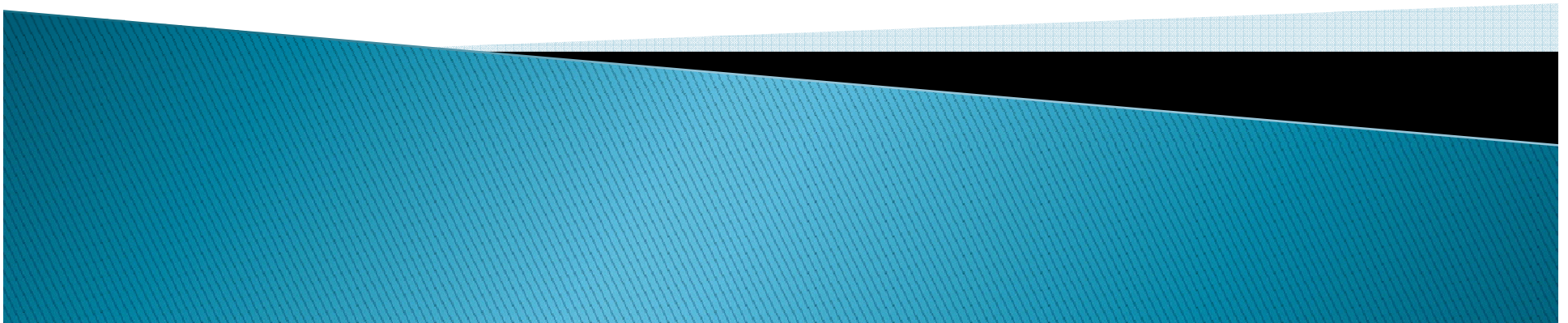


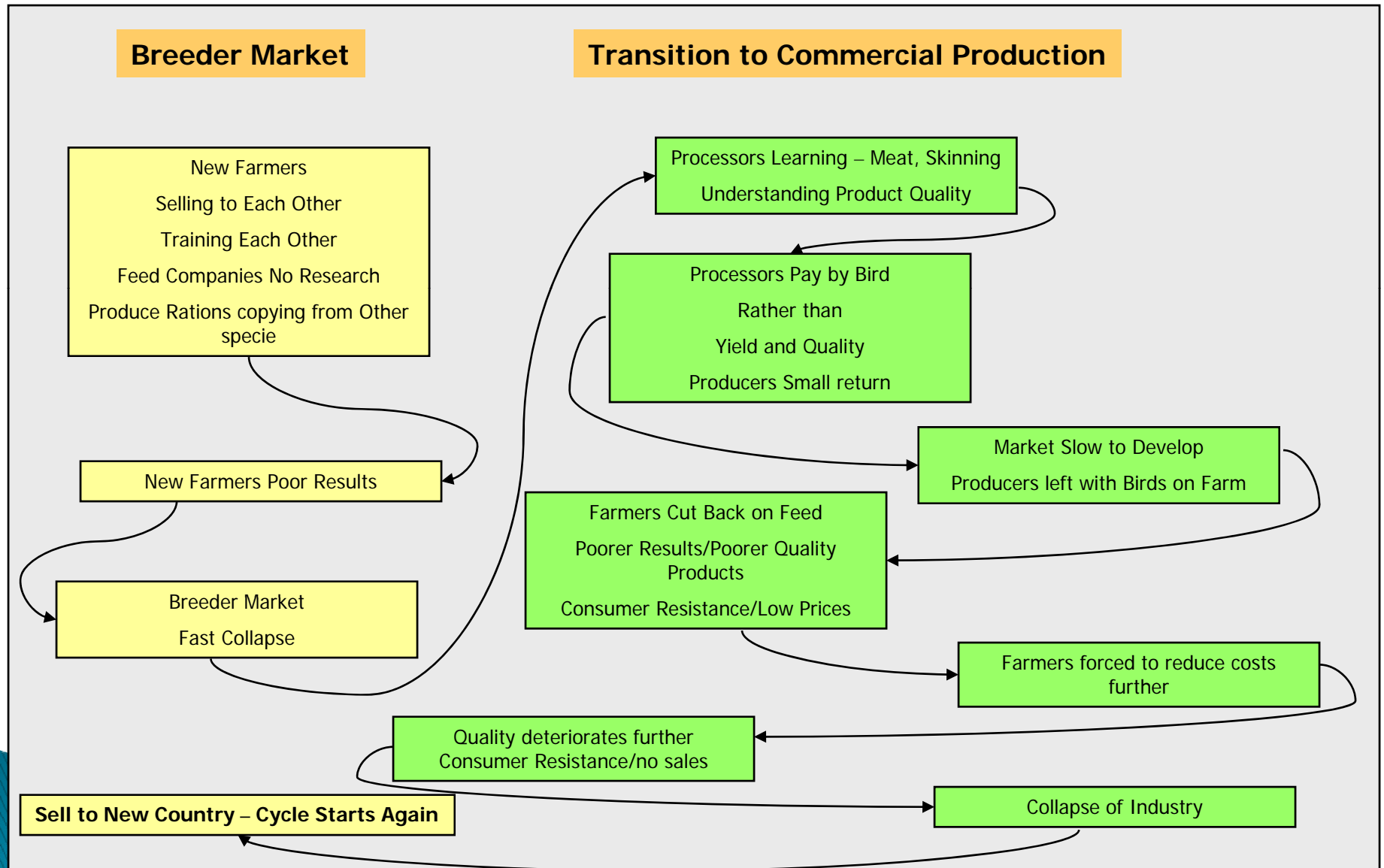
Commercial Ostrich Production

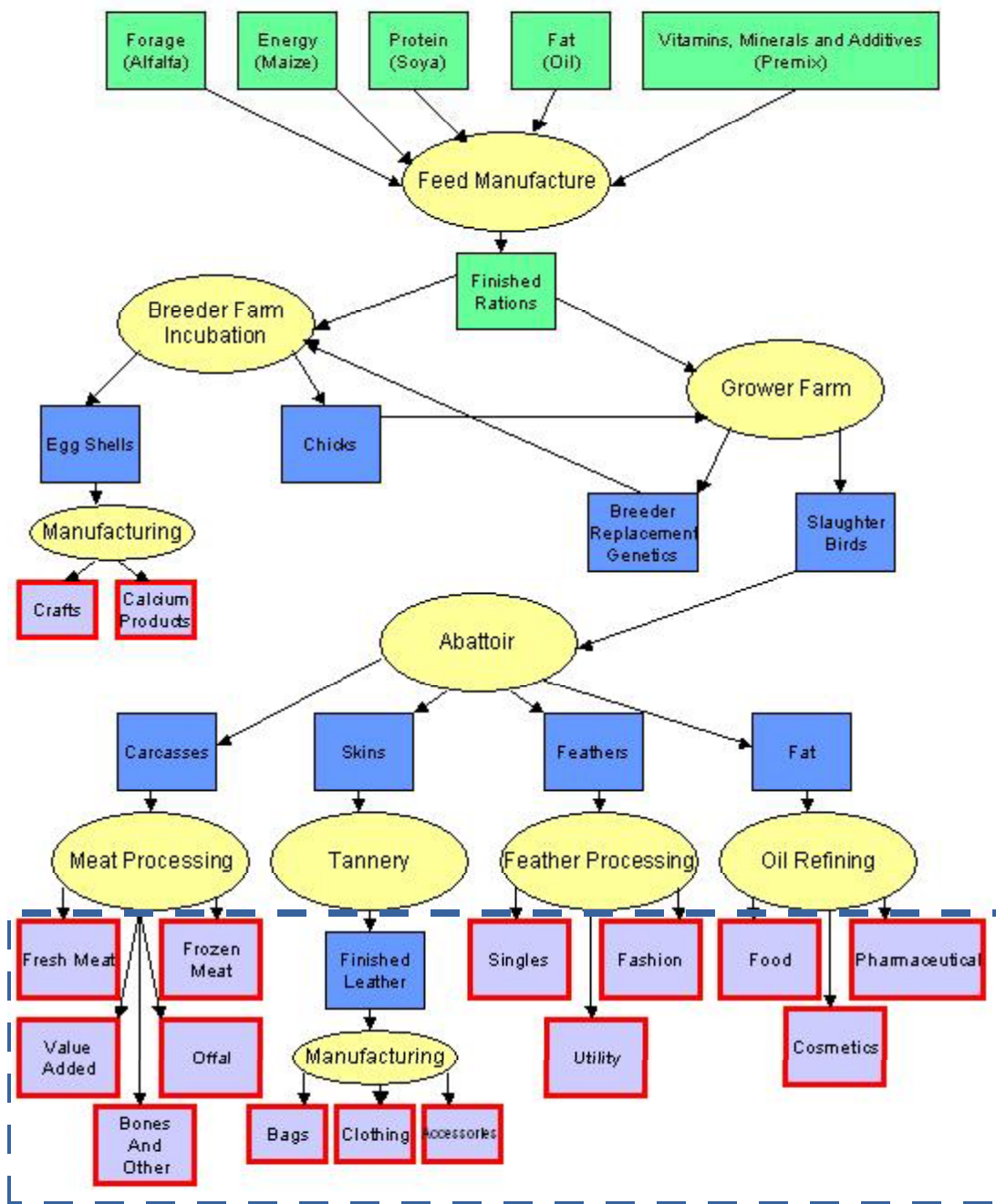


Introduction



The Downward Spiral



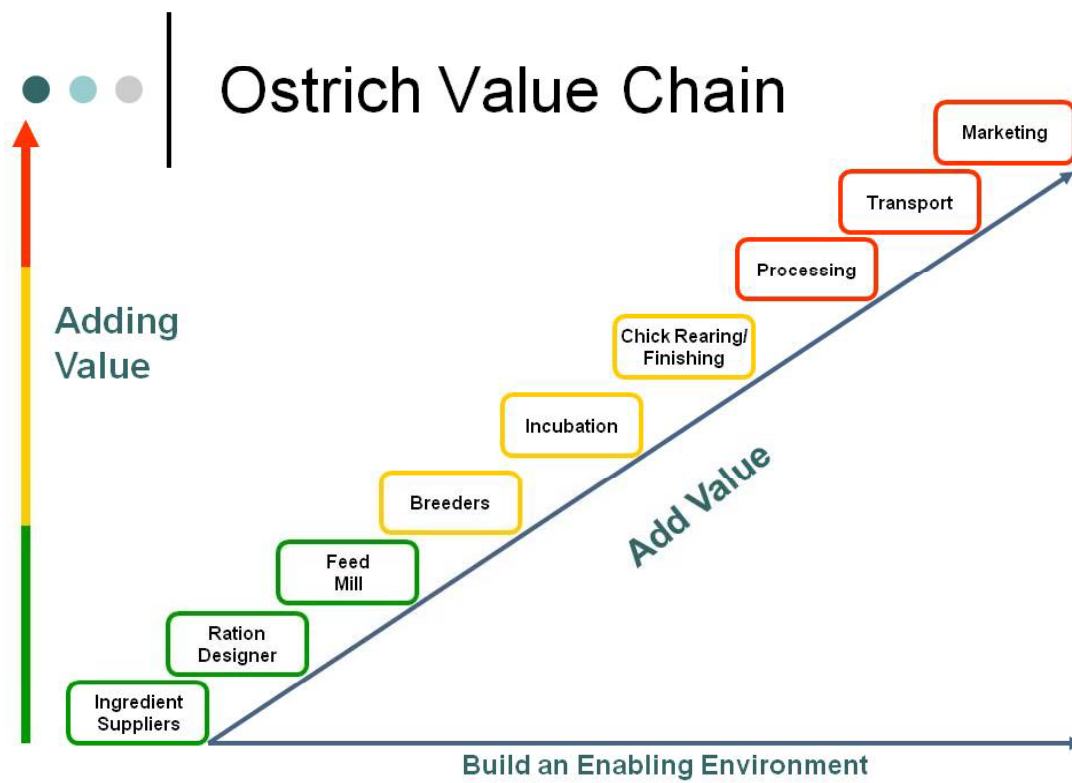


Quality Control
Production Control
