

## huge growth potential in china

# Cobb partner BPBC becomes dominant player in market

The close association between Cobb and the Beijing Poultry Breeding Company (BPBC) is opening up new opportunities for both organisations as the Chinese appetite for chicken grows.

It is an association that developed out of strategic links formed since BPBC was established in 1986, initially as a joint venture between three partners - Beijing Dafa Livestock Corporation, Chia Tai which is part of the Thailand-based Charoen Pokphand Group and USA Avian Farms International.

BPBC was the first and only great grandparent operation in China at the time, expanding through the years to become a dominant player in the market.

The CP group eventually acquired the shares of Avian Farms International in 2000 as part of the deal which enabled Cobb to acquire Avian Farms USA and also the Avian genetics.

Soon afterwards the CP Group began testing the Cobb 500 at various locations in China which led to BPBC placing Cobb 500 grandparents in fall 2004.



The combination of two breeds is well suited to the structure of the Chinese poultry industry. The large integrators led by the CP Group - the world's second largest poultry producer - see the benefit of using the Cobb 500 with its superior broiler and particularly breast meat yield characteristics.

They are seeking a 2.2 to 2.3 kg broiler at 38 - 39 days of age to supply the whole bird markets and now increasingly the highly specific, cut-up trade led by the high profile retailers such as KFC which are expanding rapidly.

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Yin Yan Xun, (centre), chairman of BPBC, with Randy Vardeman (right), Cobb general manager for Asia, and Mark Glavey, Cobb sales director for Asia.

Meanwhile, the Cobb research team in the US worked on improving the Avian lines and crossing them with the Cobb lines to take advantage of enhanced hybrid vigor in the progeny. This led to introduction of the Cobb Avian 48 which BPBC began placing in 2005.

Today the company is the exclusive distributor of the Cobb Avian 48 in China and is also producing and marketing the Cobb 500.

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With the retirement of **James Bell** (left) at the end of 2006, **Jerry Moyer** is the new Cobb president. Cobb Focus reports on the transition on page 2, and publishes a in-depth interview with Jerry Moyer on pages 3 to 5 as he looks to the future.



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**Randy Vardeman**, general manager for Cobb in Asia, has seen at first hand the enormous growth of this market. He served as managing director for Sui Ping, which provided the initial entry for the Cobb breed in China.

"In 2000 there were under 400 KFC restaurants in China," he recalls. "That number has grown now to around 1600."



From left Denny Chan, Cobb sales manager for Asia, Sukarn Jonjal, general manager of BPBC, Wang Jin Sheng, president of the Chia Tai Poultry Group, Randy Vardeman, Cobb general manager for Asia, Shao Shou Ning, vice chairman of the Chia Tai Group, Borisuth Wunnasuth, Cobb technical service representative, and Narksuwan Panmuang, vice president of the CP Group China.

While a few large integrators dominate this sector of the market, there are an estimated 340,000 small farms with a capacity of 2000 to 9000 birds. This accounts for almost 80 per cent of the total number of poultry farms - a sector where coal-fired heating still predominates in combating the extreme winter cold.

This is also the sector where chick price is a major selling factor and the Cobb Avian 48 is making major inroads.

Mr Vardeman says that in Chinese conditions the Cobb Avian 48 is averaging 140 chicks / breeder placed, which is six to eight more than the Cobb 500. There are many hatcheries supplying the small farms sector and they are reaping the benefit of the Cobb Avian 48.

"While it doesn't have quite the Cobb 500's meat yield, the Cobb Avian 48 is achieving excellent broiler performance in terms of growth, feed conversion and livability," he says.

Current chicken consumption in China is about 8kg/person/year. "This is expected to grow significantly and will create huge opportunities for both Cobb and BPBC," says Mr Vardeman. "Our company is very pleased with the working relationship we have with BPBC as well as the CP Group worldwide."

