

# Indonesia presents novel challenges for the layer farmer and the retailer

There are many misconceptions about poultry production in Asia so International Poultry Production recently visited a family owned table egg farm in Indonesia to see a typical traditional farm. Darma Farm is located at Depok in Western Java and was founded in 1981. Today the farm has 100,000 table egg layers all of which are either ISA or Hisex Brown.

So why did this family go into egg production? Obviously pigs were not a proposition in a mainly Muslim country and Depok was too hot for dairy cows, so this left poultry, which were easy to manage, gave good production and had good livability. In addition, eggs give the farm a steady flow of income.

## Focused brown egg market

The Indonesian market is strongly focused on medium sized (60g), brown eggs, which are provided by the two breeds it uses. In addition, these breeds have a robustness which enables them to cope with environmental and nutritional challenges, which poultry in tropical Java periodically encounter.

The layers receive a corn-soy diet which is fed as a mash or crumble.

Maintaining good health is a challenge in an area that frequently encounters mycoplasmosis and avian influenza, not to mention



**Looking on to the farm – with staff facilities to the left and stores to the right. The laying houses are in the background.**

the usual group of viral diseases, so a heavy reliance is placed on a comprehensive vaccination programme to optimise production.

This programme starts with LaSota in the hatchery followed up by killed Newcastle and Gumboro disease vaccines at seven days with a second LaSota on day 12 and intermediate Gumboro vaccinations on days 15 and 21.

This is then followed by LaSota again on

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**Typical poultry accommodation and, above right, using the power of the sun in order to sterilise the egg flats.**





### **Egg packing.**

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day 23 followed by another dose of killed Newcastle disease vaccine and a fowl pox vaccination on day 30.

In the 6th week the pullets receive another dose of LaSota and in the 7th week vaccinations for coryza and infectious bronchitis (HI20) are given. In the 10th week LaSota and HI20 are repeated and in the 12th week the first avian influenza vaccination occurs. The second dose of coryza vaccine is given in the 14th week and in the 16th week a trivalent killed vaccine (Newcastle + EDS + Gumboro) and another dose of LaSota is administered.

### **Concurrent multivitamins**

In lay, killed Newcastle and avian influenza vaccination are regularly given. All of this works because livability is satisfactory and egg production is quite reasonable. Even though production is a little below breed standard the farm is still a profitable enterprise. To counter the effects of administering vaccines multivitamins are concurrently administered. In addition, Baycox is used to treat coccidiosis as soon as it is encountered, even though the pullets receive clopidol in feed. Flocks are wormed every eight weeks.

As far as egg production is concerned, this farm finds that the ISA Brown starts a little

***Seen in a Jakarta supermarket – marketing that emphasises housed battery production!***





**Far right, bulk packed eggs.**

later than the Hisex Brown but it gives good persistency of lay, while the Hisex Brown comes in a little earlier but gives a slightly better egg weight.

An added bonus in Indonesia is the end of lay layer as the market for these birds is very good – and it does not stop there as the farm is also able to sell its manure to local vegetable farmers.

The farm employs some 100 staff including packers, drivers, guards, trainers and canteen staff. This breaks down into 25 staff who actually work in the houses with the birds and 75 or so in other areas.

Even so, low wages mean that feed equates to 85% of the cost of production and this figure is countered by the use of very cheap local housing and locally manufactured cages.

All eggs go to a central packing area which is labour intensive. Many of the eggs are packed in bulk in wooden boxes which are then displayed in retail outlets where customers can literally 'pick their own'. Therefore, another attribute of the two breeds – good shell strength – is very important!

Thus, during our short stay in Indonesia, we saw unique challenges facing the farmer and novel approaches to the marketing of eggs in the retail sector. ■

***Bulk eggs on display in a Jakarta supermarket – customers pick their own!***

