co.jp](https://enatsu.co.jp)



Front row, left to right: Yoshiki Yamagata (Enatsu), Yukinori Omae, (MSF), Kazuya Iwasaki (Enatsu), Kazuhiro Harazono (Enatsu), Hiroaki Harada (Itochu)  
Back row: Yuya Nagao (Itochu), Tim van Schaik (Marel), Arie Tulp (Marel), Casper Beeker (Marel), Mr. Tanaka (Enatsu)

### About Miyazaki Sunfoods

Miyazaki Sunfoods is part of Enatsu Shoji, a holding company that started in the chicken business back in 1900 in Miyakonojo City, Miyazaki province. Today, Enatsu Shoji covers all aspects of the supply line, from broiler production, processing, packaging and sales to distribution. Farms managed by the Company as well as contract farms take care of Enatsu's broiler production. Birds are processed in the Miyazaki Sunfoods processing plant with products being distributed nation-wide by the Enatsu sales organization. Contracts with food manufacturers, trading companies and supermarkets ensure that Enatsu's chicken products reach the dinner tables of consumers throughout Japan.



Miyazaki  
SunFoods CO.,LTD





British processor upgrades all the way from ATLAS to SensorX

# Banham tools up for the future

“Suppliers are as important to us as customers. We are looking for long-term strategic partners, leaders in their field, who share our vision. For us, Marel ticks all boxes,” says Blaine van Rensburg, Managing Director at Banham since the start of 2020.

When Chesterfield Poultry took over Banham Poultry in 2018, the company saw opportunities for quickly improving production efficiency. Blaine van Rensburg, “We could see immediate advantages in moving to a new system of production control. These changes alone improved production efficiency by some 30%”.

### New shift pattern

Moving from three shifts a day to two, was one of the drivers for October 2020's increase from 10,000 bph to 12,000 bph (166 to 200 bpm). Blaine again, “Apart from the higher labor cost, the old shift pattern gave us little time for maintaining equipment. If you look after your equipment, it returns the compliment. If you don't, you can't expect the top performance we are looking for. Operating double shift at the new line speed really is a win-win situation for us.”



“Our business is a tough one with very tight margins. That is why we have to get the details right.”

Blaine van Rensburg, Managing Director at Banham

### Primary process re-equipped

Re-equipping the primary process had begun with ATLAS live bird handling and CAS systems. Blaine comments, “The new systems have improved product quality and sharply reduced the incidence of campylobacter. Farming and processing now work more smoothly together.” The scalding, plucking and evisceration departments have been extended and upgraded to handle the higher throughput. The evisceration upgrade also included the installation of a SmartWeigher. “Weighing before chilling gives us valuable information much earlier in the process. If there is a mismatch between weights and orders, we have more time to react.”

### Improved secondary process

Banham also commissioned a new distribution and selection line, complete with IRIS vision grading and a second SmartWeigher. Innova software ensures that each product is matched as accurately as possible to incoming customer orders for whole, cut and deboned products. Products for cutting move automatically to two new ACM-NT cut-up systems, for lighter and heavier products. Blaine explains, “Moving from one to two cut-up systems not only increased our capacity; we can also tighten the weight range handled by each system. This means more accurate cutting, giving us better yields and our customers a better looking portion.”

### About Banham Poultry

Banham Poultry has had its headquarters in the Norfolk town of Attleborough since 1965. Three generations built up a reputation with retailers and consumers alike for top quality chicken products. In the autumn of 2018, Banham Poultry was taken over by Yorkshire based Chesterfield Poultry. At the time of the takeover, Banham accounted for some 7% of UK broiler production. Banham Poultry is a vertical integration spanning all activities from parent stock farms through grow-out and processing to the distribution of packed finished products in its own vehicles. It currently supplies major supermarkets, other retail outlets and wholesalers.



### Deboning upgraded too

Blaine continues, “The demand for thighs and thigh meat from both retailers and foodservice has gone through the roof.” To satisfy this increased demand, Banham installed a Thigh Fillet System for deboning up to 14,400 thighs per hour (240 ppm) to hand butchery quality. This is done in the 'heavy' ACM-NT line. Banham has not neglected deboned breast meat in its upgrade and combines a SmartLine Grader with an AMF-i breast cap filleting system. Blaine explains, “We are looking for top quality, top yield breast fillet products. Pre-grading breast caps on SmartLine and giving our AMF-i system the intelligence to adapt to each individual breast cap helps us do this.” New SensorX X-ray detection systems round off the operation, by guaranteeing absolute boneless fillets.

### Get the details right

Banham's further extension plans include Marel weight/price labelers, digitalized warehouse management with Innova, Q-Wing and leg weighing in the cut-up line. A complete Marel line for coated and breaded products is also envisioned for the near future. “Ultimately, we plan to return to Bunn's Bank, building a state-of-the-art greenfield processing plant.” Blaine van Rensburg concludes, “Our business is a tough one with very tight margins. That is why we have to get the details right and have the right supplier. I have cooperated with Marel for ten years in my native South Africa. I am confident that Marel will help us realize our exciting plans, building on Attleborough's long tradition as the source of top quality poultry products.”

A chilling tunnel offers better flavor, tenderness and traceability with less labor needed

# Air chilling growth in North America

More and more North American poultry plants are changing their process from water chilling to air chilling. Some major processors in the US are already extremely satisfied users of air chilling tunnels. Processors in Canada have been effectively using air chilling systems for some time now as well. Marel is on top of things, with a product portfolio that is ideally fit for this market.

Immersing products in a spin chiller, until now the most popular chilling method in the US, leads to the absorption of additional water. US processor Bell & Evans puts it this way, “With conventional chilling systems, chickens absorb up to 12% of their body weight in added chlorinated water. This water 'weeps' out of the meat and is trapped in the 'diaper' you will find in most fresh chicken packaging.”

### Taste

In North America, the words 'air chilling' might give potential consumers the idea that the end product is drier and less hygienic. US processor Bell & Evans says, “Our 100% Air Chilled method means no need for chlorinated ice water, so chickens' natural juices never get diluted or replaced. But that's not the only benefit. Our 100% Air Chilled method brings out the chicken's natural flavor and tenderizes the meat. It also reduces handling and environmental waste.”

### Hygiene

In North America, disinfectant chemicals are added into the water tank to improve microbial quality. Air chilling doesn't need chemicals and still succeeds in keeping the process super hygienic.

### In-line automation & traceability

Usually, rehandling products at the outfeed of a spin chiller involves about 15 people. Air chilling keeps the process completely in-line with less need for labor. It also makes the complete process better traceable. End-to-end traceability, combined with food safety, is high on the priority list for North American customers and consumers.