Looking ahead, he sees the potential ultimately for China to compete more on the global market; "But for the foreseeable future there's more than enough opportunity for expansion in a country with a 1.3 billion population and annual consumption projected to increase to around 15 kg/person by 2010. I don't think Chinese producers will need to look far beyond their shores for growth."

web link: [www.cpthailand.com](http://www.cpthailand.com) 

## New president as James Bell retires

**Jerry Moye** took over as president of Cobb in January following the retirement of **James Bell**, who had announced his decision at the Worldwide Distributors Conference in the USA in October.

"This move has been in the works for over a year now," said Mr Bell. "The current structure of the company will allow for a smooth, uninterrupted transition. Having worked with Jerry over the past 15 years, I have the utmost confidence that he will lead the company to new heights."


James Bell has been in the poultry business for over 30 years, having worked for Tasty-Bird, Tyson Foods and

Cobb-Vantress. He has served as president of Cobb since 1995 as well as taking a prominent role in US poultry industry organizations.

Jerry Moye has 30 years' experience in the poultry industry, starting with Showell Farms and then Zacky Farms of California where he was director of live production. Since joining Cobb in 1991, he became director of technical service and then general manager before being appointed vice president and in 2005 senior vice president.

"The leadership by James Bell places the company in a strong position to grow even further in the future," says Mr Moye. "Our focus will continue to be on helping our customers to become more profitable, by providing world-class products and service."

■ Presentations were made to James Bell at the Cobb Christmas party. Every year at the Poultry Festival auction, he has expressed an interest in the item 'Fly fishing lessons.' So on behalf of Cobb Jerry Moye presented him with a fly fishing school session, a rod and fishing gear, and a case of wine. Mr Bell expressed his appreciation for all the wonderful people at Cobb and added: "The spirit of Cobb will always be in my heart."

In his retirement he also plans to develop his cattle breeding business as well as devoting more time to his family. 



James Bell and Jerry Moye with John Hardiman, Ernesto and Maria Vogeler at the World Distributors Conference.

# Changing market, technology and long term commitment to R&D

*As JERRY MOYE prepared to take up his position as the new Cobb president, Cobb Focus took the opportunity to talk to him about the key issues facing the company and its customers. He becomes only the 6th head of the Cobb business in more than 90 years of its history.*

*ROGER RANSON discusses with him how he sees Cobb developing as a multi-product company in a dynamic world market place.*

**Q. Jerry, as the world's most popular broiler breeder, the Cobb 500 has been central to your global success, Cobb is now becoming a multiple product company. Is this really a major shift as you see it in company policy?**

**A.** Well, I hope it's not completely a major shift, Roger. We have been working at this for the last three to four years. We've had the Cobb 700 in the US market place for well over four years and have been selling the Cobb Avian 48 product for several years as well. I think it's the dynamics of today's market place. If you go across our industry around the globe there are different needs in different markets and to think that you have one product that can fit all markets is a misleading concept, and the future trends are going to demand that this is even more so. There's a growing niche in segment markets in Europe as we're well aware, related to the growth of free range type products. Even in the United States we hear more about people interested in organic and free range type products, so you have to be able to respond to these kind of markets.

**Q. So how do you see the position of the Cobb 500 going into the future then?**

**A.** I think the Cobb 500 will remain as our flagship product. I am hard pressed to believe that over the next five to ten years we will see as a percentage of our total sales much less than 80 to 85% of sales revolving around the Cobb 500.

**Q. You mention the new products, what do you see as being their key advantages for customers?**

**A.** The Cobb 700 has been around for a while, we are introducing in 2007 an enhanced version of this product. The Cobb 700 is being developed particularly for the markets that are very much in the business of taking breast meat off the bird and growing big chickens. The enhancement in our product is some additional breast meat, and unusually for Cobb, this product will have a few more eggs as well. The Cobb Avian 48 has been a very nice product for us in some markets in the world particularly in the Middle East, Asia and Brazil where there are a lot of people that grow big chickens but still have a very keen interest in producing day-old chicks.

