



EXPERIENCED SPECIALIST IN POULTRY MANAGEMENT

*Our Mission is to be industry leaders achieving the highest margins through the best possible welfare standards and lowest carbon footprint.*

## ABOUT APPLIED POULTRY

Applied Poultry is an experienced specialist poultry management and facilities company offering a host of solutions to support the success of your business. Our involvement across multiple poultry sites enables us to harness the latest innovations and implement the best practices benefiting our clients. The willingness to fully embrace a range of partnerships and design long term business models that benefit all parties concerned has been at the core of our success.

Started by David Speller in 2000 as a service provider, it was based in East Anglia. In 2004 we purchased Lower Farm, Derbyshire, with existing 1960s buildings housing 112,000 birds. We redeveloped 2 years later with 4 modern state of the art poultry units housing 180,000 birds. The new units have under floor heating and a system for monitoring welfare in real time, both were a first in the UK.

Expansion has included developing a highly trained and motivated team. We are continually innovating, trialling and developing technologies to support and improve bird efficiency and wellbeing. With our growing success our HQ is now based at Raincliffe house in Derbyshire, combined with our sister company, Optifarm, a global service solution providing a range of real time systems monitoring, data intelligence and support services that enable the delivery of the highest standards of livestock productivity and welfare.



David Speller  
Founder



## FARM MANAGEMENT SERVICES

Applied Poultry specialise in providing unique management solutions for new and existing broiler enterprises.

These agreements are based around our team taking day-to-day responsibility of the farm, making us jointly accountable for each production crop. Our remuneration is derived from a small fixed-fee and profit-share. This keeps scope for both parties to benefit from the financial reward as performance is maximised.

At Applied poultry we always aim to achieve the best welfare and results both financially and with performance. We have a successful team of poultry experts, allowing us to make improvements with our knowledge, while also training existing farm staff.

- ✓ BIRD MANAGEMENT
- ✓ 24/7 MONITORING
- ✓ VENTILATION OPTIMISATION
- ✓ STAFF TRAINING
- ✓ STAFF MANAGEMENT
- ✓ HUMAN RESOURCES
- ✓ RECRUITMENT
- ✓ TRAINING COURSES
- ✓ DESIGN AND BUILD CONSULTANCY
- ✓ RENEWABLE ENERGY

*We also offer a range of farm consultancy services which clients can create a bespoke package made to their needs.*

*Our results have placed our farms within the top 1% of broiler farming with consistent results.*

# DESIGN AND BUILD CONSULTANCY

*Applied continues to be used by banks, land agents and private clients to offer a full business appraisal service.*

## BUDGETS

Collating new and existing financial data we can accurately determine the total cost of a project, be it the construction of a new site or alterations to an existing one. Our experience enables us to provide a full and comprehensive costing, broken down into individual elements, which minimises the risk of overspending.

## DESIGN

We offer experienced and expert advice to plan and design all aspects of the proposed broiler facility. Through our involvement in multiple sites we can put forward, innovation and industry ideas to ensure that our client's needs are met and exceed targeted expectations. Wherever possible we will always implement design features with the aim of future proofing our client's sites as we appreciate, they are expected to be in operation for the long term.

## PLANNING

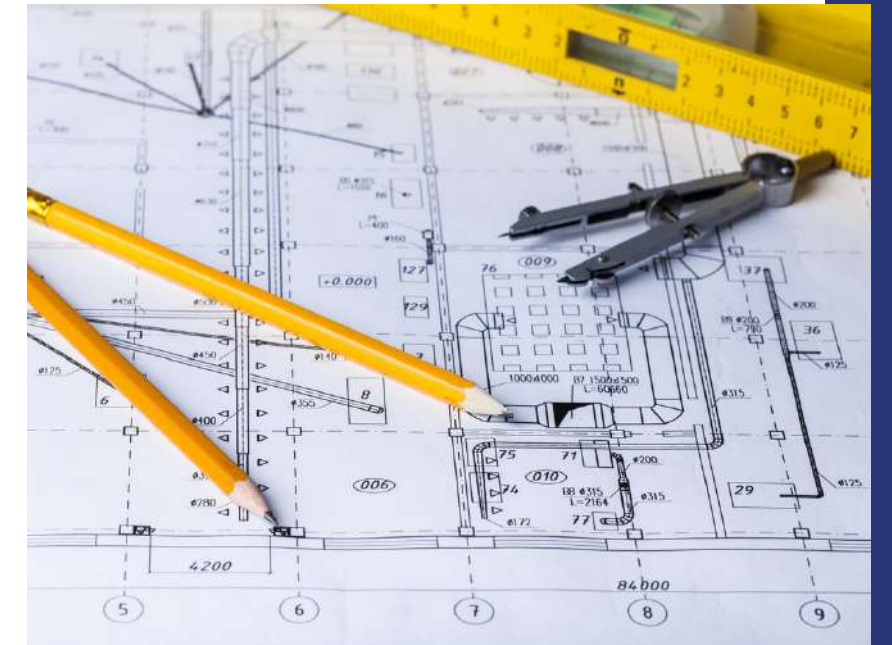
Once a design has been proposed and a financial appraisal conducted, we will work with our clients and their agents to apply for and achieve planning permission and the necessary environmental permits required by a broiler site.