### Optimal product quality

When designing a chilling tunnel, Marel always keeps optimal product characteristics in mind. That is our starting point. A processor may ask for a chicken cooled down to 2°C [35° F] guaranteed core temperature, with minimal loss of yield, maximum tenderness and perfect shelf appearance. This requires more than just blowing cold air; Marel ensures an optimally chilled quality chicken in line with the customer's wishes. Cooling a chicken down is not difficult. Getting the maximum out of the process is the real trick. It's all about controlling the micro-climate around each individual chicken, while

preventing drying losses, maintaining optimum yield and improving meat tenderness.

### Everything counts

A chilling tunnel is the biggest energy consumer in a processing plant and requires a lot of space. In every chilling tunnel design, Marel looks for a technically optimized balance of footprint and energy use, without compromising product quality. We can optimize energy consumption by varying details of the technical execution, such as air speed. Footprint optimization is about adapting the size of the tunnel to hourly capacity, product weight and desired core temperature.

It should now be clear that chilling a product involves much more than making it cold. Other product aspects have to be taken fully into consideration, while the best technical execution will depend on the possibilities on site and customer requirements. As the authority in poultry chilling, Marel has demonstrated that it has all available knowledge to come up with tailor-made air chilling solutions for every processing need, globally.

### Chilling authority

Marel is the leading chilling specialist in the poultry industry. We allocate a significant part of our R&D budget to the chilling process. For many years, together with customers and various scientific partners, we have been doing scientific research into the most effective chilling techniques. We are the inventors of in-line maturation chill with guaranteed tenderness, 'Plus' moisturizing technology and many more advanced chilling techniques. We have built up a wealth of experience, reflected by one of the most widely spread installed bases worldwide. Not just in Europe, but from China to the USA, customers are using Marel's in-line chilling solutions.

[marel.com/airchilling](https://marel.com/airchilling)



Connected devices bring the Internet of Things to the processing plant

# The near future of poultry processing

What do you want your poultry processing plant to be capable of in about ten years time? What are your dream wishes? Do you want to gain more insight, be less people-dependent, have self-learning autopilot machines? Do you want to have your process automatically set up to achieve an optimal output? What's the role in this for new technologies such as cloud computing, Internet of Things (IoT) and Artificial Intelligence (AI)? How can these new technologies bring you real added value? Can you do without them? Marel gives you a glance of its vision of future poultry processing.

The world of IT technologies changes fast and offers almost endless opportunities today. Marel uses these technologies and makes them part of its innovations to simplify your life as a processor in an increasingly complex process, increase output and yield and reduce dependence on operators.

**Connected machines**

Of course you will always want to improve your processes. A way of doing this is to get your machines connected, a form of IoT. They're already smart machines in a 'stand-alone' situation. By connecting them, synergy will be even smarter. All machines will have an internet-connector to communicate with each other and with the cloud. Data collected from connected machines needs to come together in a central place, in the control room or in a cloud environment, so you can make decisions based on fact much faster than ever before.

**1 Connection to the cloud keeps your line running**  
Connecting your equipment to the cloud will bring many benefits. If every second of line standstill counts, cloud analytics can inform you timely of issues, to prevent future standstills. Based on this information, you can improve your processes and increase your yield. That's because we can add our specific Marel poultry knowledge to this information and make it available to you.

When your line stops and you need Marel's help, having technical data in the cloud will make it much easier for our service department to remedy the problem. You don't have to wait anymore for an engineer or product specialist. Repairing and restarting the equipment can be done faster remotely and digitally. With every intervention, Marel's algorithms and insights will become smarter so that we can keep on improving our service to you. Getting your equipment connected to the cloud is therefore a big advantage for you.

**2 Machine connectivity allows for better choices in the value chain**  
Optimizing planning and production will benefit greatly from connected machines. It's like an expanded version of Innova PDS distribution software allowing production process management to make the right choices. You'll know exactly how to best match raw material to incoming customer orders, while taking all food safety and traceability principles into consideration.

Machine connectivity will allow you to measure and control all kinds of process characteristics such as broiler growth at the farm, temperatures during transport, waiting times in the lairage, air humidity in the factory, etc. In such a data-driven environment, you can tell the machines in the line about

the characteristics of the coming flock, such as an overall light weight. All settings will then adjust automatically to those set in the memory for light flocks. All sensors, cameras and weighers in the line will already have informed the equipment that a light flock is about to arrive.

**Safe and secure data**

Marel is your trusted and transparent partner when it comes to having data available in the cloud. Marel will configure the cloud environment together with you, so you can be sure your machines will only transmit data for which you have given permission. The trusted secure cloud environment complies with all privacy and security regulations such as GDPR.

**Alerts and auto-recovery**

In a near future, you will have an enormous amount of valuable data at your fingertips. While you may not want to review data graphs daily, you would want to be alerted if the performance of a unit continues to drop below a minimum standard that has been set. Eventually, even that won't be necessary, as we see in our vision being able to provide an 'auto-recovery tool' to make your process flow even smoother.



Jamaica Broilers uses Marel technology to offer the best chicken on the market

## Jamaica captivated by The Best Dressed Chicken

Poultry meat is traditionally the most popular protein in Jamaica. The Jamaica Broilers Group, incorporated in 1958, was responsible for changing the consumption of poultry products in the country. In the 1960s, the idea of buying a plucked and cleaned chicken, ready to season and cook, was unprecedented. When the company started offering its Best Dressed Chicken quality products, it quickly won over Jamaicans.

company had been using a system of scales for the final packaging of products, but now needed more accurate and reliable information for integration with the plant's Enterprise Resource Planning (ERP) system.

**Configurable and adaptable**

"Right at the beginning of our research, we realized that Marel had solid knowledge and experience with this type of application," reports Dave Fairman, Vice President of The Best Dressed Chicken Division of the company. "We were looking for an application that was configurable and adaptable to the many demands and requirements of our consumers."

**Promising results**

Marel's Innova Packing and Innova Labeling software supports a wide variety of end-of-line applications for managing different parameters of product labels, packaging, and pallets. It offers accurate end-of-line information and label printing. "It is a very precise system. After comparison with Marel's load cells, we found that the old load cells had an error margin of approximately 3 grams [0.11 oz] per package.

Marel's system is also capable of withstanding extreme production environments," says Dave Fairman. "The result was so promising that, we decided to replace our other systems too. In a few more months, our end-of-line operations will be running solely on Marel solutions."

**Order fulfillment**

Jamaica Broilers also proceeded with Innova's Order Manager. Using this module, the planning department manages various production stages, from the purchase order to the sales order, in real-time, to guarantee the fulfillment of complex orders, packaging, and palletizing demands.

**Tailored services**

In addition to the safety and accuracy of end of line information, the quality of service provision was one of the reasons for choosing Marel. "To operate smoothly, we need

a partner who is on our side. The Marel team has been very helpful and our maintenance team is very appreciative of this interaction," says Thomas Waters, Vice President of Operations, The Best Dressed Chicken.