**Q. You said they have been around for a year or two, how are they being received so far by your customers?**

**A.** I'm pleased with the way that the products have been received. The enhanced Cobb 700 is just coming into the market in 2007, so it's a bit premature to make any comments, but for the Cobb Avian 48 product we are very happy with the way it's been received in target markets and in particular its growth in Brazil. It's got a lot of potential



*Jerry and Cherie Moyer.*

in China. It's being extremely well received in China and our partners BPBC have a growing market there. We feel like within the next couple of years we'll be certainly in a range of 50% of the Chinese market and that will be led by the Cobb Avian 48.

**Q. Of course developing new products is a pretty costly business as well as the on-going improvements to the existing products. How much support is there I wonder for this from your parent company?**

**A.** Our parent company Tyson Foods is keenly aware of the support that is necessary for our business. On R & D they continue to challenge us to put a product on the table that is giving them the maximum return. They are branching into other parts of the world and are actively looking to expand their presence in the Chinese market and we are very confident that they will be happy with the Cobb Avian 48 product. They see that there is a need for Cobb to continue to invest in R & D and they are very supportive.

**Q. So you see Cobb really then as a long-term research company?**

**A.** I think so, and I think the key people at Tyson view us the same way. The world is a changing place and the technology that is coming to the forefront today in terms of genomics and other opportunities reinforces the fact that R & D has to be looked at as a very long-term process. Our existing pipeline is in the range of five to six years for the product we work on today, and it will be that long before a customer sees it. As you look at what other opportunities you can present to the market place, it's even longer. So it's very much a long-term outlook for our company and for the support from Tyson as well.

**Q. Part of research is widening your gene pool and you have been in fact acquiring new lines from around the world over the course of the last few years. This means then, we are going to see perhaps more new products, perhaps even some niche products that you mentioned earlier, looking at some of the smaller markets around the world?**

*continued on page 4*

**A.** Yes, that's right. In fact one of the products coming to the market in 2007 is an improved male that we have been working on for the last year and a half. We are very very interested in this product, it comes as an offshoot of some of the lines we obtained with the purchase of Avian Farms back in 2000. We have other lines in the existing pool that we feel will present some other benefits in the near future as well, and we will continue to be interested in genes or the genetic libraries that are out there. If the opportunities present themselves, I think Cobb will continue to be aggressive in evaluating them and looking at how they fit into our portfolio. When you talk about niche markets, Roger, obviously it always comes down to whether or not you can return your investment and the smaller the market, the more challenging it becomes. But, as I mentioned earlier, in markets like Europe and the growing interest here in the United States for free range type products, we would be foolish not to evaluate how we can be a player in those markets and we are doing so as we speak.

**Q. That could come fairly quickly then?**

**A.** Fairly quickly in the genetics business, but maybe not fairly quickly to everybody else! I think that within the next two to three years we will have a better understanding of whether or not it's a market that really makes sense for us to be a part of, and within that same time frame we will understand our ability to make a competitive entry into the market.

**Q. But how do you judge when it's economic then to go into a sector, when is it big enough to make it worthwhile for you?**

**A.** Big enough is maybe not quite the term, it depends on how well you can co-ordinate and synchronise your product type line with the market itself.

We need our business to be efficient in utilising the end product. We have no shelf life, as everybody in this breeding stock business knows, so once we produce it we have to be able to sell it. The challenge is understanding what is the market and creating a pipeline that is efficient in supplying that segment of the market you think you can reach.

**Q. Now as well as of course widening your gene pool you can also use the benefits of DNA technology. What do you see as some of the benefits of this for you as a major world breeder.**

**A.** Science presents us with some new avenues to do our existing business of natural selection and monitoring the progress of birds. We are aggressively looking at the ability to find markers that will augment our capabilities to make genetic progress on things like feed conversion, maybe breast meat yield, certainly egg production. Whether or not these will present themselves in the way of faster progress we are still trying to experiment and understand.

**Q. What about also disease resistance?**

**A.** I think there is potential there for disease resistance.

It again depends upon what you learn in the identification of marker traits. Certainly if we could find markers that would associate with diseases, whether they be particular diseases or just innate immunity of the birds, that's a possibility as well.

