

ROMANIA

Restructuring and
developing physical
potential and
promoting innovation

Location

Golești

Programming period

2007 – 2013

Axis / Priority

Axis 1 – Improving the competitiveness of the agricultural and forestry sector

Measure

M121 – Modernisation of agricultural holdings

Funding (EUR)

Total budget 1 561 180
EAFRD 632 472
National/regional 156 118
Private 790 590

Project duration

2010 – 2011

Project promoter

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A poultry farm used RDP support to modernise its facilities and produce high quality free range eggs.

Summary

As Romanian consumers become more aware of healthy eating and begin to prefer locally produced natural products, farmers and producers need to comply with the changing market demand.



The managers of Aviputna poultry farm in Vrancea County, took advantage of the opportunities offered by the Romanian Rural Development Programme to modernise their farm. Support was used to modernize the six production halls, upgrade the feed mill and change the production model by applying poultry breeding equipment for open spaces. In addition, the air conditioning, ventilation, feeding, water supply and egg harvesting processes became fully automatic.

Results

Up to 45 million eggs can be produced annually.

20 people from the surrounding area were hired as FTE, trained “in house” and work in the company.

Production is fully compliant with the EC Directive 1999/74 / EC concerning the space and freedom of movement for each bird. The eggs produced on the farm are certified as free-range.

Lessons & Recommendations

- ❑ Complying with the highest EU standards on food safety, consumer protection and environmental protection can help gain a significant competitive advantage.
- ❑ Apart from pursuing competitiveness and profitability every company should incorporate in its strategy objectives and actions related to local community development and well-being.

Context

The activity of the farm began in 1968. In 1991 the farm became the first privately owned chicken farm in Romania using the commercial name Aviputna S.R.L.. The company owns 12 hectares of arable land, which is cultivated along with other leased areas to produce poultry feed. Since 1991, the company is constantly ranked between the top 5 poultry farms in the country on egg production, according to the Romanian Birdwatching Union.

The management of the company considered that in order to maintain its high level of standards within a continuously changing market, it was necessary to invest in the modernization of the company, buy new equipment and train its staff. At that time this was possible only by developing and implementing a project towards changing the production model towards one in which hens for laying eggs would grow and live in an environment as close as possible to the natural environment. This however, required an important capital investment.

Objectives

The overall objective of the project was to modernize the laying hens farm and ensure that the production model would comply with EC standards. Operational objectives aimed to:

- increase the economic profitability through the rational use of all production resources;
- ensure the economic viability by applying modern chicken growth technologies;
- increase labour productivity through the use of efficient automatized egg sorting systems;
- create sustainable jobs for the local workforce.

Activities

The beneficiary purchased the necessary machinery and hired and trained the new personnel. The machinery obtained came from the German company Big Dutchman, which allows birds to grow freely on the ground without being exposed to stress. A feeding mill was installed with a capacity of 10 t/h. As part of the investment, the beneficiary upgraded the six production halls, five of which are used for laying hens with new breeding equipment, and one for storing material. A MOBA 2500 sorting machine was also purchased and installed from the Netherlands with a sorting capacity of 30 000 eggs per hour. Depending on the orders, the eggs are sorted by

size, respectively M, L, XL.

The entire production became entirely automated. The eggs are dropped directly into the casserole or formwork, depending on the orders. The eggs are packed in 20 or 30 egg formworks and in 6 or 10 pieces casseroles.

The machine is also equipped with a chamber with independent candling, where all deficiencies in the structure and peel of the egg are identified and removed. The candling is positioned at the entrance of the eggs in the sorting machine, where they are weighed, stamped and packaged. An operator is required to monitor and remove eggs with defects.



Main results

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Key recommendations

The success of the project is based on pursuing compliance with the highest EU standards related to food safety, consumer protection and environmental protection and thus gaining a significant competitive advantage.

Conscious of the importance of local community development and well-being, besides the its commercial activity, the company is involved in social projects. It supplies eggs for the Easter egg painting workshop which organized every year in Focsani Shopping Centres. It participates in the "100% Vrancea" campaign (<http://aviputna.ro/campania-100-din-vrancea.html>) an action to promote and support local producers from the Vrancea county. The company also supports students who participate in the Focșani Language Olympiad (<http://vrancea24.ro/olimpiada-de-lingvistica-solomon-marcus-loc-sambata-la-focsani/>).

Additional sources of information

- www.youtube.com/watch?v=c56dB1kKpT4
- www.youtube.com/watch?v=kA01n3sEHPw