

**TURNING
ANIMAL
WELFARE
INTO PROFIT**



NestBorn



Every advantage of on-farm hatching
WITHIN YOUR REACH





NestBorn, **PROFIT WITH ANIMAL WELFARE**

NestBorn is a revolutionary on-farm hatching concept. The approach significantly improves the level of welfare and health of broilers. With NestBorn, no investments or modifications are needed in the poultry house. It is the hatchery that brings the pre-incubated eggs and places them directly on a natural litter bed in the broiler house. This is carried out by using a sophisticated NestBorn egg placing machine.

The hatchery installs a unique NestBorn Monitoring Platform between the eggs in the house. This allows remote, real-time monitoring of the hatching process. In general, NestBorn can be utilised at almost any commercial broiler farm, with the support of the hatchery or integration field teams!



“More robust and healthier birds throughout the entire production cycle”

The best start **FOR YOUR DAY-OLD CHICKS**

A good start will reward in a great performance. Broiler chicks with direct access to feed, water and light, benefit throughout the entire production cycle. The chicks have faster intestinal development and improved immunity. This results in more robust and healthy birds throughout the entire production cycle.

With NestBorn, on-farm hatching can be successfully implemented without any investment or modification at the broiler farm. The results: no stress, less antibiotics, more profit and great job satisfaction.





NestBorn **MONITORING PLATFORM**

In order to keep a close eye on the three day hatching process, the hatchery will place unique wireless Ovoscan sensors between the hatching eggs. These Ovoscan sensors continuously measure both eggshell temperature and climatic conditions in the poultry house. Accessed via a PC, tablet or smartphone, all the relevant parameters can be monitored on www.mynestborn.eu. Adjustments can be made where necessary, to allow for an easy and efficient on-farm hatching process.

All the relevant parameters can be monitored on www.mynestborn.eu.



NestBorn: **FAR MORE THAN JUST EARLY FEEDING**

With NestBorn you will benefit from all the advantages of on-farm hatching. This results in: robust chicks, hatched on-farm without any stress and that have direct access to feed, water and light. This leads to a better financial return per broiler and per m².



Watch NestBorn
in action

The benefits of NestBorn

FOR FARMERS

OPTIMAL CHICK WELFARE		WELFARE	PROFIT
Direct access to feed, water and light		✓	✓
No stress from chick handling and transportation		✓	✓
Dryer litter and less footpad lesions		✓	✓

ROBUST AND HEALTHY CHICKS

Less mortality		✓	✓
Better growth and feed conversion			✓
Better intestinal health		✓	✓
Reduced use of antibiotics		✓	✓

EASY IMPLEMENTATION

No investments in broiler houses			✓
Applicable for every broiler farmer		✓	✓
Full control with an unique NestBorn Monitoring Platform		✓	✓

NEW:

COMPACT NESTBORN MACHINES

Our Compact NestBorn Egg Placing (cNBEP) is more convenient for lower volumes of eggs and smaller sizes of broiler houses. It is also more handy for placements of hatching eggs on litter beds that are more narrow.

Due to its more compact dimensions and significantly lower weight, this 'compact edition' is more suitable to load on a truck tail lift for transport together with the eggs. Hence, a separate machine transport is no longer needed! Also, this compact edition of the machine is more easy-to-use for a single occasional operator.



Watch more
cNBEP!



Facts about the
NESTBORN MACHINES

NestBorn Egg Placing machines can be obtained for any type of setter tray and are easily transportable. The machines are suitable for cleaning & disinfection in between houses and farms. Furthermore, both our regular and our compact machine are fully powered by rechargeable batteries and can be accessed remotely by a 24/7 helpdesk for occasional troubleshooting.

	REGULAR NESTBORN	COMPACT NESTBORN
Size	Length 2,45 m / Width 2,15 m	Length 1,75 m / Width 1,10 m
Weight	1.500 kg	1.000 kg
Pace as eggs per hour	50.000 – 60.000	25.000 – 30.000
Battery capacity	up to 250.000 eggs	up to 120.000 eggs
Weekly capacity per machine	300.000 – 500.000 eggs	150.000 – 300.000 eggs

NestBorn PUT INTO PRACTICE

The 7 steps towards a healthy
and successful production cycle.