**Q. In shaping products for the future you must of course be in touch with your customers, also perhaps in touch with the retailers and consumers. How can you achieve this?**

**A.** I think it's a very important point for our business as we look down the road as an R & D company. Because it is such a long term process for us, the decisions we make have to be done in very good agreement with what our customers and their customers tell us they need. We use a variety of methods to try and facilitate this communication and this knowledge. Gatherings like trade shows are important to us, but over the last several years we've got very aggressive in developing technical schools and seminars across the globe within regions to foster not just the relationship with our distributors but also with their customers. That provides a wider web of communication ability and the more you know, the better off you will be. It's interesting what we see

today in the European market place where the industry is leading across the world in terms of connection to retailers, and to a degree consumers, but certainly retailers. We are not seeing that in any other parts of the world and this is going to become even more important as we go forward. There will come a day when breeding companies will recognise that retailers are one of their customers, not just the integrated business itself.

**Q. Can we look now at the technical support for the customer. You've built up over the last few years a very impressive world technical**

**support team with a fine reputation. How much emphasis do you think Cobb will be placing on this kind of expertise for customers going into the future?**

**A.** I think an extremely large amount of emphasis. Cobb has worked hard to put together the team that we have today, we have a tremendous amount of confidence and pride in that group as they go out and work around the globe. We continue to hear very good things from our customers and we see them clearly as a huge asset to our business. We will want to continue this and to look at ways to bring more value to that process over time. One key area is processing and I would expect that within the next 12 to 18 months we will add on to the staff somebody that will bring processing expertise into the market place for us.

**Q. Can we look at the industry around the world now. As you go around the world, what do you see as significant trends that impress you about what's happening in the industry at large?**

**A.** One of the key things that needs to be watched very closely is what is happening with bodyweight of the chickens and also the processing techniques. We are seeing some very



*Jerry Moye talking with Angela Lord, who monitors feed conversion at the Strawberry Hill Farms.*



*Jerry Moye with Sam Lipman and his wife Catherine Cornell at the Worldwide Distributors Conference in October.*

keen dynamics in the market place. For example, in the United States today the trend is towards big chickens, birds greater than 3 to 3.5kg. Obviously this has a big impact on the type of product that you need to bring to this market. Likewise, in the last several months in our work with the BPBC group in China, we have been very intrigued to listen to the thought processes in the integrated business in China and to what they see happening to the way chickens will go to market over the next five to six years. It appears the wet market is likely to decrease slightly and as the younger generation becomes more active consumers we might see outlets like Kentucky Fried Chicken and other opportunities being much bigger players in that market. So, these changing dynamics of what people want to do with the chicken will have a huge impact on what we do with our business.

**Q. But are there some threats to the industry at large?**

**A.** There are. In this past year Avian Influenza has put a lot of stress on the market place as a whole, but one of the worrying things for me is how countries and parts of the world regionally have responded to the source of genetics. We have seen countries make very drastic moves to prohibit the importation of chicken in any form to include genetics in response to some challenges they've had with Avian Influenza and we've seen that impact in the market place. Brazil today will only allow eggs in and for us in the breeding business that's a bit of a challenge. It adds cost to our business. Over time we need to find ways to separate the breeding industry from the meat producing industry, and in doing so we have to come to terms with what's going to be required of the integrators and the respective health departments around the world to give them the confidence that we will not infringe on their biosecurity needs or pose any threats to their industry as a whole. I think there is a learning process in the challenge that the industry has faced from Avian Influenza.

**Q. But despite that do you remain optimistic then about the long term future of the poultry industry?**

**A.** Absolutely, very optimistic about it. As I have the opportunity to travel around the world, we continue to have challenges, and likely always will, with supply and demand issues and the balance of those two. But chicken continues to be a protein product that is in demand and it will always be the most economical choice of protein. Because of that, I think we continue to have the ability to feed the world and it's a very exciting position to be in as an industry member.

