Newsletter Vol.6

Broiler Production Newsletter

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Global & Local Broiler Market Insights

Market Insights: International



The biggest global story is trade. The EU suspended meat imports from Brazil from 3 September over antimicrobial compliance. Brazil is the EU's largest chicken supplier, and USDA's forecasts assume the ban will extend through 2027. That is worth watching locally, since Brazil is South Africa's primary supplier of mechanically de-boned meat. Meanwhile South Africa has placed import sanctions on certain areas of Brazil

Disease pressure also continues to shape the market. H5N1 has now reached every continent, after Australia confirmed its first mainland case in June 2026.

"Global chicken trade can shift overnight. Efficient, resilient houses are what keep producers steady when it does."

Market Insights: South Africa:

Chicken remains the most affordable animal protein on the shelf, and that should keep supporting demand, although consumers under financial pressure are still likely to trade down. USDA estimates local chicken production will rise about four percent in 2026, helped by lower feed prices after the recovery of the grain harvest. That matters because feed makes up roughly 70 percent of broiler production costs.

The year ahead has its pressure points. An El Niño summer raises the risk of tighter maize and soya supplies, and higher fuel costs could squeeze margins further. On trade, SAPA has asked SARS to investigate import pricing after its analysis suggested up to half of poultry imports may have been under-declared. On the disease front, government is looking to allow HPAI vaccination alongside bio security and testing, to reduce the need for widespread culling.

"In a year of tight margins, efficiency is the one advantage producers fully control."

BROILER PRODUCTION

Building for the Future: Sterkfontein Poultry's New Broiler House

Big Dutchman Southern Africa has completed a new broiler house for Sterkfontein Poultry in Magaliesburg, bringing our full range of broiler production equipment together into one integrated system. The result is a house built to give the farm reliable, efficient day-to-day operation from day-old chicks through to slaughter weight.

Feeding and drinking sorted from day one

The house is fitted with our Augermatic feeding system and Big feed pans, which flood automatically to keep young chicks well fed from the start, then rotate open for easy cleaning between flocks. A workhorse in the south African market. Water is supplied through a nipple drinker system built for hygiene and consistency, so birds always have access to clean water without waste.

Climate control that adapts to every need of the bird, no matter the temperature

Climate control is handled through a combination of tunnel ventilation, wall fans, and fresh air inlets, working together with our state of the art Viper controller to keep conditions steady across every stage of the flock's growth, whatever the weather outside is doing.

Tracking performance as it happens

A Swing20 bird weigher rounds out the system, giving the farm an easy, hands-off way to track performance and catch issues early, so small deviations can be addressed before they affect results at market weight.

This completed project reflects our continued commitment to supporting South African poultry producers with equipment that's proven, practical, and backed by a team that's there for the long run. Congratulations to Sterkfontein Poultry on the completion of their new broiler house. We look forward to seeing it in full production.







A partnership built to last

Beyond the equipment itself, this project comes with the support Big Dutchman is known for: proper installation, training, and a team that's on call long after the house is up and running. It's this kind of partnership that keeps farms like Sterkfontein Poultry producing with confidence, flock after flock.

Contact us Now!

Contact our team at Big Dutchman South Africa, for more information:

Contact Us On WhatsApp



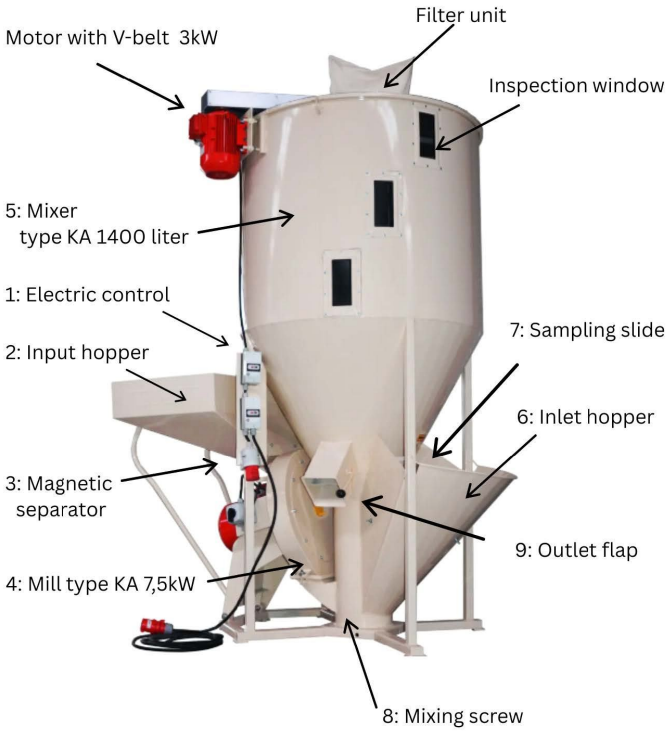
BROILER PRODUCTION

Small-Scale Feed Mill: Feed Smarter Without Big Infrastructure

Not every operation needs a full feed mill setup to take control of its own feed. For smaller and mid-sized farms, Big Dutchman's compact milling and mixing combination packs a hammer mill and a vertical mixer into a single, self-contained unit, giving you on-farm feed processing without the footprint or complexity of a full-scale mill.

