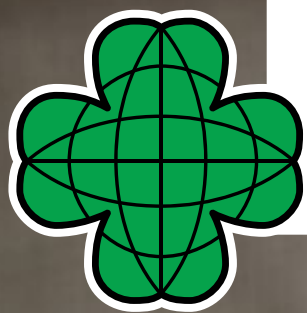


01 | SEPTEMBER 2020



# TETRA

## NEWSLETTER

COMMERCE

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**IN THE SERVICE  
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COMPANY GROUP

GYÖRGY BÚZA



# PRESIDENT'S LETTER

## BÁBOLNA POULTRY BREEDING TETRA DIVISION

decided to revive its **old tradition**. This issue of Tetra Letter is to relaunch **the quarterly published newsletter** circulated back in the 90s to inform Tetra's existing and potential clients about **the most important events** in the company's life.

Bábolna Tetra had to face hard times at the turn of the century. Due to a four-year long instability before privatisation the new owners of Tetra met considerable challenges. Business was operating at a loss and it needed to be taken off. However, with the company's qualified experts and their wide experience of the market plus with the outstanding Tetra hybrids, the new management has carried out a 'mission impossible' meaning that TETRA not only kept its position on the layer hybrid market but also increased its market share year after year as a result of responsible management practices, accurate selection work and significant investments.

Coincidentally, the outbreak of the COVID-19 pandemic in the first half of 2020 has rearranged our life and the new situation has also called for the revival of Tetra Letter. It is common practice in poultry breeding to have global business relationships as leading breeding companies supply their products to different parts of the world. Tetra's global market expanded considerably in the past few years and luckily the number of customers satisfied with Tetra hybrids keeps growing year after year. Due to the virus, our travelling opportunities are rather limited. On the one hand it is beneficial, as our senior staff spend more time at the company and focus

on improving the genetic potential of Tetra hybrids, therefore quality production and genetic developments are continued which make Tetra hybrids even more competitive. On the other hand, unfortunately, we have less possibilities to hold face-to-face meetings with our customers and partners. During the years we have made many friends via these business relationships and we would be glad to meet you in person again. Luckily, communication via internet has progressed considerably and we can keep in touch with each poultry expert no matter how remote their location is.

Tetra Letter aims at keeping our customers regularly informed and we hope that life will slowly get back to normal and we can shake hands again.









# THE IMPORTANCE OF A HANDSHAKE

*Exim Bank delegation from Ghana*

**THE OUTBREAK** of COVID-19 pandemic this March broke the daily routine of the busy international activity pursued for decades at Bábolna Tetra Ltd. From one day to another, Tetra's sales staff supplying goods to **more than 50 countries** around the world were forced to work from home instead of going on regular business trips, visiting customers or exhibitions.

Personal meetings have always been the most efficient way of market development and customer service. Even if there are several ways available for communication, they can not replace face-to-face interactions and personal impressions. It is greatly appreciated if we visit the farm of our customer even if it is situated at a remote location in the world. Farm visits are crucial part of the technical service as impressions made at the farm about air ventilation, light intensity, air quality and especially the behaviour of the flock can not be made via photos or a short video. We also encourage customer visits to our headquarter as they provide an excellent opportunity for introducing our activities and presenting the whole range of our poultry breeding and production work.

In 2019, before the coronavirus pandemic, Bábolna Tetra Ltd. participated in approximately 20 international poultry exhibitions organized on four continents of the world. Our export sales representatives travelled on business constantly to sell Tetra hybrids and develop new markets. Besides traditional exhibitions we registered for or visited many small, local shows or events to find potential markets and make new contacts.

We welcomed international visitors and business delegations in Bábolna and Uraiújfalu on a daily basis, among others, from Ghana, Belarus and Egypt. During our technical development trainings, many international experts spent a longer or shorter period at our farms to gain practical experience. We organized a technical seminar on genetics and poultry management in Balatonfüred, Hungary for our



Romanian, Ukrainian, Belarussian, Russian, Latvian, Lithuanian, Bosnian, Croatian, Serbian, Slovenian, Czech and Slovak customers. Soon after that, we held a similar seminar in Kigali, the capital of Rwanda, for the African partners while we were participating in the Poultry Africa Exhibition. Last but not least, we should mention, that we paid a pleasant technical visit to one of our most important Ukrainian clients' farm in Krupets and went for a sightseeing in Lviv last year.

However, corona pandemic has altered our momentum. As country borders were closed and air travel was highly restricted, we suffered considerable disruption of deliveries and business trips. The whole world came to a halt in the middle of March. Certainly, business people needed time to get accustomed to an unprecedented situation, but silence was dreadful, there were no e-mails and phone calls. We were already very cautious during our last visits in January, February and early March. We used hand sanitizer and listened to the news anxiously but we could hardly believe that it would affect us as well. The IPPE Exhibition in Atlanta at the end of January and the Sudan Poultry Expo in Khartoum at the of February were held with the usual attendance. However, a few days later, we saw empty stands and hallways at the Agroworld Exhibition in Tashkent.