**Q. Just turning to yourself finally Jerry, can you tell us about your own experiences in the poultry industry?**

**A.** I think I bring a perspective to Cobb that is important and particularly as we discussed the technical support issue. For the first 16 years of my career, I was in the integrated side of the business responsible for what we here in the United States call live production through from breeders to the processing plant. I see the value of having that strong support base from a key supplier like your breeder company and I can only reinforce what James Bell and his team have started in the company. Continuity is a very important thing and when you see a change at the top of a successful company like Cobb with a gentleman like James who was very successful, then continuity is a very key thing and that is something that I can bring to the mix.

**Q. What do you see as being perhaps the most successful thing which James Bell did during his term as president of the company?**

**A.** Leading Cobb through the growth that we have had over the last 15 years is absolutely his greatest accomplishment. To have come to the company in 1991 when I did and have seen what we were producing at that time to what we produce today. For example, in the US we have gone from basically a two hatchery company to now when we have eight hatcheries, and in 1991 we did not have any facilities in Brazil and today we are controlling well over 50% of that market place. That is tremendous growth to have managed through and certainly build a team to support it. My hat's off to James and his ability to do that.

**Q. Finally you mentioned you travel an awful lot of course and it's a very busy job you've got as president of Cobb. How do you relax when you are not actually at your desk or not at work with customers?**

**A.** Oh, I have a couple of hobbies that I pursue, I am a very big music fan and I love to read books. I try to find some down time, some quiet time whenever I can, even on a plane, listening to music, reading and I am a very avid crossword buff. But on the weekends when I have the time I love to put a golf club in my hands and get out and chase the white ball around.



*Jerry Moye presents Jairo Arenazio from Cobb-Vantress Brasil with the 2006 Presidential Award for Biosecurity.*

**Q. What's your favourite composer or favourite track of music I wonder?**

**A.** I'm a jazz fan, I would say I like many of the old standards. I like Miles Davis. I am very intrigued by some of the new vocalists that are out there today like Diane Krall. I like all kinds of music.

**Q. And what about finally the books that you might be reading?**

**A.** I'm a mystery fan, I like spy novels and mysteries, I'm a Hemingway fan, I like to just read a variety of things.

**OK, Jerry, thank you very much.**

Appreciate it Roger. 

# Breeding for meat quality and high yield products

by Dr DANNY LUBRITZ, Cobb geneticist



The advent of further processed and portion controlled broiler meat products has brought to the forefront the importance of white meat yield, fillet shape and meat quality.

At Cobb we understand how the quality of these traits impacts on our customers' profits and for the last two decades we have invested millions of dollars in developing a higher yielding broiler, with breast meat yield increasing 6% of live weight. Our research and development team will continue progressing to keep pace with demands for increased yield and meat quality.

Each of our pedigree farms has its own meat quality laboratory where a certain number of birds are routinely processed to obtain yield and meat quality data. We measure breast meat weight, tender weight, abdominal fat, and percent white meat and percent fat to live weight, as

well as various aspects of fillet shape - all in an effort to increase white meat yield and sizing yields for our customers.

Cobb's proprietary ultrasound technology is also used to estimate breast meat yield. This has the advantage of being non-invasive, so we can obtain estimates of breast meat yield on all of the top birds kept at pedigree selection.

Yield data are all entered into a sophisticated animal breeding program used by our geneticists to make final selection decisions. Through this method, Cobb makes at least a 0.3% increase in breast meat yield each year in each of its high yielding products. While 0.3% a year may sound small, over a ten-year period this can translate to an additional \$35 million in profits/million birds slaughtered/week.

Interest has increased within the broiler industry in fillet dimensions, fillet weight, and the relationship between the two. Increased breast meat yield in broilers is largely due to increased thickness of the *pectoralis major* muscle.

Economic implications of white meat trim are a serious concern for integrators who must produce fillets of specific length, width and weight for their fast food customers. Fillets for this market must meet rigid specifications with a minimum amount of trim.

With this in mind, Cobb has undertaken the largest most comprehensive effort of its kind to characterize male and female pure lines and commercial crosses. Deboned fillets of males and females from all lines and crosses are evaluated at various live weights.

We now have a very large, proprietary, interactive fillet profile database with more than 3,500 observations. Our focus is primarily on the commercial crosses, but twice a year we compare fillet measures on our pedigree lines as well.

