

Integrator Processor Poultry Cooperative

Processing birds at a specific weight range for grocery chain



The Situation

- The Cooperative schedules bird catch by age, using predicted weight from growers' estimates a week prior to catch date
- Method yielded 65% accuracy to actual flock average at processing plant
- Labor shortages cause processing capacity fluctuations for the company
- Occasionally, out-of-range birds brought to plant to maintain processable animal inventory, regardless of requirements.

The Financials

- The company covers equipment and installation of a bird scale package with necessary accessories for COMPASS data transfer
- The company pays for subscription; growers can add free sensors
- Growers receive complimentary access to the platform in exchange for sharing real-time data with processor
- Contract spans 5 years for 250 houses producing for the processing plant.

The Solution

- Intelialia's system automates bird weighing, providing real-time averages from extensive samples
- Bird scales provide data on daily gains, uniformity, and 14-day weight prediction for harvest planning
- Prediction accuracy leads to 80% of flocks with average weights within desired range brought for processing.

Goal

Bring birds to plant at 2.25 kg +/- 50g for premium pricing and customer satisfaction.

Value Proposition

Improved competitiveness and transparency
Greater sustainability
Better decision-making

4
months
payback