Value Chain

External Revenue

Industry

- ▶ Industry Today
- ▶ What is our Product
- ▶ Value Chain
- ▶ Marketing Plan



Markets

- ▶ Current Situation
- ▶ Size of Markets
- ▶ Opportunities



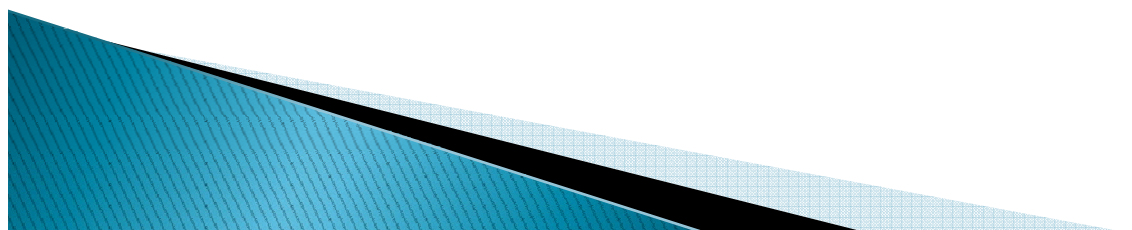


Economics

- ▶ Terminology
- ▶ Costing Production
 - Input Costs
 - Revenue sources
 - Slaughter Age
 - Genetics
- ▶ Practical What if's
- ▶ Carcass Grading
- ▶ Yield Classifications

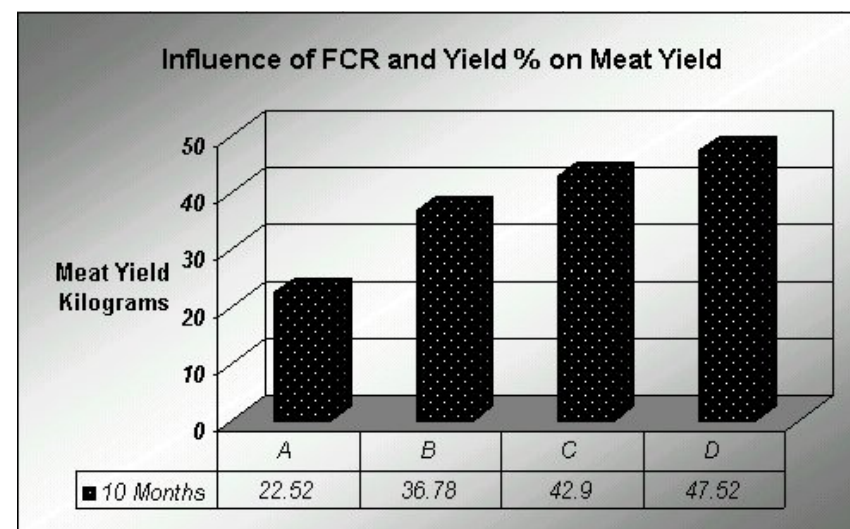
Specie	Slaughter Age	Slaughter Live Weight	Feed Conversion (FCR)
Broiler Free Range	49 + Days	2.5kg	3:1
Pigs - Pork	120 + Days	75kg	2.4:1
Ostrich - Current World Average	365+ Days	95kg	5.9:1
Ostrich Target* - Year 3	280 + Days	110kg	3.8:1
Ostrich Target*- Year 7	225 + Days	122kgs	2.4:1
Ostrich Target* - Year 10	200 + Days	125kgs	2:1