We test pure lines so that in the event of a line substitution, we know in advance the effect that substitution will have on the resulting fillet profile. Of course, Cobb also intensively tests commercial crosses so that when our customers provide us with the cross, sex and liveweight, we can provide them with reasonable expectations of fillet dimensions and percent of breast fat trim.

We refer to this as Cobb's 'interactive fillet profile database' because customers are encouraged to use this resource to address their sizing concerns. *Table 1* shows breast dimensions generated from this impressive database for Cobb 500 straight run (as hatched) broilers at different weights.

With regard to meat quality, the poultry industry has seen an increase

Table 1

**Breast Dimensions for Cobb 500**  
Straight run (as hatched) broilers at different weights

| Trait             | Liveweight (lb) |       |       |       |       |       |       |       |
|-------------------|-----------------|-------|-------|-------|-------|-------|-------|-------|
|                   | 4.0             | 4.5   | 5.0   | 5.5   | 6.0   | 6.5   | 7.0   | 7.5   |
| Length (mm)       | 163.7           | 169.6 | 175.5 | 181.5 | 187.4 | 193.3 | 199.2 | 205.2 |
| Width (mm)        | 87.3            | 91.8  | 96.3  | 100.8 | 105.3 | 109.9 | 114.4 | 118.9 |
| Thickness (mm)    | 16.8            | 17.8  | 18.7  | 19.6  | 20.6  | 21.5  | 22.5  | 23.4  |
| Thinness (mm)     | 6.41            | 6.73  | 7.06  | 7.39  | 7.71  | 8.04  | 8.36  | 8.69  |
| Run (mm)          | 102.8           | 108.3 | 113.8 | 119.2 | 124.7 | 130.2 | 135.7 | 141.2 |
| Slope (mm)        | 0.102           | 0.102 | 0.103 | 0.104 | 0.104 | 0.105 | 0.105 | 0.106 |
| Fillet Weight (g) | 138.1           | 159.6 | 181.1 | 202.6 | 224.0 | 245.5 | 267.0 | 288.5 |
| Fillet (%)        | 7.60            | 7.75  | 7.90  | 8.05  | 8.20  | 8.34  | 8.49  | 8.64  |

in the occurrence of Pale Soft and Exudative broiler meat (PSE) over the past several years. PSE meat is the result of accelerated postmortem glycolysis, which results in a rapid pH decline while carcass temperatures are still high. Processors are concerned with the appearance of PSE meat in fresh tray packs as the pale color can affect color uniformity within the package. Although pale meat is still healthy, it is less pleasing to the customer

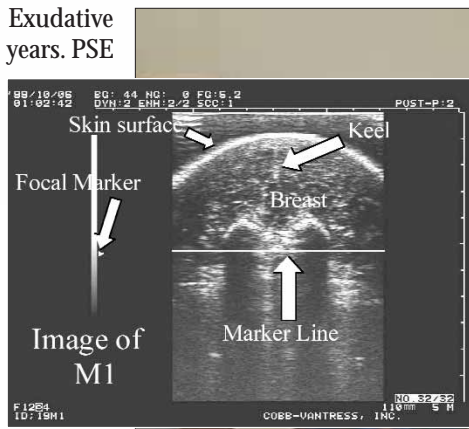
Furthermore, all meat loses moisture, but pale meat loses slightly more. Pale meat is estimated to produce an estimated economic loss to the processor of about \$200 million a year for the US broiler industry.

Cobb selects against PSE meat in our pedigree program based on data obtained during dissection. Any individuals with the PSE condition are noted and their families, if the incidence is high, are removed from further consideration as pedigree breeders.

We also study meat quality as part of our product testing. Lines and crosses are measured to see if genetic differences in meat color manifest as line differences. Identifying lines more resistant to heat stress and less susceptible to developing the PSE condition is an approach that will help us correct challenging meat quality issues.

Cobb is also pioneering in DNA gene marker technologies which will enable its R&D group to select even more effectively against poor meet quality in its products.