**Customers drive investments**

"We are driven mainly by our customers, who always expect the best product from us. That drives our investments," says Dave Fairman. In 2019, the company invested in a Marel evisceration line of its processing plant in Jamaica, including the Nuova eviscerator. With the installation project scheduled for 2020, the company faced the Covid-19 pandemic. "We had some issues along the way, but we managed to get the operation "We had some issues along the way, but we managed to get the operation working as planned, without disrupting the production cycle," reveals Thomas Waters.



To win over a demanding public, the company invests in new technologies and has entrusted Marel with the installation of cutting-edge solutions at its processing plant in Jamaica.

**Outgrown**

The relationship between the companies started in mid-August 2018, when Jamaica Broilers contacted Marel about the need for end-of-line check weighing and labeling software for its processing operations. Previously, the

*"Marel's system is capable of withstanding extreme production environments."*

*Dave Fairman, Vice President of The Best Dressed Chicken*



**About Jamaica Broilers**

The Jamaica Broilers Group is a vertically integrated company, with operations covering the production and distribution of poultry products, animal feed and agricultural products. The group maintains diversified operations in Jamaica, the United States and Haiti. For more than 60 years, the Group has been supplying poultry products under the brand 'The Best Dressed Chicken'. 'Dressed' means chicken already plucked and cleaned. "The Best Dressed Chicken brand has grown over the years, always remaining faithful to the fundamental values of integrity, fairness and commitment to serving our customers with the highest standards and quality products," says Dave Fairman. The Jamaica Broilers Group serves food service companies, restaurants, hotels, wholesalers and retailers, and offers a wide variety of products, such as whole chickens, chicken parts, boneless chicken, marinated and further processed (ready to cook) products. The domestic market is the main focus of the Group though it also exports around 10% of its production to other countries in the Caribbean region.

jamaicabroilersgroup.com





IMPAQT’s software power impresses experienced processors

# IMPAQT makes a world of difference

The possibilities offered by IMPAQT software are enormous. Experienced processors find it an extremely powerful tool that makes things they didn’t dare dream of come true. They’re particularly happy to see that IMPAQT reduces their downtime. They’re also pleased with being able to tailor their IMPAQT software to their own needs and requirements.

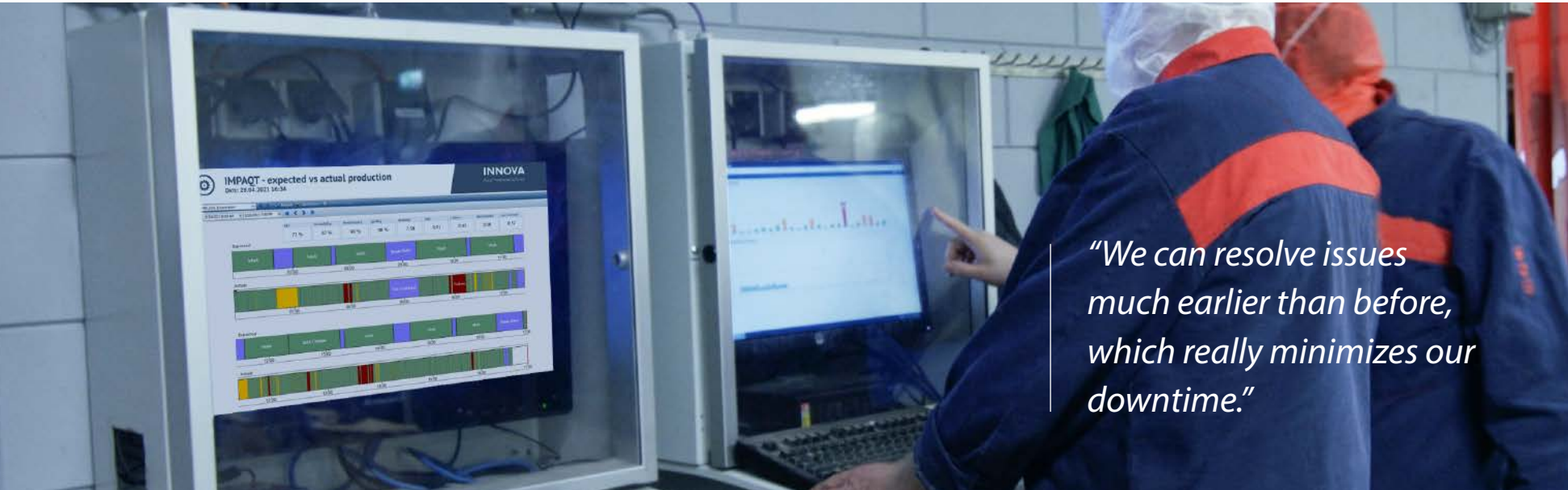
Overall Equipment Effectiveness (OEE), used across all manufacturing industries to measure efficiency, typically splits the measurement of the productive time into availability, performance and quality. 100% availability, or uptime, means that a manufacturing process is always available without unplanned stops. 100% performance, or throughput, is defined by comparing the theoretical

maximum value with actual results, including why and where performance losses have occurred. 100% quality means that the production process doesn’t have any quality loss at all with no one-leggers, dropped products or veterinary rejects

have to be based on gut feelings of people on the factory floor. Where operators might think that they have found the cause of an issue, IMPAQT bases its findings on facts only and sometimes proves them wrong.

Robert Duda, Application and Maintenance Manager at Cedrob in Poland, says:

process still further. The exact reason of an alarm can be analyzed quickly and future alerts can be prevented. As a result, the process is optimized. Jan Legters again:



*“We can resolve issues much earlier than before, which really minimizes our downtime.”*

### IMPAQT impresses

IMPAQT brings processors new possibilities they never had before. László Bárány, Managing Director of Master Good in Hungary, the largest broiler integration in Hungary, puts it this way:

*“We are obviously keen that our equipment gives of its best at all times. With IMPAQT we can focus immediately on problems causing a drop in yield or quality. Our technical people have an invaluable tool at their fingertips. They can do their crucial job even more effectively.”*

Jan Legters, Esbro Plant Manager in the Netherlands, gives an example:

*“We had a nice discussion with our evisceration operator, who has thirty years’ experience and who refused to believe that unit 9 of the Nuova wasn’t functioning as well as it could, which was picked up by IMPAQT. He was convinced that it was pure coincidence each time the machine didn’t perform as it should. Eventually, I asked him to exchange units 9 and 10 and only then, after having looked in my system, did he admit that IMPAQT was right.”*