* Ostrich Under Production Nutrition and Management



Nutrition

- ▶ Effects of Nutrition
- ▶ Principles of Ration Design
- ▶ Ingredient selection
- ▶ Ingredient Identification
- ▶ Feeding Rates
- ▶ Feed Management
- ▶ Feed Manufacture
- ▶ Visit to Feed Mill



Feed Management

- ▶ Knowledge of Feed
- ▶ Mixing
- ▶ Weighing
- ▶ Feed Management
- ▶ Water Management
- ▶ Stockmanship
- ▶ Supplementation



Farm Management

- ▶ Bird Grouping
- ▶ Pen Design and Layout
- ▶ Terrain Assessment
- ▶ Biosecurity Methods
- ▶ Water Quality
- ▶ Egg Handling Methods
- ▶ Record Keeping
- ▶ Layout and Design for Feeding & Water
- ▶ Incubation Facilities and Methods
- ▶ Chick Handling Facilities and Handling
- ▶ Stress Minimisation/Stockmanship
- ▶ Vaccination Programs & Disease Control

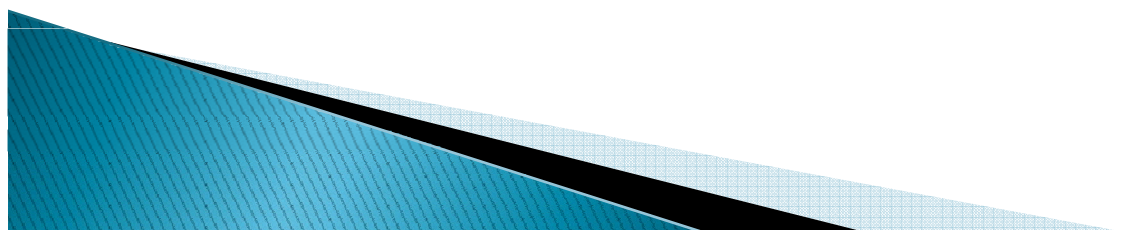




Genetics

- ▶ Nutritional History
- ▶ Grading and Classifications
- ▶ Records
- ▶ Importance
- ▶ Improvement Program
- ▶ Challenge Feeding
- ▶ Identification of Quality Bird
- ▶ Measurement Points
- ▶ Superior Genetics Program

BMIOA Superior Genetic Hen Grading System				
Final BMIOA Hen Grade Summary				
Farm Name:			Blue Mountain Ostrich	
Chip ID:			#123H67P4952	
Nutritional Classification:			Nutritional Class 5	
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
Total:	62.1%	100%	62.1%	
Final BMIOA Hen Grade:			Grade 3	
<small>*PD in Status Column: Possible Disqualification</small>				
BMIOA Final Hen Grade Index:				
Hen Grade #1:	90 to 100%			
Hen Grade #2:	70 to <90%			
Hen Grade #3:	55 to <70%			



Breeder Management

- ▶ Selecting Good Breeders
- ▶ Behaviour
- ▶ Breeding signs
- ▶ Facilities
- ▶ Fencing
- ▶ Systems
- ▶ Feed Management
- ▶ Health Care
- ▶ Record Keeping
- ▶ Egg Gathering and Handling
- ▶ Practical will include observations of breeders
- ▶ Biosecurity