Another meat quality concern is Green Muscle Disease or Deep Pectoral Myopathy, which is the necrosis of the Pectoralis Minor (tender) muscle of poultry. Necrotic tenders appear yellowish-green in color. Green Muscle




Dr Mark Cooper performs ultrasound with the farm crew to estimate breast yield.

Disease results from vigorous activity of both *major* and *minor pectoralis* muscles, but only the tenders are afflicted.

During contraction, muscles normally swell with increased blood flow to supply needed oxygen and nutrients. The tenders compared to other muscles have a more rigid muscle cover and are confined to a tight space within the body such that they can't expand to accommodate this increased blood flow. The net result of the muscle being confined and compressed is self strangulation, suffocation and eventually necrosis.

The incidence of Green Muscle Disease increases with market weight in broilers, and more cases are reported in higher yielding crosses and in males. Increased bird activity induced by factors such as feed or water outages, lighting programs, catching and live haul and even excessive noise may result in increased incidence of Green Muscle Disease in broilers.

Our geneticists select against Green Muscle Disease in the same way they select against PSE by careful identification during routine dissections and selection against families with a high incidence of this disorder and by research designed to identify gene markers for selection against this characteristic.

We believe our research and development team is unequalled in achieving genetic progress in the areas of meat yield and meat quality to keep pace with the global demands. We are dedicated to having the best selection and gene marker technologies for developing optimal meat quality and meat yield performance. Our proven record of steadily increasing meat yield, with excellent meat uniformity and quality combined with a reputation for outstanding broiler performance will help to ensure the continued success of our customers. 

**Fillet shape evaluations**

Breast fillet length in inches



Breast fillet width in mm



Breast fillet thickness in mm



Thickest part

Breast fillet thinness



Measured 1 in (25mm) from bottom

## New director of world marketing


**Brian Cosgriff**, who has been general manager for Cobb Europe for more than three years, has been appointed to the new position of director of world marketing.



He has over 20 years' experience of sales and business development in international markets including senior positions with SmithKline Beecham Animal Health and Embrex.

"As Cobb moves forward, the need for multiple products alongside the Cobb 500 and the ability to address the business needs of our customers in a variety of markets will be critical," says Jerry Moye, president of Cobb. "Our marketing team will be the co-ordinator of our strategic planning for product development."

The team includes Cobb marketing manager Clark Baird, product research manager Pete Sbanotto and the regional product managers Jay Hughes in the USA, Rodrigo Terra in Brazil and John Vincent in Europe.

Mr Cosgriff, who obtained a BSc at Christchurch University in New Zealand and began his career there, has worked in Australia, North America and Europe. 

## All change at IPE 2007



The Cobb booth is moving to hall B (exhibit no 4022) for the enlarged International Poultry and Feed Expo which takes place in Atlanta on January 24 to 26. Hall B will accommodate feed and poultry industry (live production) exhibits while hall C will feature processing and packaging companies.

We look forward to welcoming our customers and friends from around the world.


## Top industry award for David Perrin

One of the prestigious awards from the British Poultry Council (BPC) has been won by **David Perrin** whose advice to chicken producers over several decades played a prominent role in the success of UK poultry breeding.

Mr Perrin worked for Cobb for almost 40 years and was its European technical manager until his retirement.

He was presented with the distinguished service award by Lord Rooker, Defra Minister of State and Deputy Leader of the Lords, at a ceremony at the Houses of Parliament in London.

Ted Wright, chairman of the BPC, stated: "David was well respected in the UK and European poultry industries and his advice still remains in practice today on many farms throughout the European poultry industry."

He and his wife Marion have a daughter Nina and son Giles, who were both at the ceremony. 




## Cobb Germany strengthens technical services team



**Wim Dekkers**, widely known and respected in the broiler world, has joined Cobb Germany as international technical services manager.

He has 28 years' experience in poultry industry with breeding companies including Cobb Europe and has worked extensively in recent years in central and eastern Europe where he will be operating for Cobb Germany.

"Mr Dekkers has a thorough understanding of Cobb products and will be assisting us to expand markets through further enhancing product performance and customers' profitability," says James Truscott, director of Cobb Germany. 

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