

# **BLUE MOUNTAIN OSTRICH ALLIANCE**





# WHAT IS THE BMIOA?

**A Non Profit Commercial Association of Like Minded People**

- **Communication**
- **Common Standards**
- **Ostrich Research**
- **Ostrich Studies**
- **Non-Proprietary Technology Transfer**
- **Branding Program**



**Yellow Liver  
Chick Syndrome**





# PURPOSES AND GOALS

To Aid in **PROGRESSING** the Ostrich Industry Forward Through:

**Good Communications  
Connections  
Assistance  
Research  
Studies  
Consistency Standards  
Uniform Information.**



**Egg Follicle Study**





# WHY BMIO ALLIANCE

There is a need within the Ostrich Industry to provide

- Communication
- Research
- Communicate Technical and Social Developments within the Industry
- Personal Assistance
- Connect Like Minded People
- Setting of Standards
- Enable Networking of likeminded Individuals and Entities
- Provide programs that enable participating members to obtain Marketing Advantage at all stages of the production chain
- To enable individuals and entities retain financial independence with the benefits of corporate identity



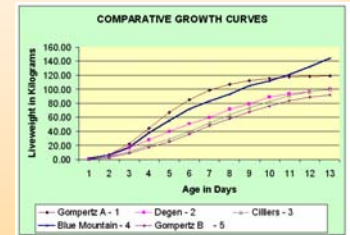
**Fat Pan Benchmarks**





# MEMBERSHIP

- Honorary Producer Member
  - Any Producer spending more than US\$500 with Blue Mountain Feeds
- Individual Producer Member
  - Any Producer of Ostrich. Membership Fee:
    - 1 Year Membership = US\$40
    - 2 Years Membership = US\$75
    - 3 Years Membership = US\$100
- Commercial Member
  - Any Ostrich Commercial Entity wanting to take part in the benefits of the BMIOA services, assistance, communications, information, and Connections. 1 Year Membership = US\$100
  - Ostrich: Vets, Consultants, Incubator Companies, Processors, Tanners, etc.

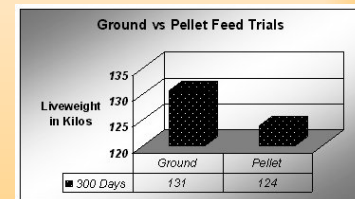


Weight Gain Bench Mark Study



# FUNDING

- The majority of funding for BMIOA comes from contributions made by Blue Mountain Feeds, Inc. and Blue Mountain International. On each feed product sale to its customers, these entities contribute a portion of the profits to the BMIOA.
- Membership fees paid by other farmers, individuals and commercial companies wanting to be a part of the BMIOA effort.
- Donations by companies and individuals



**Ground vs Pellet Trial**

**Note: 100% of BMIOA funding goes towards its Purpose and Goals of progressing the industry. There are NO administrative fees or operating expenses deducted from its funds. All expenses and administration costs are paid and performed by Blue Mountain Feeds, Inc. & Blue Mountain International as a service to the industry.**



# The New Ostrich Industry

The New Ostrich Industry transforms the Ostrich industry into a commercial Livestock Production Industry with professional levels of Production and Common Standards. It is:

- Market Driven
- Introduces Professional Livestock Production Methods
- Nutrition
- Feed Management
- Farm Management
- Genetic Improvement Programs
- Production Standards and Goals
- Grading Systems for Products and Birds
- Graded Yield Payment Systems...Reward Quality
- Maximise Revenue from the Whole Bird



**Carcass Comparisons**





# Grading Systems and Standards

- The "New Ostrich Industry" Production Standards
- For Ostrich Carcass, Meat & Yield Standards
  - Blue Mountain Ostrich Carcass/Meat Grading System©
  - Blue Mountain Ostrich Meat Yield Classification System©
  - Blue Mountain Ostrich Meat Muscle Identification Guide©
- For Ostrich Leather Standards:
  - Blue Mountain Ostrich Leather Grading System©
  - Proposed: Follicle Classification, Centre Line Classification
- For Ostrich Breeder Bird Standards:
  - BMIOA "Nutritional Classification" System©
  - BMIOA "Superior Genetic" Breeder Hen Grading System ©
  - BMIOA "Generic" Breeder Bird Classification System ©
  - Proposed: "Superior Genetic" Male Grading System
- For Ostrich Egg Standards:
  - BMIOA "Superior Genetic" Egg Standard©
  - BMIOA "Generic" Egg Standard©