*“IMPAQT allows us to see exactly in real-time what events occurred during the operation of the line. It has become a lot easier to detect damaged trolleys, for instance. We can resolve such issues much earlier than before, which really minimizes our downtime. At one time the line kept stopping, although the operator panel of the control box displayed no error. Each time people had to wait for the line to be restarted. We checked in the event log to see what had stopped the line and IMPAQT pinpointed the cause immediately. This was a damaged contact in the safety switch. Oxidization was causing line vibrations to disconnect the safety circuit each time for a very short while. It was good to find this out, because it saved us a lot of trouble.”*

*“Usually operators don’t register what happens during a line stop. They just want to get the line running again as soon as possible. They see a trapped chicken in the eviscerator, take it out, reset the machine, and when everything seems okay, it’s chop-chop, up and running again. But that doesn’t help us improve the process, it’s just reacting to incidents. Using IMPAQT, I can prove that the chilling tunnel stopped at 10:22 with the eviscerator following 12 seconds later. Therefore, a chilling tunnel failure caused the standstill and we need to take a look there to improve our process.”*

[marel.com/IMPAQT](http://marel.com/IMPAQT)

### IMPAQT bases its findings on facts

Processors are pleased with the positive effect of IMPAQT in that decisions no longer

### IMPAQT indicates the reasons

Processors usually find it hard to track down the cause of a line stop. But that’s now a thing of the past. They’re extremely happy that IMPAQT not only immediately signals a line stop but also shows the reason for it.

### IMPAQT improves the process

With IMPAQT, an alert no longer causes panic. On the contrary, if everybody on the factory floor and in the control room knows exactly what to do, there is a chance to improve the

Service elements of primary processing software drive optimization options

## The extra impact of IMPAQT

IMPAQT is far more than a ‘passive’ software product that’s done and dusted once you’ve installed it. There are many ‘active’ service elements that bring not only continuing long-term support but also significant added value. Besides the usual OEE metrics of Availability, Performance and Quality, IMPAQT offers many extra functionalities, giving poultry processors extra insight. In terms of service, there’s a world to discover.

how to use the system best. It literally sits next to you at the computer screen asking whether everything is correct, whether you have questions, how you normally use it and whether you know that a given function is also available. IMPAQT works best when widely, continuously and structurally used in the plant and if it has ambassadors in the organization. It’s your success that defines IMPAQT’s success.

### Trend monitoring

If you see a trend in your IMPAQT figures, but don’t know why this is happening, Marel can offer you trend monitoring support. This is not just about one red bar in a graph but about a longer-term issue. Marel gets involved with a data-analyst who knows where to find the cause and a technical expert who has the ultimate knowledge of the equipment concerned. The report they draft together is not a simple click on the ‘print’ button but the result of a thorough investigation. It begins with raw data, builds up useful information and then gives very specific advice to the customer.

### Process optimization

By offering process optimization support, IMPAQT will make pro-active improvement proposals on a continuous basis. It takes into account everything that has been measured over the past year. This included the whole primary process with its many machines and systems. Process optimization involves sound analysis and custom-made advice. The last word in optimization-by-IMPAQT could be the benchmarking of multiple lines in your factory.

administrators who adjust the systems, set production profiles and control access levels for individual users.

### Keep you up and running

When it comes to keeping IMPAQT software up and running, Marel can give you access to updates and upgrades. The remote emergency system support is a key service element that keeps you running. This is a helpdesk function, which you can consult when needed. If IMPAQT has a defective sensor and can no longer provide information, our helpdesk will decide whether the repair can be done by your own TD employees or needs to be fixed by a Marel engineer, who, with your permission, will log into your system remotely.

### Get your optimization done

The ability to optimize your processes by using IMPAQT’s service component, unique added value to OEE software, is an invaluable tool. Where general training stops, check-ins go further, making sure that the system functions as intended and giving in-depth customer-specific advice. Marel helps you understand

IMPAQT comes with an important integrated service element, which means continuous added value. OEE software in itself does not solve anything: its data provides 100% insight, but what can you do with it? Once IMPAQT services have been included, issues can really be addressed and resolved. Plenty of parties supply a ‘universal’ OEE without any specific poultry knowledge. While it’s based on OEE, IMPAQT not only gives insight into the losses but helps you to pinpoint issues and even suggests possible solutions. “We don’t want to leave our customers on their own. By providing lots of additional services, we want them to get all the potential value from IMPAQT. Consider the software as the tape measure and Marel’s poultry expertise as the knowledge needed to cut the board to the right size. It’s not just a software product, there is much more to it. It’s Marel’s poultry knowledge that’s the real added value,” says Marco Vos, Marel Service Project Manager.

### Get you up and running

After IMPAQT has been commissioned, Marel provides basic end-user training for key users such as TD employees, maintenance managers, line operators or quality control operators. There is super user training for staff such as IT



## IMPAQT

### Products

### Services



Availability



Performance



Quality



Get you up & running



Maximum Optimization

### Moving to a digital process

Thanks to IMPAQT, poultry processors have an immense amount of data at their fingertips. The challenge, however, is **generating value from** this data and translating it into practical recommendations for optimization. Processors can take a ‘digital transition’ step and put their trust in the data generated. Some might say, “I’ve been doing it this way for years and my plant runs well. Why should I change?” The world is, however, changing fast. Step by step the poultry processing market is becoming more digitalized. Without digitalization, it gets harder to stay in pole position, being best in business. Successful digital transformation requires a long-term relationship, mutual trust and understanding between the processor and Marel. Your data is confined in a trusted, secured environment. You will have the benefit of quick support and helpful consultancy.





Arabian Farms strives to be the Rolls Royce of the UAE poultry industry

# “Quality is our number one focus”

The United Arab Emirates has a population of 9.4 million made up of almost 200 nationalities. Expats are the main consumers of chicken products and are willing to spend extra on quality food. Arabian Farms has seized the opportunity by focusing on the top end of the market. “Quality is our number one focus,” says Dr. Suheel Ahmed, CEO of Arabian Farms Investment LLC.

Dr. Suheel explains the company’s choice for Marel, “Arabian Farms wants to be the Rolls Royce of poultry operators with quality as our number one focus. To make ourselves different, we chose only top suppliers for our hatcheries, broiler sheds and processing plant. Marel was shortlisted because of its strong name and its leading position in the market. Our aim was to offer local innovative chicken products that suit our market. We needed the most efficient machines producing top quality products. That’s why we chose Marel equipment.”

Implementation turned out very well. “From both sides, this was a very professionally managed project, well-planned and with no misunderstandings or delays. From the top to the operational level, all people did a terrific job. Everybody worked very hard to meet requirements, completing the project in a remarkably short time even with the pandemic in its last phase.”

### Market expectations

In UAE, consumers are willing to pay more for quality food. Arabian Farms focuses on this high-end market with its strategy of changing people’s minds from frozen to fresh. The company is convinced that fresh locally produced chicken will eventually replace most frozen products. Dr. Suheel explains,

“The cut-up market has already grown substantially to 50-60% in some outlets and this will continue. Consumers are looking for more convenience. Few consumers now want to cook a whole chicken or cut up a chicken themselves at home. With the increasing amount of cut-ups, we foresee chickens, currently around 1,350 grams [2.9 lbs], getting bigger. This is financially attractive, because bigger cut-up parts simply make more money.”

