

FarmGate Hatcheries Conference

14th March 2019



Change in Supply of Genetics

Kelly Turkeys

1970 and Beyond

- BUT
- Hybrid
- Nicholas
- Attleborough
- Twydale
- B Matthews
- Kelly
- Sun Valley
- Webster
- Orlopp
- France Dinde
- Grelier
- Swanson
- Churches
- Cooper

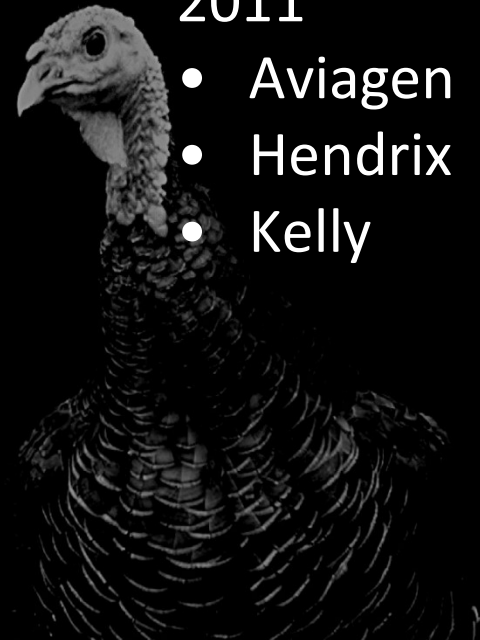


2006

- Aviagen
- Hybrid
- Kelly
- Holly berry
- Grelier

2011

- Aviagen
- Hendrix
- Kelly



The Seasonal Poult Market

Kelly Turkeys

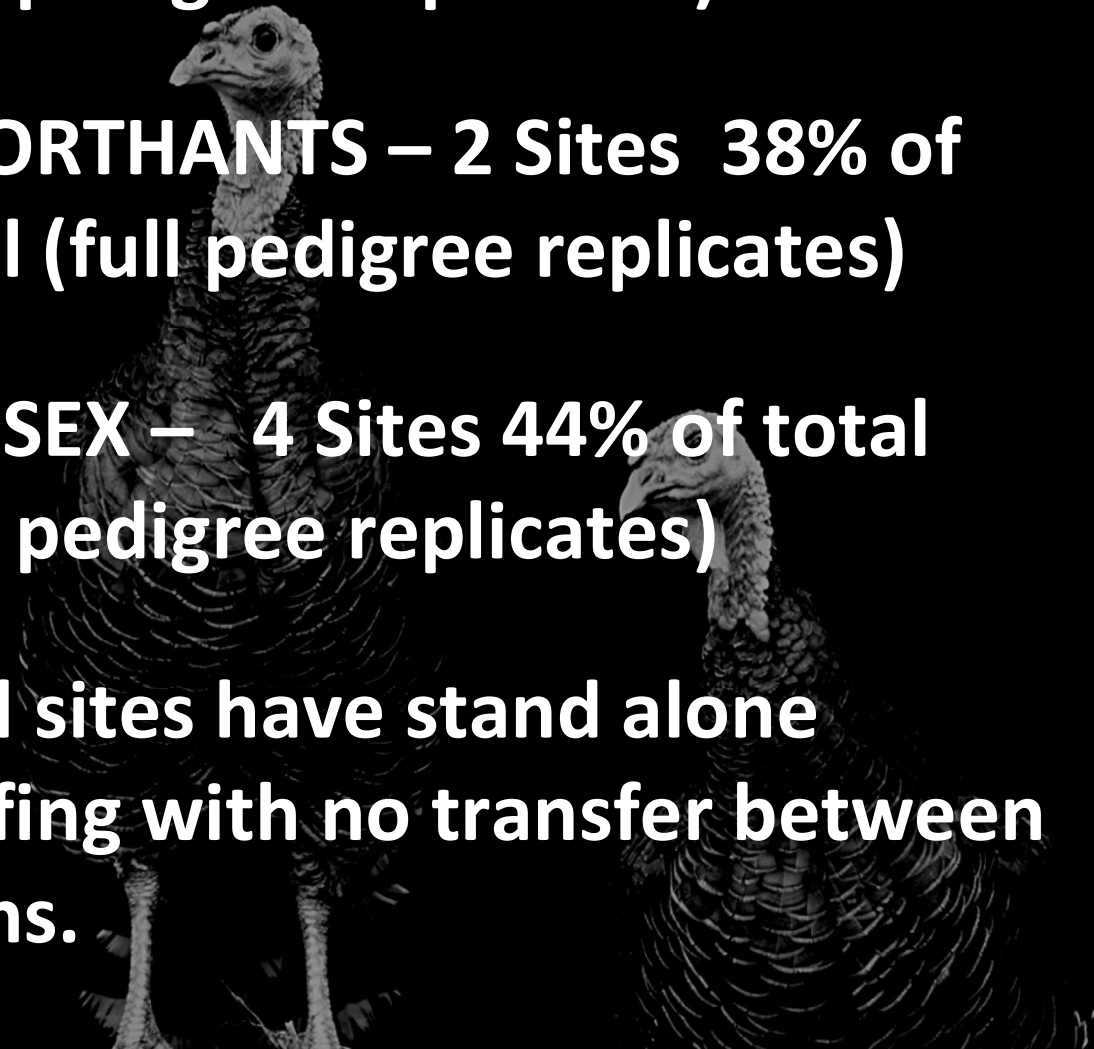
- Eggs Week 18 to 25 : Dry Plucked
 - Circa 900 farmers throughout the country
 - Need maturity to get good feathering
 - Need fat cover to hang well
- Eggs Week 26 to 34: Wet plucked
 - 70 producers throughout the country



Production

Kelly Turkeys

- **AYRSHIRE - 3 Sites 18% of total (full pedigree replicates)**
- **NORTHANTS – 2 Sites 38% of total (full pedigree replicates)**
- **ESSEX – 4 Sites 44% of total (full pedigree replicates)**
- **All sites have stand alone staffing with no transfer between farms.**



PURE LINES

Kelly Turkeys

- 28 Pure lines ranging from 2kg to 30kg mature weights
- We believe we now have the largest selection of coloured turkeys in the world



Male line and Female line

Kelly Turkeys

- Male line – more conformation and therefore lower reproduction traits
- Female line – more reproductive traits therefore less shape

How can we compete in the breeding world? *Kelly Turkeys*

- We are not selecting for growth rate
- We have better population genetics
- Its our business

What is our focus for pedigree selection

Kelly Turkeys

- Conformation
- Eating quality
 - Breast meat has little flavour
 - Dark meat does
 - Stock comes from a mature carcass
 - There are outstanding individuals

Time To 6kg Live

Kelly Turkeys

BREED

1974

2018

Commercial
Female

20 WEEKS

11 WEEKS

Super Mini

22 WEEKS

22 WEEKS

The five stages of development

Kelly Turkeys

Explanation of how the breed makes a huge difference

- Blood supply and nervous system
- Vital organs
- Skeletal development 1 week to 18 weeks
- Muscle 15 to 22 weeks
- Fat 16 weeks +

Kelly Turkeys



Kelly Turkeys



Kelly Turkeys



Kelly Turkeys



The future

Kelly Turkeys

- The larger breeds will continue to be selected for growth and killing ages will reduce rather than process at larger weights
- Slower growing strains will play a much more important role for Christmas production of whole birds and crowns in the supermarkets.