They were the signs of oncoming emergency. We are often told that people have shown more solidarity and paid



Ethiopian customers at the Tetra stand, IPPE Exhibition, Atlanta – January, 2020

*IN 2019, BEFORE THE CORONAVIRUS PANDEMIC, **BÁBOLNA TETRA LTD.** PARTICIPATED IN APPROXIMATELY **20 INTERNATIONAL POULTRY EXHIBITIONS** ORGANIZED ON FOUR CONTINENTS OF THE WORLD.*

more attention to the values in human relationships since the outbreak of pandemic. As far as we are concerned, we have noticed the same trend in business life. Due to our previous visits to our customers and personal meetings with them, we benefited from our good business relationships around the world and luckily, we faced the new challenge in emphatic and co-operative atmosphere.

There were many troubles concerning road transportation soon after the lockdown. However, after getting used to the new situation, road transportation became reliable again. Due to drastic cuts in air transportation our deliveries were cancelled at the beginning. Though, major airlines are relaunching several international routes, air freight charges increased considerably as opposed to previous periods. Despite everything, we are proud to state that we began a fruitful cooperation with some customers after a long preparation period. We believe, that flexibility and solidarity assisted us a lot in concluding the agreements. It seems that the disruption of food and agricultural product import in Africa caused a more severe humanitarian crisis than COVID-19.

Therefore, we gave priority to African parent stock orders in order to assist day-old chick production and food supplies to the people of the region.

Another remarkable result is the parent-stock delivery to Ethiopia after the outbreak of COVID-19. This year we managed to come to an agreement with some major farms in the country after a two-year long series of discussions. In case of Ethiopia we had to face not only the general challenges of deliveries arising during pandemic but also the severe foreign exchange shortfall of the country.

Many of our customers were forced to cut back on the level of production as demands decreased seriously and that effected our sales as well. In spite of this, we look forward to a promising future. We truly believe that after this difficult period we can continue our successful market development and we can rely on our customers' loyalty especially in Africa, South-East Asia and South America. ■

**NIKOLETTA FEJK** | Area Sales Manager, Africa



Rayka Agro Farm, Uganda – Tetra-SL LL parentstock farm

# INVESTMENTS IN THE SERVICE OF BREEDING

## **BÁBOLNA TETRA**

providing layers with superior genetic background to the industry for over 50 years.

The company offers a bird for every market and management systems, along with an effective **technical support** in more than 50 countries.

In the last few years, the company has continued to promote the wide range of brown egg layers suitable for cage and cage-free management systems both on global fairs as well as in popular training schools and internal conferences. Pure lines selected for nest acceptance, adaptability and hard egg shell increase the suitability of breeding and commercial stocks for alternative farms as well.

Bábolna TETRA invested heavily on infrastructure over the recent years, with renewed breeding farms, in-house research facilities and laboratories. Currently, the company can supply high quality breeders and hatching eggs mainly due to these inputs. For its genetic selection TETRA is proud to have two pedigree farms, both have been recently established. The animals kept there are the genetic base of the company. The quantity and quality parameters of the hens as well as the behaviour and resistance ability are investigated under various management conditions. Data is processed by a state-of-the-art computer technology with speed and efficiency.

*Gerhard Lorenz Breeding Unit*



The construction of **GERHARD LORENZ BREEDING UNIT** was financed partly by the breeding company as well as by EU funds. Research and development here focuses mainly on new international market requirements, such as cream-coloured egg production, increased tolerance of high environmental temperature in changing climatic conditions, in layers and medium and fast-growing meat hybrids breeds. In addition, new, precision feeding technologies have been developed between 2017-2020 supported by the Higher Education and Industrial Cooperation Centre - Research Infrastructure development, under the name of “Crop production and animal husbandry technologies adapted for climatic changes, sustainable agriculture and quality food production under intensive production environment “. The huge project is led by Kaposvár University, along with Bábolna TETRA and Dalmand Co.in 2016.

**DR. FORGÁCS BARNABÁS GENETIC RESEARCH UNIT** The latest pure line operation consists of one production barn. It became operational in November 2018 equipped with individual cages. The purpose of individual cages is well known, as gathering data on the most economically important traits of egg production, egg size and quality, can only be done on an individual bird basis. Each bird has a wing band, which is combined with an individual barcode on the front of the cage, which is scanned by an employee using a handheld device each time a measurement is taken that is unique to a particular bird. The barcode data is sent to a computer on the farm. The same device is used for collecting body and egg weight data. Eggs produced are also given the number of the cage so that the geneticists know which bird laid which egg, a crucial step for measuring egg quality traits such as shell strength and colour of the hens.