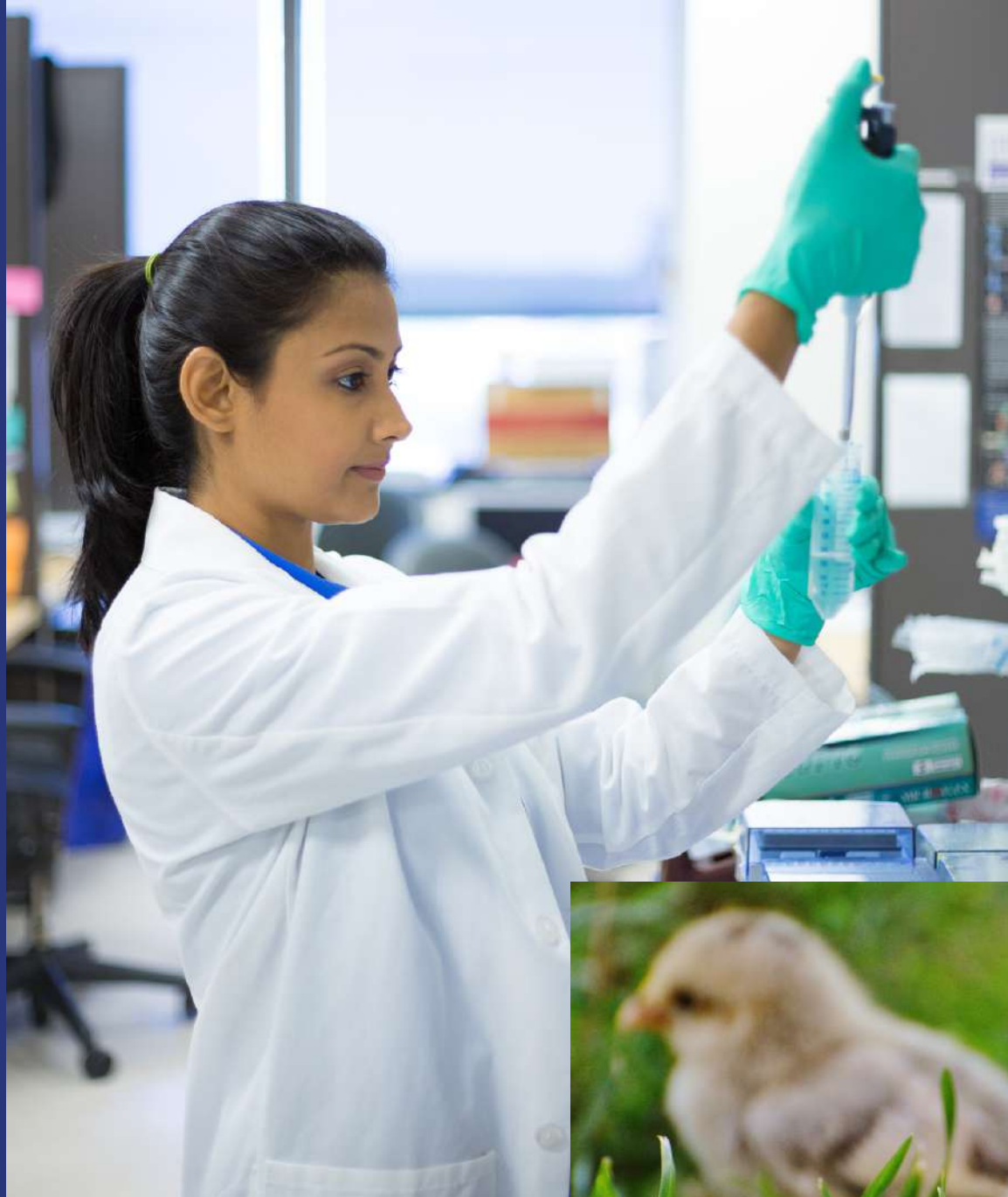
## TENDERING

We can conduct a full tendering process on behalf of our clients covering the entirety of the project across all trades concerned. We ensure continual communication is maintained between the client, the suppliers and ourselves to ensure complete openness and free dialogue always. Our aim is to deliver the best equipment into the best designed sites, at the best price delivered by the best installation companies.