### World Expo

“Our distribution network is huge, catering to all channels. Today, 70-80% of our table eggs are distributed through major retail outlets. We plan to do the same with our chicken business. We intend to be strong in other channels too such as HoReCa and small grocers,” says Dr. Suheel. “We expect a lot from the postponed Expo 2020. It’s the first World Expo to be held in the Middle East and runs from October 2021 to March 2022 with 25 to 30 million visitors expected. The Expo is likely to boost demand for locally produced fresh chicken immensely with the emphasis on premium restaurants and hotels. Those six months will open up many opportunities for producers who are up for the challenge.”

### The process

Marel equipped the Arabian Farms plant in Al Ain with a 3,000 bph [50 bpm] processing line starting with the kill line, which includes scalding, plucker, head puller and feet cutting. Next comes evisceration with a VOC for combined vent opening and opening cut followed by a Nuova CoreTech automatic eviscerator. After semi-automated giblet harvesting, a NIC cropper and an additional washer for cleaning and wetting finish the evisceration job. Products are chilled in a DownFlow+ air chilling tunnel, unique to the region. Arabian Farms’ management did quite some investigation on yield loss during chilling and came to the conclusion that this way of air chilling was the most effective and efficient for them. A SmartLine Grader grades whole birds. Some 50 to 60% of the products go to the ACM-NT Compact line for cut-up. This automated system cuts wings and whole legs or

separate thighs and drums. Front halves go to a Marel cone line for filleting. A TargetBatcher makes fixed-weight product batches.

### Water treatment

Marel also installed Arabian Farms’ rendering and water treatment plant. First, physical pretreatment already removes half the pollution from the wastewater collected. Biological processes in several basins remove the rest until surface aeration in the last basin separates biological sludge from purified water. Dr. Suheel comments, “Al Ain is in the desert and water is a precious commodity. Still, we need quite some water to run our plant. Our wastewater treatment plant means that we don’t have to discard our used water. We have plans to irrigate our 800,000m<sup>2</sup> [197 acres] of land, plant trees and convert it into a green zone, making our humble contribution to the environment.”



### About Arabian Farms

Arabian Farms is a Saudi-based company with two shareholders, Sedco Holding and Bugshan Investments. Arabian Farms started in 1978 with an egg-producing farm in the outskirts of Riyadh. In 1999 the company expanded to the Emirates. The Dubai entity soon became the flagship for the group, producing 120 million eggs annually. With a firm commitment to quality, service and product innovation, Arabian Farms has built a very strong brand identity under the name SAHA.

Although 60% of the eggs in UAE are produced locally, locally produced chicken meat accounts for just 20% of the market. The rest is imported mostly as frozen chicken. To grab this huge potential, Arabian Farms invested in the greenfield project in Al Ain to produce 6,000 tonnes [6613 US tons] of SAHA chicken meat per annum.



New RevoPortioner 1000 increases throughput, quality and consistency

# Taking low-pressure forming up a level

Processors wanting to increase the output of their further processing operations, while at the same time improving product quality, no longer need to look for that perfect forming solution. It’s here, the new RevoPortioner 1000, the system, which takes low-pressure forming to the next level. Besides paying closer attention to sustainability, the RevoPortioner 1000 features unique characteristics such as an exclusive distribution design and an optimized air-release performance.

Marel started the development of its first low-pressure forming equipment over 25 years ago. Since then, a continuous journey of innovation and development has led to the newest member of the RevoPortioner family. After the RevoPortioner 400, 500, 600 and 700, Marel introduces now the RevoPortioner 1000.

### Continuously forming – continuously performing

The RevoPortioner 1000 is the latest in Marel’s successful line of RevoPortioner solutions. It builds on the proven technology of previous generations. What makes this new version so unique is a significant increase in capacity. In addition, unique design updates have further improved performance, giving industry-leading product quality, shape consistency and weight accuracy.

Marleen Verburg, Marel R&D Technologist, says, “Not only does the RevoPortioner 1000 introduce new and innovative technologies, but it also retains the unique features of the previous generations such as helical forming and pressure distribution.”

### Increased volume and speed

The RevoPortioner 1000 now has a 1000 mm [40 inch] forming width and an improved maximum speed of 40 m/min. These factors combine to increase output significantly. The RevoPortioner 1000 offers the added benefit of an extremely small footprint in comparison with previous solutions offering similar capacity. The system can operate as a stand-alone solution or it can be integrated in a full convenience line.

### Unique distribution design

Building on the performance of previous models, the RevoPortioner 1000 now has a new and improved distribution manifold. This, combined with the patented shoe plate pressure zones, results in a more robust system giving full control of the meat mass across the width of the forming drum. This ensures high levels of product consistency and weight accuracy.

*“The unique air-release function helps guarantee 16 hours of high-level performance with just one drum.”*

### Unrivaled air-release function

An improved air-release function gives the RevoPortioner 1000 excellent ejection performance. A redesigned delivery method optimizes the air pulse that discharges products from the forming drum. It improves release still further and maintains product integrity better than comparable equipment on the market. This unique function also guarantees 16 hours of high-level performance with just one drum.

### Sustainable processing

The advanced technology and robust design behind the RevoPortioner 1000 ensure an incredibly low level of leakage—down to less than 0.3%. The high levels of consistency in product shape and weight can reduce rework by approximately 50%. In addition, the system uses significantly fewer cooling agents and 40% less compressed air, compared to previous solutions with comparable capacities. This significant reduction in waste, energy and resource consumption, contributes to a much more sustainable production process.

### Meet the needs

With the introduction of the RevoPortioner 1000, Marel now has the most extensive range of low-pressure forming equipment in the market. When forming chicken products, you can set up a full food processing production line that meets your needs.

[marel.com/RevoPortioner1000](https://marel.com/RevoPortioner1000)







From left to right: José António dos Santos (CEO Grupo Valouro), Helena Isidoro (Industrial Director, Grupo Valouro), Alfredo Sarreira (General Manager Avibom)

Avibom completes a comprehensive plant upgrade to produce premium ducks

# Duck business thrives in Portugal

In many ways, Portugal is the perfect country to run a duck business. With its latitude, mild Mediterranean climate and comfortable humidity levels it has almost ideal conditions for growing poultry. Portugal is also a gastronomic country, famous for its wine and food. Avibom is well aware of these favorable conditions and responded by updating its duck plant with the latest processing technologies to handle 3,500 ducks per hour [58 dpm].

