

NEWS BREAK - NEWS BREAK - NEWS BREAK

IMPORTANT DEVELOPMENTS REGARDING THE ADVISOR AND MAESTRO HATCHERY CONTROL SYSTEMS

We are happy to announce that the software upgrade release planned for January/February 2012 will include the ability to display key operating information and statistics being generated by your KL Automation equipment.

Most of this key information is currently available only by accessing information portals physically at the automation device. KL and Chick Master are continuing the process of defining all important operating information that can be made available to the Chick Master Advisor or Maestro Hatchery Management packages. The updates to these systems are now being programmed to make the information readily available to hatchery management virtually as the event happens. If you are currently using KL Automation equipment of any type you should contact your KL or Chick Master sales person immediately. This new application is available as free software (The Advisor package) for those hatcheries that need this information and as a no-charge application enhancement for those hatcheries currently using validly licensed versions of Oracle, Advisor or Maestro.

REMINDER: All Chick Master and Chick Master-Buckeye customers who purchased Galaxy systems are entitled to a free upgrade to Maestro—a change that is highly recommended. Maestro is currently available to support virtually all Chick Master supplied controls including Genesis IV, Chick Master Genesis IV-o, Genesis III, Ultra and Zeus control systems. Releases scheduled for the next 6 to 8 months will extend compatibility to Genesis II controls and MCS controls. Compatibility with a soon-to-be released GeMeric II controller is also expected by early 2012.



Please see e-News #22 for more information at www.chickmaster.com/cm_e_news.html

To Our Hatchery Friends:

We hope to see many of you in our booth at the IPE show in Atlanta next month. Since our readership is now very broadly dispersed around the world we are certainly aware that many of you will not be able to take the time to travel all the way to the USA for this exhibition and that is, without a doubt, our loss. Shows are stressful and tough on the feet and legs but that is a very small price to pay in return for the opportunity to see so many old friends and to make new friends that we just haven't met yet. This year's show will be an important one for Chick Master and, we hope, for our customers. We will be exhibiting some of the most exciting new developments ever with regard to products designed to help you, our friends, to be more efficient and more profitable. We've put out a few more chairs so you can stay longer, relax better and share success stories with us for as long as your busy schedule permits.

For those of you we will not see, don't think for a second that we have forgotten you or that we won't miss you! The next issue of E-News will be published just before show time so that issue will highlight for you any and all show specials that will be offered. Anything that we make available to our friends over a cup of coffee and a cookie will also be made available to our absent friends thru the E-News.

**Don't miss any E-News if you can.
But definitely don't miss the next one!!**

See us at:
IPE 2012, Atlanta
24 to 26 January 2012
Hall B, Booth #4915

WHAT IS THE ANEMASTER?

The introduction of the Anemaster has triggered a landslide of comment and question both within the hallowed walls of Chick Master and from our customers. Now some would say that the Anemaster is nothing more than an anemometer—a simple device for measuring air velocity. In the simplest and shortest-term view that is probably close to a correct statement. In reality the anemometer is placed inside a known-perimeter enclosure so the Gen III and Gen IV screens are able to convert the air velocity to air volume and display that for you.

The Anemaster concept itself will include making some simple additions to the Advisor (nee, Oracle) and Maestro software so both of those packages will be able to collect and store all of the air speed/volume data for you. That will allow you to graph the air speed along with other interesting data like damper positions, heating/cooling operations and corridor and plenum pressures. When that package is released (which will be in the next 30 days or so) users will have the ability to overlay graph information which will vividly answer many of the questions about air flow that go unresolved today.

Does that mean that the installation of the anemometer has no value without Advisor or Maestro? Of course not! We have already installed these devices in several trial sites with amazing results. The air flow



through a Classic setter or an Avida setter is significantly altered as pressures in supply corridors and air removal plenums vary. Air flow from one setter to another will vary as small changes in damper openings occur on other machines operating with the same supply corridor or plenum. Air flow will vary as tray positions change or as fan direction reverses. Air flow will change if setters are loaded with dissimilar quantities of eggs. Air flow will vary if setters of different size or conceptual design are operating with the same corridor or plenum, particularly if the pressures in those "rooms" varies. All of these situations can be identified, quantified

and, if not corrected, at least modified to the best possible solution the hardware situation will allow just by having an anemometer installed.