Meat Quality Comparisons



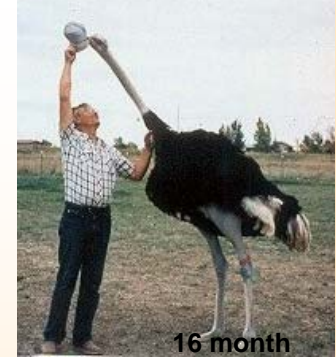


# Blue Mountain Superior Genetic Bird



12 month

Any bird that comes from a Farm that carries Blue Mountain Nutritional Certification



16 month

AND

meets criteria to carry a Grading under the Blue Mountain Superior Genetic Bird Grading System.



12 month

This is a new program that will evolve over the years as the Breeder Base is developed with correct recording systems in place to correctly identify birds carrying Superior Genes



16 month Blue cross cock



# Blue Mountain Nutritional Certification

The Ostrich Industry as a Professional Livestock Production Industry is in its infancy and, as with other livestock industries, there is a requirement for Industry Standards to provide customers with a means to evaluate the quality of the products they are purchasing.

To date Nutritional Programs for Ostrich have been extremely poor with the result that many birds are demonstrating symptoms of severe malnutrition and at best clinical unthriftiness.

Blue Mountain have developed a complete nutritional and management program that is designed to progressively breed out the influences of malnutrition to enable the inherent genetics of the progeny to become apparent.

The first step in this process is to award a **NUTRITIONAL CLASSIFICATION STATUS** to enable the producer or purchaser to evaluate fairly the level of production achieved from birds that may be influenced by

**historical management rather than inherited genetics.**



# Blue Mountain Nutritional Certification

- **BM Nutrition Certified Farmer**
  - An individual or entity that is feeding Blue Mountain Ostrich Feeds to all their Breeder birds, Slaughter birds, Chicks, Growers and Adolescent birds. The feed must be fed according to Blue Mountain feeding recommendations and must be fed for a minimum of 6 months.
- **Slaughter Birds**
  - Only "BM Nutrition Certified Farmer" slaughter birds can be used for "Brand Product" labeling under the trade names of Blue Mountain Ostrich Meats, Blue Mountain Ostrich Leather and Blue Mountain Ostrich Oil.
- **Breeder Birds**
  - Only Breeder birds from a "BM Nutrition Certified Farmer" can be sold as "BMIOA Superior Genetic Breeder birds" or "BMIOA Generic Breeder birds".
- **Chicks**
  - Only Ostrich Chicks from a "BM Nutrition Certified Farmer" can be sold as "BMIOA Superior Genetic Chicks" or "BMIOA Generic Chicks".
- **Eggs**
  - Only Ostrich eggs from a "BM Nutrition Certified Farmer" can be sold as "BMIOA Superior Genetic Eggs" or "BMIOA Generic Eggs".

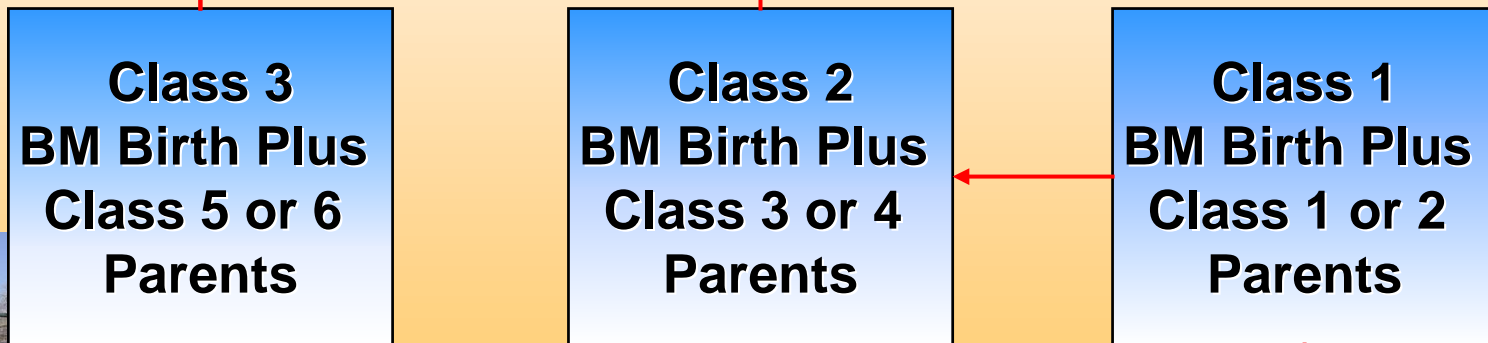


# Genetic Influence of Nutritional History

**NO BM HERITAGE**



**BM HERITAGE**





# Blue Mountain Superior Genetics

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# Blue Mountain Superior Genetics