Portugal is more than just a perfect destination for tourists. It is a friendly, hardworking country, which has faced quite some challenges in recent decades. From 2000 to 2012, the Portuguese agrifood business went through several crises, having to deal with nitrofurán, avian influenza and the global bank crisis. Fortunately, businesses started getting back to normal in 2012. The economy including the poultry industry slowly recovered. Even though frustrated again by the Covid-19 pandemic, Portugal has experienced considerable business growth in the last two years.

Avibom belongs to the Grupo Valouro and is a company with traditionally very good relationship with Marel. Over the years, Avibom and Marel have been partners in multiple large projects. Now both partners have implemented together a unique showcase plant for duck processing. Avibom's completely renovated plant gathers Marel's latest primary duck processing technologies under one roof. It is situated near the village of Ramalhal, 60 km [37 miles] north of Lisbon.

## Critical Portuguese consumers

Portuguese consumers are very focused on quality. With duck products, quality and particularly visual skin quality is paramount worldwide, even more so in Portugal. The duck

products Avibom brings to the market must therefore be premium. Avibom serves retail and food service customers both at home and abroad. Although food service was particularly badly affected by the Covid-19 crisis, things have now stabilized and both sectors will assume their important positions again.

## Informed decisions

Mr. Alfredo Sarreira, Avibom's General Manager, who manages a number of Grupo Valouro's plants, is a real poultry professional. Together with Grupo Valouro CEO José António dos Santos and Industrial Director Helena Isidoro, accompanied by Marel's duck specialist Arjan Schrauwen and Regional Sales Director Marco Sollefeldt, he made reference visits to a German duck processing plant, so that he could make a well-informed decision.

Marel's solutions really met his needs. "We wanted our new processing plant to be capable of delivering top quality, producing only A-grade duck products that exceed the requirements of our customers. We can now already say that Portuguese consumers have really taken to our end products," says Alfredo Sarreira. "With Marel's help we have managed to achieve our goals."

## Careful handling

Avibom's duck market is almost entirely about whole birds. Avibom's processing systems must handle ducks with the utmost care, as a single red spot or bruise could result in a downgraded whole product. Therefore, all processes in Avibom's processing plant aim at perfect product presentation and quality. This starts with electrical stunning and a precise manual neck incision to preserve good presentation of the head, as whole duck products are sold head-on.

## Diamond pattern

The defeathering department also aims at safeguarding presentation 100%. Scald temperature must be accurately controlled to loosen feathers without damaging the skin. Because waterfowl tends to float, the special scalding system features additional agitation to immerse ducks. The plucking process is extremely critical when it comes to skin presentation. To ensure that heads look good and are feather-free, a dedicated head/neck plucker has been

installed in front of two regular pluckers. Maintaining the diamond pattern in the breast skin is also crucial for visual quality. Plucking fingers must do their work thoroughly but accurately leaving the skin intact.

## Skin waxing

Waxing, a specific requirement for waterfowl, is another processing step, which contributes to perfect skin quality. Products are conveyed through a wax bath and then dipped in a cold water tank to solidify the wax. The solid wax containing down and pin feathers is then removed automatically in a wax peeler. Waxing finishes off the defeathering process, leaving a shiny skin presentation. Avibom's waxing process is done using Marel's latest equipment and technology for ensuring A-grade products.

## From evisceration to distribution

Avibom has automated the evisceration process with special duck systems such as a vent opener, eviscerator, final inspection machine, neck skin inspection machine, neck cracker, neck skin trimmer and inside/outside washer. Giblet harvesting is done mainly manually. Avibom chills ducks in an air chill tunnel, which incorporates new drive technology using ATC Active Tension Control. After chilling, whole ducks are transferred automatically to the new selection line, where they are weighed and visually graded in a QS-3 station for distribution to different drop stations. Innova PDS software largely looks after how product is allocated.



## About Avibom

Grupo Valouro SGPS, SA is one of the largest economic groups in the European agrifood sector. The production of animal feed and poultry are the main business of this company, whose capital is mainly held by the Dos Santos family. Over the last 50 years the twin brothers António José and José António dos Santos have been the strategists of the group. They have been responsible for the exponential growth and dynamism of the poultry sector in Portugal. The Valouro Group employs more than 2,200 workers. About 36 companies in the agriculture, feed industry, poultry breeding, poultry production, poultry processing and transformation, food distribution and trade, transport, energy production, insurance and tourism sectors are also part of the Valouro world. The Valouro Group also supports numerous social solidarity organizations and sports groups. Avibom is the main commercial brand of the Valouro Group, used for poultry products, and it is also the company that supervises several processing plants.

avibom.pt



# Marel acquires PMJ

Marel has acquired Poultry Machinery Joosten BV, a global provider of processing solutions for the duck industry. Together, the two companies are now in a stronger position to drive further growth, providing better value for customers.

PMJ has 40 employees and is located in Opmeer in the Netherlands. PMJ is at the forefront of duck and goose processing solutions and services. The company was founded in 1998 as a family business and has evolved into a global leader for waterfowl processing solutions. The combined portfolio of PMJ and Marel will create the

industry's only full-line provider of duck processing solutions. With new knowledge and technology on board, Marel will be partnering with customers to advance the duck industry. Bas van der Veldt, CEO of PMJ, says, "Our combined forces will enable a next step forward in serving our customer base even better."

New FTIM RotoVac final inspection machine with neck skin trimmer

# Check-‘n-Neck

Internal organs or bits of them left in the product after evisceration are the number one enemy of shelf life. Equipment to remove them shouldn't, however, damage ribs. Setting new standards for carcass cleanliness, Marel's new FTIM RotoVac performs this task accurately, at the same time trimming the neck skin to ensure excellent product presentation.

The FTIM RotoVac combines the functions of a Final Inspection Machine and a Neck Skin Trimmer. The integrated system has a smaller footprint and costs less than two separate machines. This 20-unit carousel sucks away any debris such as hearts, lungs or other viscera remnants remaining in the product after evisceration, without damaging the rib cage or the carcass itself. At the same time, it cuts neck skins (flaps) straight to a uniform length for optimum presentation.

## How it works

Products enter the machine, which has 20 units. To avoid rib damage, product should be positioned precisely for entry of the machine's units. A leg loop and shoulder lifter take care of this. Now the units can enter the carcass cavity correctly. Each unit has an infeed bracket and twin rotating, specially shaped suction nozzles. Once the unit is stationary at the bottom of the cavity, vacuum is applied. The twin nozzles rotate outwards from the breastbone towards the ribs on either side of the product to remove lungs and any loose debris.

## Neck skin trim

The FTIM RotoVac integrates all options of the RNT Neck Skin Trimmer. For processors selling premium quality whole products to the fresh market, neck skin presentation is

particularly important. Trimming of neck skin to a straight and uniform cut is needed to ensure first-rate product presentation on the shelf.

