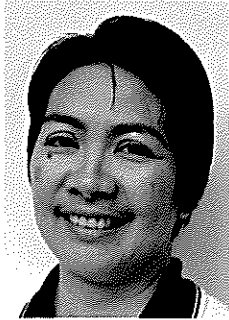


Gesing builds on health edge of Anxin Chicken



With demand for coloured broilers in Malaysia on the rise, Gesing Group Sdn Bhd (GGSB), producer of the Anxin chicken, could have easily sought ways to jack up production. Instead, the company is taking things slowly, preferring not to be the largest, but rather the supplier of the best quality coloured broilers, reports ISA Q. TAN.

Gesing's Anxin Chicken is the first antibiotic residue free, coloured broiler marketed in Malaysia, where about half of its total production is sold, particularly in the Johor region in southern peninsular Malaysia and in Kuala Lumpur. The other half is exported to Singapore via its agent Toh Thy San Farm.

The Anxin chicken was developed by GGSB with Sasso, a French company. Its distinctive feature is the naked neck, hence the original brand of "Gesing Naked Neck Chicken." It was only in 2007 that the company re-branded the product as Anxin chicken. Anxin (安心) means confidently assured safe.

The birds, which take about twice as long as regular white broilers to raise, are said to have juicier, more tender, better tasting and flavourful meat. It has a non-greasy taste and lower cholesterol level.

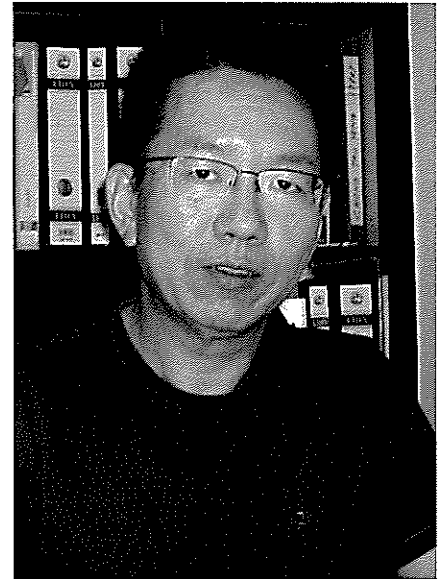
An integrated operation

GGSB is an integrated operation. Quality control is monitored throughout the production stage. It has a feedmill, breeder farms, hatchery and commercial broiler farms.

The breeder farm currently has a standing population of 35,000 birds at any given time. Eggs are collected, incubated and hatched in their own hatchery. Day old chicks are distributed to company-owned broiler farms, (all farms are export accredited) for rearing.

Currently, the company's broiler farms produce about 120,000 birds per

Left: Day old chicks already have the distinctive 'naked neck'.



Chong Tau Yeng

month, far short of the two million birds required monthly by the Kuala Lumpur (KL) market alone for coloured broilers.

But Mr Chong Tau Yeng, General Manager of GGSB, explained that the company is taking its time to increase its production, targeting a growth of 5-10% a year. There are several reasons behind this.

"We want to ensure it is antibiotic-residue free. We have built our Anxin chicken brand around this," he said.

"We could have easily gone into contract farming to help us increase our production number, but that would have made it very difficult for us to control how the birds are raised by contract growers. It is important for us to make sure that every bird produced is really free of antibiotic residue because that is the criteria to distinguish our birds from others, but if we cannot control how the birds are produced, we won't be able to claim it."

He recalled a visit to a white broiler producer who is also producing antibiotic residue free chicken. When he asked how the company, which is into contract farming, ensures that the birds are