

## Poultry Division Joins Regional Leaders

A food processing leader completed the first phase of a major strategic investment to transform its operations and became one of region's most modern.

One of the region's leading animal feed suppliers with their technology partners, including Ishida, accomplished the goal of becoming one of the region's most modern food processors.

The company first diversified into poultry processing with the acquisition of a facility capable of 5,000 birds per hour. They then completed their phase one improvements and increased their processed output to over 90,000 birds per day. The dramatic increase in production is attributed to the improvements and to a change in product output, from mostly bulk-packed chickens and chicken pieces (usually in weigh-priced packs) to smaller, value-added, modified atmosphere packs (usually fixed-weight packs).

Ishida, the weighing and packing leader, installed four new packing lines, one each for wings and fillets and two for different leg cuts. Using their accurate weighing technology enabled the company to produce fixed-weight packs, making them welcome in the chiller cabinets of some of the most prestigious supermarket chains. Also, the machines gave the company great flexibility when responding to pack and product variation demands.



Ishida CCW Screw Feeder Weigher  
Raw Chicken Pieces



Each of the new Ishida lines feeds cut-up pieces to an Ishida multihead weigher, in most cases a screw feeder model which gently but firmly propels the sticky fresh chicken into hoppers fitted with scraper gates. The weigher accurately makes up portions which are then deposited onto one of the lanes of a weigh batcher and sent to packing into trays. The superior weighing accuracy of the Ishida machines is crucial in reducing giveaway, helping to maximize the yield of fixed-weight packs from a given bird input, and ensuring profitability.

“Ishida weighers ensure customers receive a consistent product. As a factory manager expressed, *“In our opinion, controlled product quality, modern technology and flexibility are the keys to success on the domestic and international markets. The Ishida technology... allows us to adjust our offer to specific customer requirements.”*”