## PROJECT OVERSIGHT

We can plan and manage every element of the construction phase. We ensure all details are covered including notifications of relevant building authorities, regular site visits ensuring the desired outcomes are achieved.





## RESEARCH AND DEVELOPMENT

As part of our learning journey R&D is often the first stage in the development process. The goal is to enhance our understanding of bird welfare and to test new innovations and products on a fully commercial scale.

Typically trials are replicated and statistically analysed to assess genuine benefits. With our own laboratory facility and fully trained staff we offer a fully flexible third party service.

To make the poultry industry sustainable we have to create new and better ways to maximise bird welfare and to challenge the norm where possible. Our R&D department look at every possible pro and con before we use products or robots making sure that the birds are not compromised. To do this we have fully trained and scientific management analysing data 24/7 with direct feed back to third party's to help them understand their product.

Our journey is to provide the best quality of meat at the best price that has the best welfare in the world.

## AGRICULTURAL HR MANAGEMENT

Managing staff on farm effectively requires specialist knowledge and experience both of the industry and of current employment legislation. Here at Applied Poultry we have a team of dedicated HR professionals that are able to fulfill both these requirements.

We can offer our clients a bespoke service from dealing with an individual one-off issue to managing all your HR requirements, in the following areas:

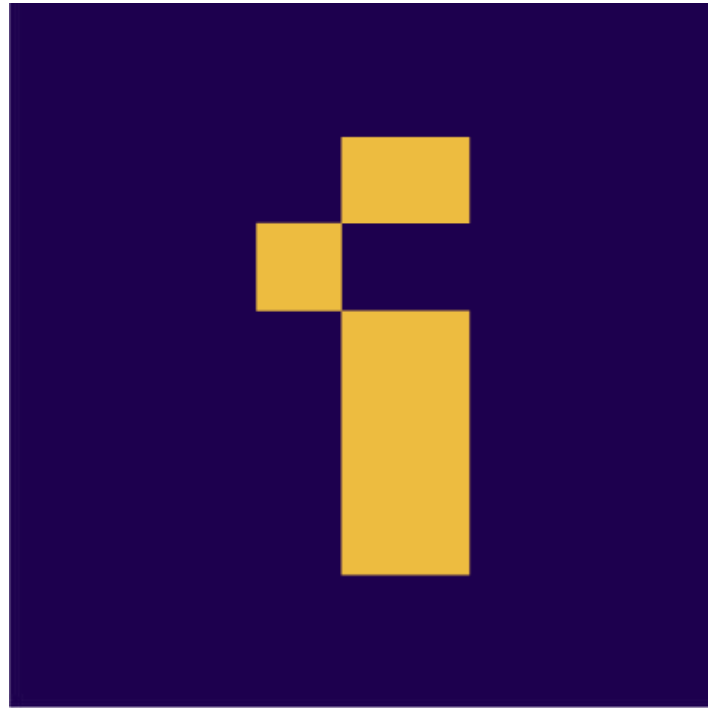
- Recruitment Contract
- Negotiation Performance/Probationary Reviews
- Personal Development
- Planning Holiday and sickness management
- Disciplinary/dismissal/grievance procedures

## PROFESSIONAL HANDS-ON PUBLIC RELATIONS

An area where we are uniquely supporting our clients is in public relations and managing public liaison groups, schools and universities. This has been valuable for client's sites prior to construction and once in production.

We attend public events on our client's behalf and have resources committed to handling enquiries, queries and complaints often from people who find themselves living next to a broiler farm for the first time.





## OPTIFARMS LIVESTOCK VALUE ENGINEERING

Optifarm are experts at combining systems monitoring with data insights that support timely interventions in livestock.

Providing a range of real time systems monitoring, data intelligence and support services that enable the delivery of the highest standards of livestock productivity and welfare.

Their remote support and optimisation service uses advanced software and data analytics overseen by both smart artificial intelligence and monitoring experts 24 hours a day.

*This is our commitment to  
the future of smarter farming.*



*We supply innovative solutions and a personal service to customers throughout the world from our base in Derbyshire.*

Applied  
Raincliffe House  
Barker Lane  
Chesterfield  
Derbyshire  
S40 1DU

TEL: (01246) 569066  
EMAIL: [contact@appliedgroup.org.uk](mailto:contact@appliedgroup.org.uk)  
WEB: [www.applied-group.co.uk](http://www.applied-group.co.uk)