*"It sucks away viscera remnants and trims neck skin at the same time."*

Regardless of differences in leg length, neck flaps can be trimmed consistently straight and to a given length by the machine's circular blade. An integral collection bin collects neck skin and carcass debris, which can be taken away from the machine by a common vacuum transport system. All parts coming into contact with the product are cleaned by sprayers during each cycle.

The FTIM RotoVac sits in a self-supporting RS frame. It's an open design with no blind spots, which is easy to clean. FIM RotoVac machines with up to 16 units are Final Inspection Machines only and can be combined with a separate RNT Neck Skin Trimmer.

[marel.com/ftim](https://marel.com/ftim)





One of Marel’s largest Chinese poultry processing projects

# Shandong Yashixiang goes for full automation

Chinese poultry processor Shandong Yashixiang Meat Food Co., Ltd. has big plans for the future. Marel will supply two fully-automated processing lines with a production capacity of up to 15,000 bph [250 bpm]. It will be one of Marel’s largest projects in the Chinese market until now.

Shandong Yashixiang first contacted Marel in 2018. The company decided it was time to replace their mainly manual processing line and started to invest in a new factory in Zhanhua, Binzhou, Shandong Province. Marel will install a complete mix of poultry processing equipment including two evisceration and giblet harvesting lines, four ACM-NT cut-up lines, eight AMF-i breast cap deboning lines and four Thigh Fillet Systems. It will enable Yashixiang to handle 300,000 broilers per day.

### Production efficiency

With the benefits of automation in mind, Yashixiang was determined to set up a fully-automated production line. “Our main objective is to improve production efficiency. At present, we are processing broilers manually. It takes 600 workers to process 90,000 broilers per day,” says Zhang Xu, General Manager of Shandong Yashixiang. “With all Marel automated systems in place, we plan to process 300,000 broilers per day, employing 1500 people. This will increase the production efficiency of a single worker by more than 30%. The implications for the whole plant are of course obvious. Labor is also becoming more expensive with wages in China going up by about 10% every year. So automating our production lines will save us a lot of labor cost.”

### Standardization

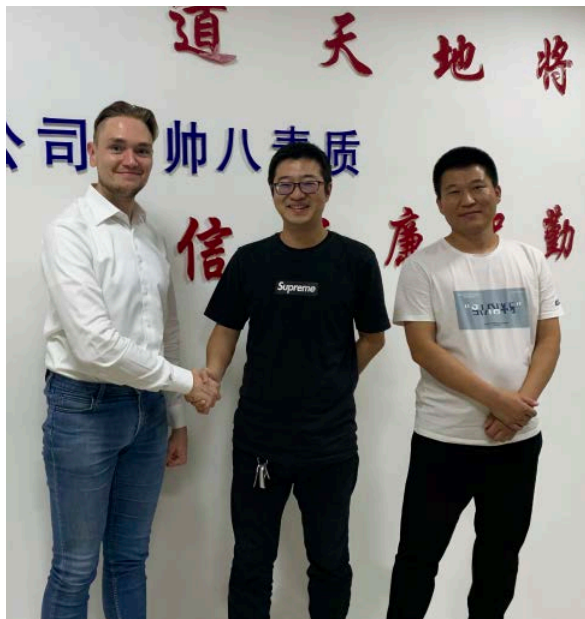
Yashixiang’s second reason to go for full automation is the high level of standardization automated equipment can bring. Chinese consumers like their food to always look the same. This often has to do with traditional food preparation methods. Poultry products produced with Marel systems can meet strict standardization. The standard of food safety is also high, benefiting overall control and management of the enterprise.

### Continuous innovations

The third reason has to do with Yashixiang’s future plans. “If our enterprise wants to develop, we must increase the

overall level of automation. So it’s logical to start our new factory using only fully automated processing lines,” says Zhang Xu.

Yashixiang chose to cooperate with Marel after doing a comprehensive comparison. Marel stood out because of the excellent performance of its poultry processing lines and its good reputation in the industry. “We also noticed that Marel is continuously innovating in food processing. We are very interested in future developments in our area of activities. Another reason is good after-sales service. Marel came out best on all these aspects.” General manager Zhang Xu is full of confidence in the cooperation with Marel.



From left to right: Manuel van ’t Sant (Marel China Poultry Sales Director), Zhang Xu (General Manager of Yashixiang) and Cao Qiangqiang (Vice General Manager of Yashixiang)

### About Yashixiang

Shandong Yashixiang Meat Food Co., Ltd. is located on the South Bank of Bohai Bay, the hinterland of the Yellow River Delta, Zhanhua County, Shandong Province. Zhanhua County is an area with low industrial pollution and a good ecological environment. Its environment and climate are

very suitable for the growth of broilers and ducks. Yashixiang integrates chicken and duck breeding, slaughtering and the production of further processed products. The company has 1500 employees and a sales revenue of more than 1 billion yuan.



Gedik and Abalioglu both serve large QSR customers

# Turkish customers embrace Marel’s convenience lines

Consumer demand for convenience products is on the rise. To meet this demand, producers of convenience food need to provide a wide variety of products. In 2019, Marel introduced an innovative convenience line that combines a high production capacity with the flexibility to create a variety of end products, without compromising product quality. Two large Turkish poultry processors, Abalioglu and Gedik, were immediately interested in this solution.

Both Turkish projects came to fruition by working closely with Marel’s agent Feyzi. Jesper Hjørtshøj, VP Marel Prepared Foods, says, “We know that building relationships is crucial for operating successfully in Turkey. That is why we work closely with Serkan Atay from Feyzi in our Further Processing projects. During every step of the process, from introduction to installation, Serkan and our teams work together to meet the customers’ needs. Thanks to their joint efforts, we have successfully installed two full convenience lines in Turkey, including meat preparation, forming, coating, frying and cooking solutions.”

### Taking Abalioglu to the next level

Abalioglu Lezita Gıda Sanayi produces poultry products for Turkey’s largest retail and QSR chains. The company has a lot of experience with Marel and the company’s solutions. This convenience line is, however, their first full further processing line from Marel. Ali Bakanay, Further Processing Plant Manager, “We have been working with Marel for a long time, because the equipment stands for quality across all stages in the process. This is our first experience with a full convenience line from Marel. Since this solution was so new and it would be one of the first in the market, taking the decision was a big step for us.”



Left to right: Ali Bakanay (Lezita Production & Planning Manager), Ergün Abaloğlu (Lezita President), Serkan Atay (Feyzi FP General Manager), Mesut Ergül (Lezita General Manager), Burçin Tuzcuoğlu (Lezita Production Director), Eric de Geest (Marel Sales Director)

### Innovative technology

The Abalioglu team was quickly convinced when seeing this solution in operation. “The new coating developments were particularly impressive. The Marel convenience line gives us innovative technologies and smart features that make our jobs easier,” says Ali Bakanay. “The RevoBreader can be used in three different ways, simplifying the production process. And with the Active Mixer, it’s easy to get the right viscosity of tempura or batter, because it is semi-automated.”