It really doesn't matter who the manufacturer of your setter and hatcher equipment was nor does it matter who designed and installed your ventilation system. Regardless of the names and dates, the airflow thru your hatching equipment is almost guaranteed to be less than ideal. The flow is irregular (constantly changing from external factors), probably too high (costing you real money in wasted air), inconsistent (causing chick quality variance from hatch to hatch) or, worst of all—too low which will result in inadequate egg weight loss and/or embryonic death due to poor air quality.

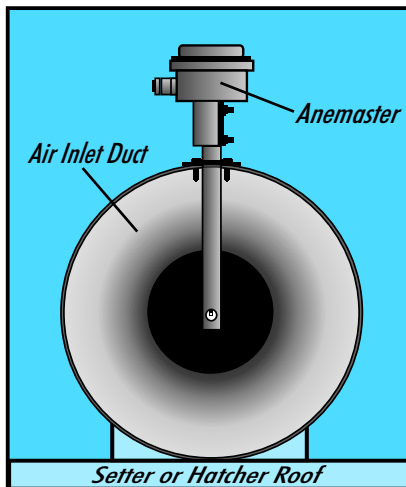


Diagram showing the Anemaster in position attached to the incubator's air inlet duct

The Anemaster is coming soon. The anemometer is here now. If you have a CM control on your setters or hatchers, you need to try this fabulous upgrade really, really soon! 📺

Was TANTALUS an Egg in a Non-Chick Master Setter?

Do you know the legend of Tantalus? In brief he was a mythological figure who was doomed to spend eternity hungry and thirsty while standing in a pool of water beneath a fruit tree with low branches. Whenever he reached for the fruit, the branches raised up out of his reach. Whenever he bent down to get a drink, the water receded before he could get any. And over his head was a huge stone that was ready to crush him. Eternity can be pretty long under those conditions.

Now there was a good reason for this punishment since he supposedly cut up one of his sons and boiled him and served him (literally) at a banquet for the gods. That apparently irritated the gods a bit and, most likely, led to Tantalus getting coal for Father's Day.



If you look the story up you will probably find a summary statement like the one I found on Wikipedia: "This fate has cursed him with eternal deprivation of nourishment".

That's all I needed to realize that the source of this fable probably was some poor chick that had the misfortune to be placed in a single stage setter that distributed air over multiple trolleys. We all know that the eggs in a setter are completely at the mercy of the airflow in the setter to bring warmth during the cold times, cooling during the hot times and to remove excess moisture when asked to do so. When done correctly, the embryo is able to absorb the nutrients present inside the egg and grow properly. If the air flow doesn't touch the egg it can't perform those functions. As a sub-plot in that story we also have to remember that as the air does touch the egg both the air and the egg are changed from the experience. But single stage is supposed to be about having all of the eggs being treated alike. Clearly that is not possible in the purest sense and is much more true of any setter that allows the air to be

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'THINK PINK' - AN UPDATE

Your response to our 'Think Pink' campaign has been extremely encouraging.

We are well on the way to reaching our target mark of raising \$10,000 for breast cancer. Remember, if you need either JW 36 or JW42 trays please 'Think Pink' and help to make a difference



LIFE INSURANCE FOR CHICKS

How much of a gambler are you?

It happens at least once every few months. Sometimes I guess it was unavoidable so you just have to accept it and move on. Other times it was avoidable and those are the ones that really hurt. I'm sure you agree.

Well—I guess you'd agree if you knew what I was talking about. I suppose a bit more detail there would help. The incident in question is the loss of a hatcher full of birds.

The problem this time appears to be that someone removed the overtemp thermostat. Who knows how long it was missing or why it was missing. Perhaps the mercury had split. Perhaps the alarm was "chirping" and someone got tired of hearing it. Maybe it broke. So, other than wondering what happened to the mercury if it did break we are still left with the inevitable question—"Was this avoidable?" And, of course, the answer is almost certainly "Yes".