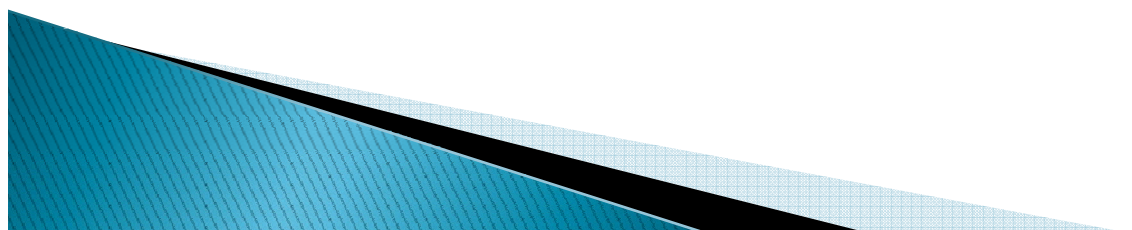
Incubation

- ▶ Design of Facilities
- ▶ Different Machines
- ▶ Egg Collection, Sanitation and Storage
- ▶ Setting and Hatching
- ▶ Emergency Back Up
- ▶ Procedures
- ▶ Maintenance
- ▶ Record Keeping
- ▶ Biosecurity



Chick Care

- ▶ Management in Early Weeks
- ▶ Systems
- ▶ Feed Management
- ▶ Identification
- ▶ Health care
- ▶ Biosecurity
- ▶ Recognising a Quality Chick
- ▶ Understanding Fading Chick Syndrome



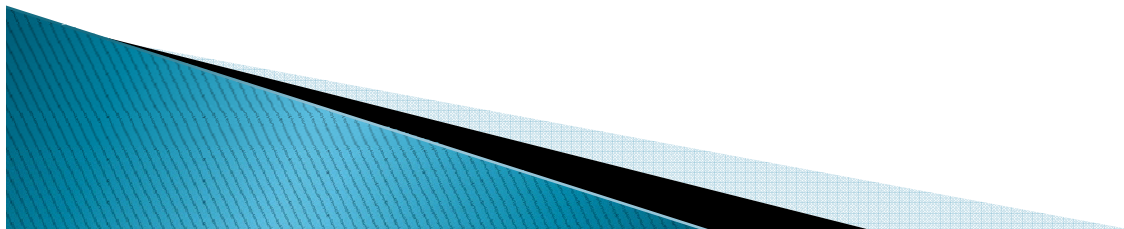
Grow Out

- ▶ Management Systems
- ▶ Feed Management
- ▶ Records
- ▶ Health Care
- ▶ How to carry out an Autopsy
- ▶ Identifying a Quality Slaughter Bird
- ▶ Biosecurity



Slaughter

- ▶ Slaughter
- ▶ HACCP planning
- ▶ Grading
- ▶ Skin removal
- ▶ Skin treatment
- ▶ Equipment requirements
- ▶ Comparison of systems
- ▶ Working with multi specie slaughter plants



