

Improve production processes? *Know how.*

With funding from the SEMED Multi-Donor Account, we helped the Hammoudeh Group's poultry company in Jordan improve their production processes and become more competitive.



Poultry company, Jordan

Jordan Poultry Processing and Marketing Company, part of the Hammoudeh Group, has one of the largest poultry farms in the country. We helped them improve quality control, reduce costs and become more competitive domestically and abroad.

Founded in 1964, this government company turned family business specialises in rearing broiler chicks and distributing both fresh and frozen poultry products. When we started working with them, they had ambitious plans to improve their live bird production and vertically integrate their operations.

We connected Jordan Poultry with Dr Hanif Chaudry, an international adviser from Pakistan with more than 15 years of experience working in the poultry industry for some of the largest global animal health companies. Our adviser worked closely with the company's management at all levels, from the CEO to managers at each farm and hatchery.



A new vaccination programme is helping Jordan Poultry's chicks fight off disease.

The adviser:

- Implemented a new vaccination programme that reduced chick mortality by 2.3%
- Improved the ventilation system to help prevent the spread of disease among the chicks
- Adapted the lighting and feeding system, cutting costs without affecting chick development
- Improved coordination between different parts of the business, enabling more effective vertical integration
- Increased the feed to meat ratio, reducing costs and energy consumption
- Promoted standard operating procedures for different sites, so senior managers had better information on different parts of the business.

Another important part of this particular programme is its close tie with access to finance. Jordan Poultry is currently in on-going discussions with the EBRD on receiving financing to expand their poultry farm.

The project is still on-going, but in the 12 months since it began, Jordan Poultry has seen chick mortality and production costs fall and moved much closer to their aim of achieving ISO and HACCP certifications. What's more, they are so impressed with the value of their adviser, they plan to keep him on as a staff member once the project is finished.

www.ebrd.com/knowhow

Reduction in production costs

20%

Overall efficiency

+15%

Key vaccines

3

Drop in mortality

2.3%

Total project value

€100,000