It doesn't really matter who made the hatcher or whose control is on it. With very few exceptions (actually, there may not be any exceptions) the Break Glass system offered by Chick Master probably would have saved this hatchery from the loss of several thousand dollars' worth of chicks. The system includes a mercury-free sensor that is wired into the circuitry in a manner that guarantees that it is working correctly unless someone has chosen to turn the power off completely. Barring that somewhat foolhardy course of action when eggs are in the hatcher the unit will do all kinds of things to try to save the chicks and summon help. Among the things it will try to do if you allow it to are:

1. Cut the power to a normally open valve to insure cooling medium will flow as long as there is pressure;

2. Cut power to ensure that the heating circuits are off;
3. Turn on any available blowers to increase or maintain airflow;
4. Attempt to open any powered dampers;

5. Attempt to turn on any available humidity spraying units;

6. Attempt to increase fan speed to maximum potential speed;

7. Attempt to activate the hatcher's audible

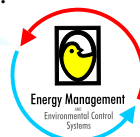


alarm system

Not every hatcher has all of this armament to fight back with but all of them have some of these weapons. The system is menu driven so if, for example, you do not want to turn up the humidity spray when the fans are not running you can do so. If you are unfortunate enough to have a hatcher without cooling water, you don't need to tell the system to try to turn on the water!

The alarm process in effect relies on the Break Glass to keep it quiet. If the unit itself malfunctions it will not be able to tell the alarm to remain quiet so—there goes the alarm! Now I'll admit that the retrofit system is not free but if you're running a hatcher with 19,000 or more eggs (soon to be chicks) in it you can buy enough of these kits to outfit four hatcher and probably have enough money left for a good dinner. And that's just based on the value of the chicks. I shudder to think how much revenue those chicks would have represented a few months down the road.

It is life insurance. Life insurance on your chicks. And we do all recognize that even with the Break Glass some disasters cannot be prevented. How much of a gambler are you?



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Worldwide Customer Service Emergency Support Tel #: +44(0)1278 555111

In the event of an emergency please call our new dedicated Chick Master Emergency Customer Support Telephone line. It is manned by key technical personnel 24 hours a day, 7 days per week, 365 days a year.

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significantly altered as it continues its journey thru the egg pack and back to the fan.

Now if the Tantalus chick has been set in an Avida the air flow would have passed only over his tray of eggs before getting "refreshed" with heating, cooling or the influx of fresh air. That single trolley airflow has been at the heart of the Avida success story since its inception. Everyone knows that air passing thru multiple trolleys simply doesn't produce consistent, top-quality chicks. At least we hope everyone does by now.

I have to admit that the more I think about this theory the more convinced I am that I have found something that is going to change mythology. I mean, is anybody going to tell me that none of the "Tantalus chick's" relatives are going to be cut up and served as a meal for the gods? ☺

FUN TIME

The Bank Robber...

A hooded armed robber bursts into a bank and forces the tellers to load a sack full of cash. On his way out the door with the loot, one brave customer grabs the hood and pulls it off revealing the robber's face. The robber shoots the guy dead without hesitation! He then looks around the bank to see if anyone else has seen him. One of the tellers is looking straight at him. The robber walks over and calmly shoots him dead. Everyone by now is very scared and looking down at the floor. "Did anyone else see my face?" calls the robber. There follows a tense silence. Then an elderly gent, looking down, tentatively raises his hand and says: "I think my wife may have caught a glimpse"

Answers to the US Government True/False Test reproduced in e-News issue #22.

Question 1: Like most liquids, water contracts when it freezes. Answer: FALSE. Question 2: Water has a high surface tension. Answer: TRUE. Question 3: Condensation is water coming out of the air. Answer: TRUE. Question 4: More things can be dissolved in sulfuric acid than in water. Answer: FALSE. Question 5: Rainwater is the purest form of water. Answer: FALSE. Question 6: It takes more energy to heat cold water to 212° F (100° C) than it does to change 212° F water to steam. Answer: FALSE. Question 7: If you filled a glass full of water from the Great Salt Lake, when it evaporated there would be 1 inch (25mm) of salt left. Answer: TRUE. Question 8: Sea water is slightly more basic (the pH value is higher) than most natural fresh water. Answer: TRUE. Question 9: Raindrops are tear-shaped. Answer: FALSE. Question 10: Water boils at a lower temperature at Denver, Co. than at the beach. Answer: TRUE