Processing

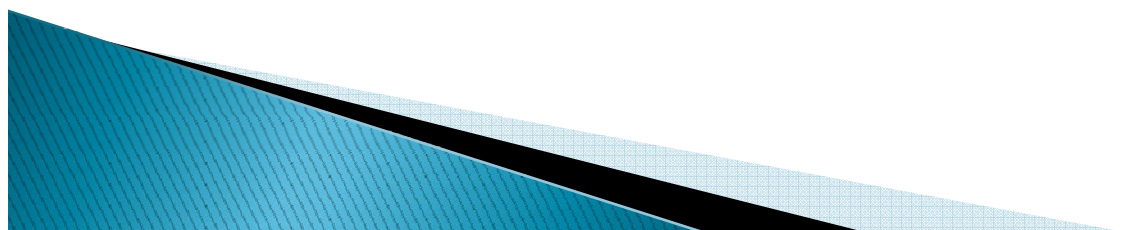
- ▶ **Meat processing:**

- Deboning
- Muscling Out
- Muscle Identification
- HACCP planning



- ▶ **Tanning, Feather Processing and Oil:**

- Basic principles of each sector



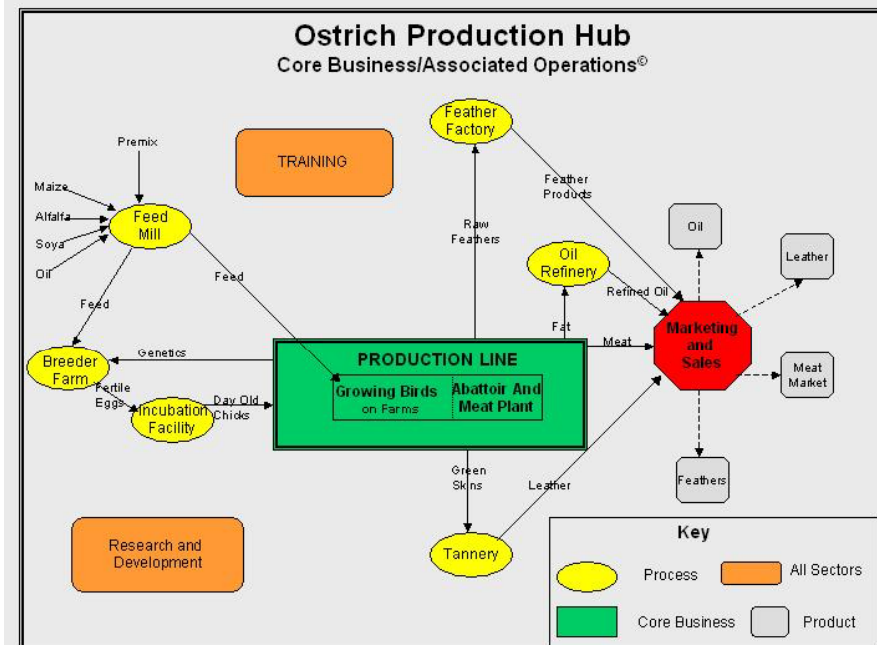
Markets

- ▶ Current Situation
- ▶ Size of Markets
- ▶ Opportunities
- ▶ Quality Marks
- ▶ Assurance Schemes



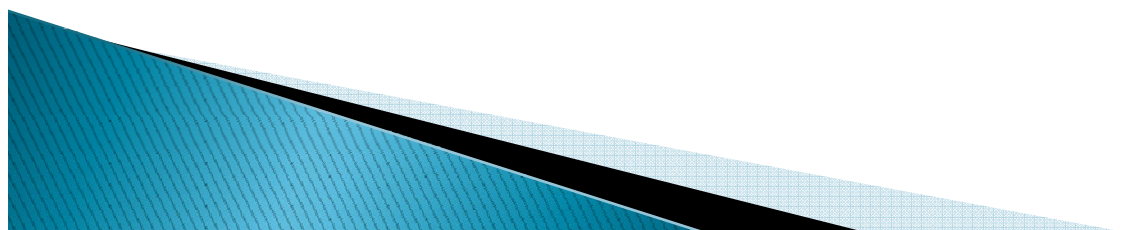
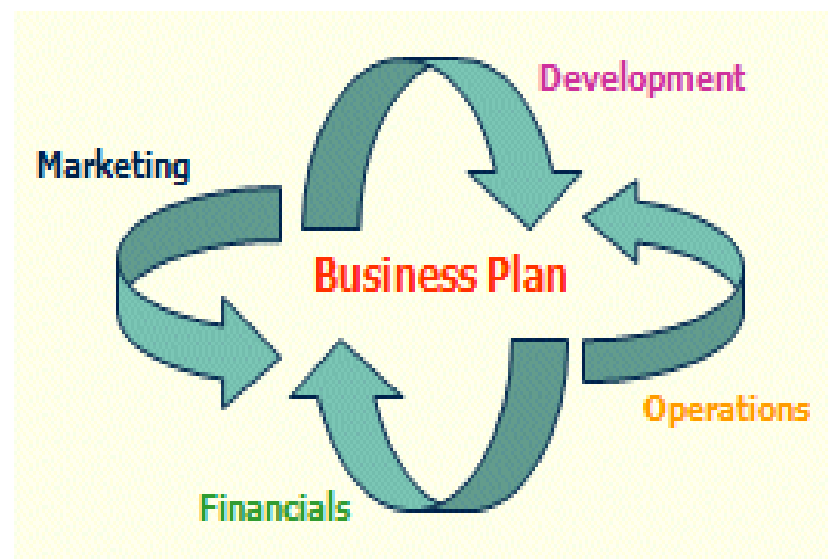
Developing Your Business