“The Marel convenience line gives us innovative technologies and smart features that make our jobs easier.”

Ali Bakanay, Abalioglu Further Processing Plant Manager



### A true partner

Once Abalioglu concluded to move forward with the Marel convenience line, the company had to determine the best setup. “Teams from both Feyzi and Marel used their expertise to help us decide on the best line configuration for our end products,” says Ali Bakanay. “I’d like to take this opportunity to thank everyone involved, from the sales team and engineers to the installation and service teams who supported us on-site.”

### Flexibility and quality

The newly installed convenience line enables Abalioglu to meet their customers’ needs. “At our production plant, we create a lot of different poultry products. To us, it is very important that we can provide our key customers with the flexibility they need, while always meeting their strict quality requirements. This Marel convenience line has given us exactly that,” concludes Ali Bakanay.

### Maximizing product quality at Gedik

Gedik is a fully integrated Turkish poultry processor that has been on the market for over 50 years. The company produces whole birds, various fresh poultry products and further processed products for large QSR players and supermarkets in Turkey.

### Further processing from A to Z

Nezir Yel, Further Processing Manager, has a lot of experience with Marel and the company’s convenience equipment: “I had already worked a lot with the RevoPortioner and the



Left to right: Serkan Atay (Feyzi FP General Manager), Yağız Gedik (Gedik Vice President), Osman Gedik (Gedik President), Eric de Geest (Marel Sales Director)

ModularOven. These machines are very well known in the market and the technologies used in these machines give us top quality products.” By investing in this convenience line, Gedik now has a full-line solution, from preparing the meat mass all the way to batching the end products. Yağız Gedik, Board Member, says, “We are very happy with the results. Marel’s meat preparation machines have proven to be very robust and the automated process gives us better quality products. At the same time, the setup with different coating machines gives us a lot of flexibility.”

“Even our customers notice the improved quality. They say that our products are more delicious than ever.”

Nezir Yel, Gedik Further Processing Manager



### Improved product quality

In Gedik’s R&D center, all new products are tested before launch on the market. Marel’s convenience line allows the company to upgrade the quality of their products and expand their product portfolio. Yel: “You can immediately see that the shape is really good and very consistent. During further product testing, our specialists have seen improved quality, taste and appearance. Even our customers notice the improved quality. They say that our products are more delicious than ever.”

### Looking at the future

When looking at the company’s future, Osman Gedik, Chairman of Gedik, has a clear view: “We see great opportunities for our company in the future, especially in our further processing activities. We have taken big steps and invested to ensure our company can continue to grow. Now we can strengthen our position in the market still further.”



Russian integrator Yaroslavy Broiler  
and Marel fit very well together

# First Thigh Fillet System in Russia

Yaroslavy Broiler JSC is Russia's first poultry processor to commission a Marel ACM-NT Thigh Fillet System. This fits in well with the vision of owner Mr. Elman Azizov. He insists on three key objectives for his company: deliver on promises made, every detail counts and the production of premium quality food. Yaroslavy Broiler focuses on producing top quality products and selling them across the entire Russian Federation.

Yaroslavy Broiler and Marel are long-standing partners. Ever since installation of the evisceration and killing lines in 2008, Marel and Yaroslavy Broiler have been a really good match. At this moment, the processing plant is running at 10,500 bph [175 bpm] prepared for an increase to 15,000 bph [250 bpm]. Meanwhile, gradual upgrades pave the way for future expansion.

## 100% cut-up

Yaroslavy Broiler's most recent upgrade was a new grading line, including turnable shackles, SmartWeigher and two IRIS vision systems for front and back grading. Innova PDS software helps determine the destination of each individual product. Most of the time cut-up products account for between 85% and 100% of production. Only in certain seasons can whole birds make up 10 to 15% of sales volume. This ratio highlights the importance of having a high-tech, intelligent and reliable cut-up system, in this case the Marel ACM-NT. The smart in-line cut-up process includes the JL-R anatomic leg processor, which is vital for the Thigh Fillet System that follows.

## Labor saving

In Russia, as in almost all other parts of the world, the availability of people to do skilled work is a big issue. The COVID-19 situation has only made this more important. That's why Yaroslavy Broiler is eager to automate as many processes as possible. Before buying the Thigh Fillet System, Yaroslavy Broiler was already deboning their thigh fillets automatically, but this method still needed too many people. Using Marel's Thigh Fillet System, Yaroslavy Broiler saves at least six operators, previously needed for infed and trimming. Now, legs stay in-line all the time, shackled to the ACM-NT overhead conveyor, allowing 14,400 anatomically cut legs per hour [240 pm] to be fed automatically to the Thigh Fillet System with no manual input needed.

## Covid-19 effect

Due to the Covid-19 situation, Field Service Engineers from Marel Boxmeer in Holland couldn't travel to Russia to install and commission the country's first Thigh Fillet System. Marel's local Russian engineers had therefore to do the job supported by Yaroslavy Broiler's technicians and remotely supervised by experts in Boxmeer. It all worked out wonderfully.

## Every detail counts

Yaroslavy Broiler always does in-depth research before making a decision. The company is very keen on the mission 'deliver on promises made'. Before a decision is made, information is collected worldwide. What is the market doing? Why is this bolt here and why is that nut there? They really go into detail. In this aspect, they fit very well with Marel, because for Marel too, every detail counts. Before selecting a thigh deboning system, they also did some serious investigation work. The company attended Marel's official launch of the Thigh Fillet System in Marel's demo center in Denmark.

## Retail and food service

Yaroslavy Broiler likes to have complete control over what they produce. To ensure top quality products only, each fillet is checked by human eye. This is in addition to putting all fillets through two SensorX inspection machines. That's because one of Yaroslavy's key objectives is to produce premium quality food. This is a very successful approach both for retail chains and for the food service market.



## About Yaroslavl Broiler JSC

In 1977 in the village of Oktyabrsky, Yaroslavl region, 400km [248 miles] north of Moscow, the construction of a broiler poultry farm began, which in 1982 produced its first products.

Today, Yaroslavy is a vertically integrated poultry company with a closed production cycle from hatching egg production to finished products. At this very moment, a new feed mill is under construction, which is unique for Russia. The company employs more than 2,000 staff.

Yaroslavl Broiler JSC is the only specialized enterprise for the production and processing of broiler meat in the Yaroslavl region. The processing plant, equipped exclusively with high-tech systems, produces a carefully thought-out range of products that caters for the taste of all kinds of consumers. The focus market is Moscow, although Yaroslavy's own transportation fleet and wholesale warehouses ensure supply to the whole Russian Federation.

yarbroiler.ru



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