

Eggs being readied for the hatchery.

◁ of the Anxin chicken to ensure that quality is maintained.”

### Aiming for the best

As part of its quality control, Gesing’s farms have implemented strict biosecurity measures throughout every stage of production from breeding to growing the broiler birds.

The farms, which are relatively isolated, have complete perimeter fences. Those entering the farms, humans or vehicles, need to go through disinfection. Footbaths are a norm at the entrance of each poultry house.

“In order to produce the Anxin chicken, we are most focused on our biosecurity and farm management,” explained Mr Chong.

The company also has a disease control program that is meant to minimise the use of antibiotics.

“We control viruses through vaccination. The common viruses in Malaysia are ND, IB and IBD.”

“We control mycoplasma by employing management methods, i.e., reducing stress to the chickens, proper and good disinfection program and also by using proven herbal products. For intestinal problems mainly due to bacteria, we use probiotics, acidifiers and herbal products and for coccidiosis problems, we prevent it by using



From left, Marketing Manager - Lim Meng Kuang, Marketing Manager - Lim Yue Heng, Marketing Director - Kathy Toh, Shu Yi, Ms Tan, Pinky Chong, Ms Goh, Ling Chih.

Oregano products.”

However, he explained that in some instances, antibiotics must be used for therapeutic reasons.

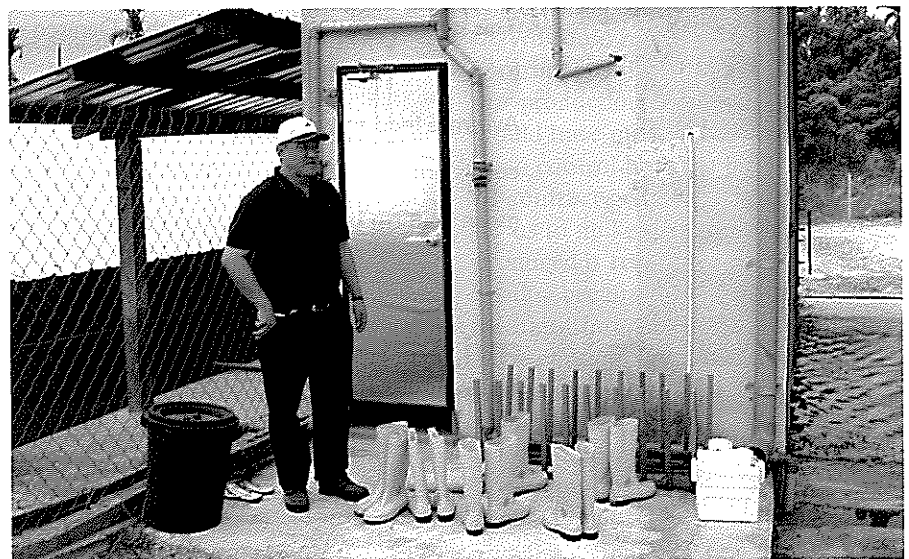
“For example, mycoplasma infection is influenced by many factors, including changing weather and stress during vaccine application. These factors tend to favour mycoplasma infection and frankly speaking, herbal medicines are not enough to treat. So during our raising period chickens are placed on a 3-day antibiotic program prior to vaccination to prevent them from getting infected.”

Antibiotics are not used after 45 days of raising the birds, and the chickens are marketed after 80 days.

“The important thing is to keep the bird’s immune system strong,” pointed out Mr Chong. “If the bird is healthy then its immune system will be good. In order to keep the bird healthy, nutrition plays a key role.”

Because the company has its own feedmill, it is able to control and formulate feeds that specially meet the needs of the birds.

“We buy maize from a local supplier,” explained Mr Chong. “We also buy high protein soybean



In all of Gesing’s farms, strict biosecurity measures are in place, such as disinfectant sprays for incoming vehicles and a change of boots for people coming into the farm.