BMIOA Superior Genetic Hen Grading System				
Final BMOA Hen Grade Summary				
Farm Name:			<b>Blue Mountain Ostrich</b>	
Chip ID:			<b>#123H67P4952</b>	
Nutritional Classification:			<b>Nutritional Class 5</b>	
Rating Classification	Rating %	Weighted %	Actual % Rating	Status*
Production Rating:	80.0%	20%	16.0%	PD
Confirmation Rating:	20.0%	20%	4.0%	Approved
Progeny Survival Rating:	46.7%	20%	9.3%	Approved
Progeny Meat Yield Rating:	84.0%	20%	16.8%	Approved
Progeny Skin Yield Rating:	80.0%	20%	16.0%	Approved
<b>Total:</b>	<b>62.1%</b>	<b>100%</b>	<b>62.1%</b>	
<b>Final BMIOA Hen Grade:</b>			<b>Grade 3</b>	
*PD in Status Column: Possible Disqualification				
<b>BMIOA Final Hen Grade Index:</b>				
Hen Grade #1:	90 to 100%			
Hen Grade #2:	70 to <90%			
Hen Grade #3:	55 to <70%			





# Blue Mountain Superior Genetics

<b>BMIOA Superior Genetic Hen Grading System</b>		
<b>Version 5.0 - March 29, 2002</b>		
<b>Nutritional Classification System</b>		
<b>Information Applying To This Record</b>		
Today's Date:		26-Mar-02
Farm Name:		Blue Mountain Ostrich
Farm Address:		2001 Blue Mountain Ave.
Farm City/State		Berthoud, CO
Farm Country:		USA
Hen Chip or Tag ID:		#123H67P4952
Hen Name:		Racheal
Hen Hatch Date:		June 26, 1997
Hen Present Age:		4 years, 9 months
Mate Chip or Tag ID:		#156Y58U5297
Mate Name:		Tramp
Mate Hatch Date:		26-May-02
Mate Present Age:		6 years, 10 months
Farm Contact Person:		Daryl Holle
Email Address:		daryl@blue-mountain.net
Laying Season Start Date:		February 13, 2001
Previous Number of Records for this Hen:		0
Nutritional Classifier [From Below]		Nutritional Class 5



# Blue Mountain Superior Genetics

## BMIOA Superior Genetic Hen Grading System

### Hen Production Classification:

**Farm Name:** Blue Mountain Ostrich  
**Chip ID:** #123H67P4952  
**Nutritional Classification:** Nutritional Class 5

Category	Class	Description	Status*
Egg Production:	6	Less than 40 eggs	PD
Egg Quality:	1	100% non-defective	Approved
Egg Weight:	1	100% 1400 to 1800 gms	Approved
Egg Fertility:	1	95% or more Fertile Eggs	Approved
Egg Hatchability:	1	95% or more Fertile Eggs Hatched	Approved
<b>Total:</b>	<b>10</b>		
<b>Factor:</b>	<b>0.04</b>		
<b>Achievement of 100%:</b>	<b>80.0%</b>	*PD in Status Column: Possible Disqualification	

### Category Inputs:

#### Egg Production:

STANDARD: Includes all whole eggs laid by hen, including those that are chipped, broken, mis-shaped or chalky in a 12 month laying season.	Class	Number of Eggs	Rating
	Class 1:	100 or more eggs	6
	Class 2:	85 to 99 eggs	
	Class 3:	70 to 84 eggs	
	Class 4:	55 to 69 eggs	
	Class 5:	40 to 54 eggs	
	Class 6:	Less than 40 eggs	





# Some Planned Research Projects

- Feather Chemical Analysis
- Nutrition and Reproductive Organ Development
- Egg Yolk Nutrient Value Comparisons
- Egg White Nutrient Value Comparisons
- Egg Shell Nutrient Value Comparisons
- Bile Production in Ostrich Chicks
- Meat Nutrient Value Comparisons
- Ostrich Fat Nutrient Comparisons
- Antioxidants Effect on Extending Meat Shelf Life
- Ostrich Leather Quality Comparisons



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