- ▶ Where in the Production Chain?
- ▶ Sufficient Infrastructure to start Ostrich Business
- ▶ Sufficient Resources



Business Plan

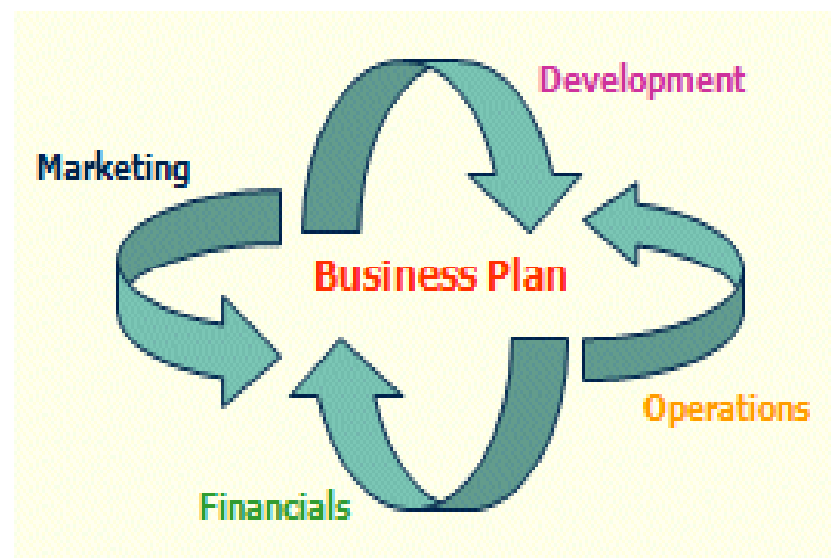
- ▶ Marketing Plan
 - Starts on Farm
- ▶ Operational Plan
 - How to achieve
- ▶ Development Plan
 - Program of development
- ▶ Financial Plan
 - How is it financed



Business Planning

– Who Does What?

- ▶ Feed
- ▶ Production
 - Ensure consistent Bird Flow
 - Traceability
- ▶ Slaughter and Processing
- ▶ Marketing
- ▶ Consolidating the Plan





	Day 1	Day 2	Day 3	Day 4	Day 5
9.15 to 10.45	1. Introduction 2. Terminology 3. Industry Today	10. Effects of Nutrition 11. Basics of Nutrition	19. Feeding Rates 20. Feed Manufacturing	27. Understanding Fading Chick Syndrome 28. Biosecurity and Disease Control	34. Understanding the by-products. Skins, Feathers, Oil and Other Products
10.45 to 11.15	Break				
11.15 to 12.45	4. What is our Product? 5. Carcass Grading 6. Yield Classifications	12. Feed Management 13. Farm Management 14. Nutritional History	21. Farm Design including - Hatchery, Incubation Equipment, Chick Rearing and Growout facilities	29. Industry Research - Review and Future Planning	35. Marketing Plan 36. Risk Analysis
12.45 to 13.30	Lunch				
13.30 to 15.00	7. Economics of Production	15. Farm Records 16. Genetics	22. Breeder Management 23. Egg Collection to Hatching	30. Slaughter Process 31. Deboning and Muscle Identification	37. Operational Plan 38. Development Plan
15.00 to 15.30	Break				
15.30 to 17.00	8. Understanding the Value Chain 9. Marketing Plan	17. Premix Ingredients 18. Main Ingredients	24. Baby Chick Care 25. Grower Chick Care 26. Identifying Quality Chicks and Birds	32. Quality Control and Assurance Schemes 33. Factors Affecting Meat Quality	39. Pricing 40. Financials
KEY	GENERAL	FARMING		PROCESSING	PLANNING