The possibility to have birds in single cages for research purpose is still allowed in Hungary, but it requires special permit from the relevant authorities. Even if birds are kept in individual cages, welfare must always be a priority.

For sibling tests two multi-purpose farms provide scope with individual and group RC cages. Although these buildings are older, but in the last year the company purchased new data collectors and modernized some aspects of the research work there to minimize errors in data handling.

**SZARKA FERENC HATCHERY** The company opened its new eco-hatchery in Uraiújfalu in 2014, which is also located in the western part of Hungary. All pure line and layer breeder hatching eggs are transported here, where qualified and dedicated staff and hatching machines of the latest technology ensure the highest quality day-old chicks. The fact that the company had already had this facility, encouraged them to set up its new facility in the same geographical area. TETRA layers hatchery has the capacity of 32 million eggs per year and more than 12 million day-old pullets.

The latest investment of TETRA has not finished yet and brings alternative systems in focus. It is a brand new farm with 12 buildings designed to allow selection work for quality and quantity traits that are mostly important in alternative and free-range systems. It also gives possibility for geneticists and management specialists to organize research around different topics such as lighting programs, density, genotype x environment interactions, feeding routines.



*Dr. Forgács Barnabás Genetic Research Unit*

*Szarka Ferenc Hatchery*



The target of Bábolna TETRA layer breeding has not changed much throughout the last decade; finding balance between welfare and economical production and increasing its share in the global market by predicting future trends of the sector. New challenges need to be approached with effective R&D in cooperation with scientific institutes. The effect of climate changes on animal husbandry, invention on precision feeding and housing techniques, as well as breeding for heat tolerance in layers and coloured broilers are topics for concern for TETRA at present.

Among the most important traits remain production, egg quality and viability. The increased genetic potential of the birds as a result of newly applied selection strategies must always be manifested in the field. The company also continue to invest in international testing of their brown egg layers.

With all our investments we keep long-term market changes and customer requirements in mind. Nothing has been done in vain. Our focus remains on breeding permanently high quality layer chicks for our current and future partners. ■

**ANITA ALMÁSI, PHD** | R&D Analyst

# ANIMAL HYGIENE AT BÁBOLNA TETRA COMPANY GROUP

**BÁBOLNA HAS 200-YEAR-OLD** experience in animal husbandry and a 50-year-old background in poultry production. The activity of the company includes not only planning, growing, laying and hatching of breeding stocks but also, supplying and professional consultation carried out by veterinarians, agriculture engineers and technicians.



*TETRA GROUP'S  
HIGH-TECH CENTRAL  
LABORATORY IS  
LOCATED  
IN URAIÚJFALU  
- VAS COUNTY  
- WEST HUNGARY*

Type, number and breeding level of hybrids housed at the farms available are coordinated in a rotation plan. Binding rules of epidemiology and the poultry industry ensure the safety of stocks. The rotation plan provides a framework for egg, day-old chick balance. It shows the number of products available for own use and sale. Breeding stock rearing and laying farms house new stocks according to rotation plan. Replacement process of stocks is as follows: the old stock is transported from the farm, chicken houses are cleaned and disinfected, arrangements made for receiving a new stock, housing of new stock.

Veterinary preventive and control measures are reviewed yearly and are implemented to protect stocks. These measures specify the process of chicken house hygiene control

before the stocks are housed. They also stipulate the preliminary control of a new stock, making sure the new stock is free from pathogenic agents and they also check the effectiveness of vaccination schedule.

The new stock has a daily and weekly vaccination program to provide the chickens with long-term, elaborated immunization against the most common poultry diseases. We do serology tests to confirm the effectiveness of vaccination.

During regular stock supervision our veterinarians and experts give assistance with stock management, feeding technology, and animal hygiene issues. The company has its own local laboratory besides making use of external institutions for testing.

The headquarter of Tetra group is in Bábolna (Komárom-Esztergom County – north-west Hungary) and its central laboratory is located in Uraiújfalu (Vas County – west Hungary). The central laboratory can do serology and egg quality testing. There are plans for further development to extend the range of testing at the Tetra laboratory in the near future.

Hygiene and product quality controls of poultry farms, hatcheries, feed-mills and transportation vehicles are exercised according to ISO 14001 DNV and the binding technological and disease prevention and quality control measures, plus the regulations of the poultry industry.

Our poultry farms, hatcheries and feed-mills are subject to inspection of the state veterinary control and are supervised by poultry industry organizations.

Bábolna Tetra group renders veterinary consultation services and provides diagnostic assistance with the rearing and laying of stocks supplied and helps with the monitoring of production parameters. ■





**BRED IN HUNGARY**

**RELIABLE  
LAYER HYBRID**

**EXCELLENT  
EGG QUALITY**



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