The system works as one continuous process. Material to be ground is fed in through a large inlet hopper, either by hand or via any conveying system already on your farm, with a manual slide gate letting you adjust the feed rate to the mill as needed. Before grinding even starts, a built-in magnetic separator catches any metal fragments in the mix, protecting the beaters and screens from damage.

From there, the ground product moves straight into the mixer below, with no extra conveying equipment required. A bottom intake lets you add other ingredients directly into the mix, and a sampling slide gate makes it easy to check quality along the way. A mixing auger then blends everything quickly and evenly, and once mixing is complete, the finished feed discharges through a side outlet with a simple manual shut-off flap. For farms that need tighter control over quantities, the system can also be fitted with an optional weighing setup.



Compact, self-contained, and ready to run — this feed mill puts the full grinding-to-mixing process in one unit, no extra infrastructure required.

Why farmers are choosing this setup:

- Compact design that fits into operations without much extra space
- Delivered ready to run, no assembly required on-site
- Combines grinding and mixing in one high-performance unit
- Simple, user-friendly operation, no specialist training needed to run it day to day

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Big Dutchman®

LIGHT STEEL STRUCTURES








100% BOLTED CONSTRUCTION

No on-site welding for faster and easier installation.

HIGH-TENSILE LIGHT STEEL

Premium quality materials for maximum strength and durability

FAST & EFFICIENT INSTALLATION

Engineered for quick assembly and cost-effective construction.

BUILT FOR AFRICAN CONDITIONS

Withstands high winds, strong sun and demanding environments.

DURABLE & LOW MAINTENANCE

Long-lasting performance with minimal maintenance requirements.

STRONGER. FASTER. SMARTER.

CUSTOM-DESIGNED HOUSING SOLUTIONS TAILORED TO YOUR NEEDS

CONTACT BIG DUTCHMAN SOUTH AFRICA for your next project

COMPLETE FARM SOLUTIONS

GLOBAL EXPERIENCE

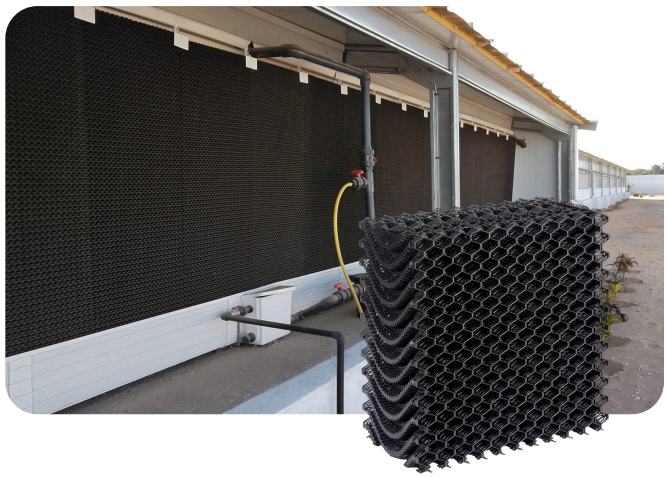
TRUSTED QUALITY WORLDWIDE

YOUR PARTNER IN SUCCESS

BROILER PRODUCTION

Beating the Heat: Preparing Your Houses for El Niño

The South African Weather Service reports that the 2026/27 El Niño has already reached levels typical of a very strong event and could intensify further this spring. The latest forecast points to below-normal rainfall and above-normal temperatures across most of the country from October to December, with similar conditions expected to continue into early next year.



Not every region will be affected in the same way, and El Niño does not guarantee dry conditions across the entire country. But the temperature signal is a clear one for producers to plan around, and experts have flagged heat exposure risks to livestock. For poultry houses, that makes cooling one of the most important decisions to get right before the hot months arrive.

When the forecast is hot and dry, cooling is not a luxury. It is part of protecting every bird in the house.

How our RainMaker keeps houses cool

The RainMaker is Big Dutchman's pad cooling system for poultry houses. It works through evaporation, so the higher the temperature and the lower the relative humidity, the higher the cooling effect. That is exactly why it suits hot, dry summers, and why it is such a good fit for the conditions forecast this season.