1. PREPARATION of the broiler house



7. RESULT a healthy and successful production cycle



6. HANDLING of unhatched eggs and 1st day selection



2. TRANSPORTATION

of perfectly candled
hatching eggs



3. PLACING

the hatching eggs in
the broiler house



5. HATCH

and direct access to feed,
water and light



4. CONTROL

of the climate for optimal
eggshell temperature



[View full interview](#)



Peter Wolfs

“I OBSERVE LESS LEG DISORDERS AND THE BROILERS GROW FASTER”

“My main objective as a farmer is to deliver robust broilers with as little use of antibiotics as possible. This is definitely possible with NestBorn. The NestBorn machine places the eggs in my broiler house, on a litter bed that I prepare in advance. With the Ovoscan-sensors we monitor the entire hatching process. Immediately after hatch, the chicks have uninterrupted access to feed and water. With the NestBorn system, my broiler houses are occupied an extra 2 days per cycle, but this effort clearly pays off. I observe less leg disorders and the broilers grow faster. I also notice that the birds have less stress. With NestBorn I can improve animal welfare and at the same time I get better financial results. And all this without extra investments in my broiler houses.”

Peter Wolfs
Broiler farmer (North Brabant, The Netherlands)





[View full interview](#)

Matthew Ward

“OUR AMBITION IS THAT ALL THE DAY-OLD CHICKS INTENDED FOR OUR PROCESSING PLANT ARE HATCHED ON-FARM”

“After the update of the Red Tractor Poultry Standard as from 1st of October 2019, permitting on-farm hatching, we started the implementation of the NestBorn-concept within our Cranswick integration. Since beginning of 2020, we have stopped completely hatching chicks in the Kenninghall hatchery, all 600,000 chicks a week are now hatched on-farm with NestBorn. Our ambition is that soon all the day-old chicks intended for our new processing plant in Eye, are hatched on-farm.

NestBorn seems like a very natural way of doing this, with clear health and welfare benefits. Mortality and utilisation of antibiotics is significantly lower with NestBorn and we observe much calmer birds. In our trials we also observed clear advantages in body weights and the birds are more consistent and more even. It's all about delivering a better product to our processing plant and having more reliable weights. We operate as a total integration and we see the benefits for the whole company.”

Matthew Ward
Agricultural Director Crown Chicken / Cranswick (East Anglia, UK)

The benefits of NestBorn **FOR HATCHERIES**

PERFORMANCE

✓	Improved hatchability
✓	Lower 1 st week mortality
✓	More robust day-old chicks



SUPERIOR CHICK HEALTH STATUS

✓	Less pathogen & dust exposure during hatch
✓	No cross-contamination caused by hatchery automatization
✓	Enhanced and poultry-house specific immune development

PROFIT & ORGANIZATION

✓	Easy to incorporate in every existing hatchery
✓	Opportunity for capacity increase within existing building
✓	Less investments and running costs
✓	Flexibility in egg placement





NestBorn

THE BEST SOLUTION FOR ON-FARM HATCHING

With NestBorn, you will have the best and most accessible answer in terms of early feeding, tangible improved animal welfare and significant antibiotics reduction. The system does not generate any waste and there is no post-hatch collection of setter trays from the farms.

Moreover, NestBorn offers great opportunities for your hatchery performance and non-disruptive improvements in hatchery organization & investments.





NestBorn, **FUTURE-PROOF FOR THE MARKET**

Working closely with hatcheries and broiler farms implementing the NestBorn system, offers huge advantages for slaughtering & processing plants. NestBorn can organize the cycle start on a 'every day of the week, every hour of the day'-basis. Besides financial benefits, NestBorn can offer great opportunities for market differentiation.

The benefits of NestBorn **FOR SLAUGHTERING & PROCESSING PLANTS**

✓	24/7 placements, more desired target weights
✓	Better uniformity
✓	Less footpad lesions and hock burns
✓	Less rejects and improved slaughter yield
✓	Healthier birds with lower antibiotics exposure





"Our aim is that NestBorn-users are rewarded for the fact that they produce broilers and broiler meat in a more animal friendly and sustainable way. This leads to opportunities to differentiate in terms of early feeding, improved animal welfare and lower use of antibiotics. Companies can reinforce their market position and become 'future-proof'."

Erik Hoeven, Head R&D NestBorn

ADDED VALUE

Consumers are becoming increasingly aware of animal welfare and of the environmental impact of food. NestBorn is a great way to show consumers how chicks are born in a more natural and animal friendly way. It can be made very visible for consumers how newly-born chicks have uninterrupted access to feed and water, directly after hatching. In combination with the low level of antibiotic usage associated with on-farm hatching, NestBorn offers limitless opportunities for creating added value.





Results from **PRACTICE***



BETTER FINAL BODY WEIGHTS

+ 50 to 70 grams



BETTER FEED CONVERSION

2 to 4 points



LESS ANTIBIOTICS

Up to 50%



REDUCED FOOTPAD LESION SCORES

Up to 50%



MORE HIGH-QUALITY CHICKS AT DAY 7

Up to 1%

*Referring to average results from practice.

NestBorn, FOR YOUR ENTERPRISE

Do you want to learn how NestBorn can improve the financial return for your enterprise? Visit our webpage or contact us.



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