Powerful when paired with tunnel ventilation

Combined with tunnel ventilation, RainMaker can deliver a very efficient cooling effect, especially in large house compartments. Fresh air is drawn through the wet pads and carried the length of the house, helping keep birds comfortable even on the hottest days.

Simple to run and easy to maintain

The RainMaker is designed to make day-to-day management straightforward. Its open design makes the water flow easy to see, no additional water tank is required, and the compact structure keeps the pump in a fixed position. The plastic pad option has a lower pressure drop than comparable cellulose pads, and the pads have a much longer life span, with simple cleaning using a high-pressure cleaner.

Get ready before the heat peaks

With the hottest months still ahead, now is the time to look at your cooling setup. Our team can help you assess your houses and work out how RainMaker can fit into your existing ventilation system, so your flocks are protected when the temperatures climb.

Contact us Now!

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BROILER PRODUCTION

Dynamic MultiStep: Less Energy, Same Climate Control

Every fan in a layer house is a trade-off between airflow and energy cost, and standard exhaust systems tend to handle that trade-off bluntly. Fans kick in at full power the moment the house calls for more ventilation, using maximum energy even when a smaller push would do the job.

Dynamic MultiStep is Big Dutchman's enhanced version of the proven MultiStep exhaust air control principle, and it works exclusively with BD Blue fans. Instead of starting at full speed, these fans begin working at as low as approximately 50% of maximum speed (a value that can shift depending on the pressure resistance required). Fans are started one after another at that lower speed, and only once every fan in the house is already running does the system increase them all together to 100%, and only when ventilation demand genuinely calls for it.

The energy saving that comes from this is significant: power consumption runs a further 50% lower than the standard MultiStep solution. The reason comes down to simple physics, halving a fan's speed doesn't just halve its energy use, it drops it to just one eighth. That's what makes running fans at a lower speed for longer, rather than switching them on and off at full power, such an effective way to cut electricity costs without giving up anything on climate control.

All of this is managed automatically by the climate computer, so producers get the energy savings without adding any complexity to day-to-day management.

WATCH IT IN ACTION

Dynamic MultiStep: The Enhanced MultiStep® Control

For wall fans and exhaust air chimneys

Watch On YouTube

scan to watch



BROILER PRODUCTION

Big Dutchman Maintenance Agreement

Designed to keep your critical equipment running smoothly, these packages offer regular maintenance at recommended intervals, reducing the risk of malfunctions.

Key benefits include:

- Regular Service & Multi-Point Checks – ensure smooth, continuous operations
- Priority Assistance & Quick Repairs – prolong equipment lifespan
- Software Updates & Optimisation – maintain peak performance
- On-Site Guidance – expert support during visits

Maintenance begins immediately after commissioning, giving you peace of mind and maximum efficiency.







Find Out More

Contact Benita de Beer today to learn more about Big Dutchman South Africa's Maintenance Agreements!

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Contact Us On WhatsApp



Product Spotlight



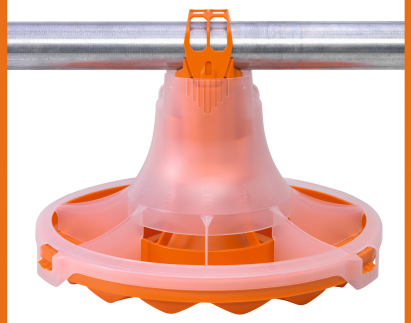
450 FlexLed HO

Bright, even light for better bird performance



Silos

Solid storage, built to last



Viva Pan

Easy feed access for every age

BROILER PRODUCTION

Bringing Global Expertise Home: International Agents Meeting 2026

From 7 to 11 June, the Big Dutchman South Africa team joined colleagues, agents, and industry professionals from around the world in Istanbul for the International Agents Meeting 2026. It's an event held every few years, bringing the global Big Dutchman network together under one roof, and this year's edition was no exception.

Istanbul, where cultures meet

The week was packed with technical training sessions, product presentations, and strategic discussions centered on the latest innovations in livestock production. For the South African team, it was a chance to see firsthand what's coming down the pipeline globally, from new product developments to emerging industry trends and best practices, all of it feeding directly back into the support and solutions on offer to producers here at home.

Beyond the formal sessions, the meeting was also about relationships. Sharing experiences with colleagues and partners from other regions, comparing notes on what's working on the ground, and building the kind of connections that make the global Big Dutchman network stronger than any single office could be on its own.

It's this same spirit, staying connected, informed, and equipped, that keeps Big Dutchman South Africa ready to meet the changing needs of producers across the region. The team is already looking at how to put what was learned in Istanbul to work for customers here.







