



Zinpro® Perfect Carcass® Tool: The Ally Every Broiler Operation Needs to Improve Welfare and Sustainability

Poultry remains a critical in-demand protein source. As the need to produce safe, quality chicken increases, conversations about quality, safety, sustainability and welfare are making their way to the forefront.

The Zinpro Perfect Carcass Tool (PCT) is a first-of-its-kind scoring and benchmarking program offered to Zinpro® customers to help poultry producers meet consumers' demands.

Since 2015, Zinpro global programs have demonstrated:

- 3-5:1 ROI improvement in processing plants and 5-8:1 ROI on farm + processing plants
- Increased profit, welfare and sustainability metrics
- Decrease of *Salmonella* challenges



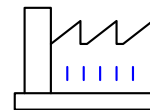
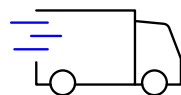
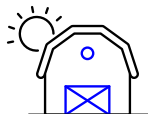
Zinpro PCT is Powered by:

- Scoring protocol
- Visual guide system to identify lesions
- Software platform containing 8+ years of data benchmarking lesions found in broiler carcasses globally



PERFECT CARCASS® TOOL

A Deep Evaluation that Focuses on Every Step of the Food Chain



HUSBANDRY

- Immunity
- FCR
- Lameness
- Transgeneration Nutrition
- Better Progeny
- 2.8 Extra Chicks - HH (hen housed)

LOADING & TRANSPORTATION

- Good Practices
- Transport Tools
- DOA (dead on arrival)

SLAUGHTER HOUSE

- Uniformity
- Rejects
- Good Practices
- Lesion Scoring (skin, bruises, skeleton, FPD)
- Meat Oxidation
- Meat Quality
- Drip Loss
- *Salmonella* Contamination

Why the Zinpro PCT?

- Implementing solutions that drive animal efficiency and enhance poultry welfare and sustainability are key to linking sustainability and profitability together.
- Consumers care about product appearance (color), texture (tenderness) flavor and nutritional value, while also demanding a safe and healthy product.
- Genetics play a key role in meat quality and so does nutrition. The quality of feed and supplements has a significant impact on the outcome.
- Zinpro PCT is a value-added service offered to customers. It can be used as often as needed to evaluate specific flocks and generate customized reports. All data is kept confidential and only accessible to authorized users.

Who Can Benefit from Zinpro PCT?

- **Sustainability and Welfare Executives in Poultry Integrators and Retail Businesses:** to improve animal welfare and minimize carcass condemnations by collaborating in the understanding of the causes of lesions found in broiler carcasses and how to address them throughout the food chain.
- **Quality Managers:** to monitor carcass quality at the facilities, as well as provide staff training.
- **Processing Plant Managers:** to evaluate bottlenecks at the processing plants.
- **Financial Managers:** to manage the overall economic impact of carcass lesions.
- **Operations Managers:** to evaluate the solutions to lesions that may have their origin at the farms or during transport.
- **Veterinarians:** to build a clear picture of the connection between live flock health and carcass quality.
- **Nutritionists:** to gather data reports linking the use of performance to the use of Zinpro® Performance Minerals®.
- **Industry Consultants:** to provide a unique value-added service rooted in knowledge and science.



Zinpro PCT identifies the incidence of external and internal lesions in broilers (forensic approach), tracking and quantifying types of lesions, severity and incidence level, and ultimately developing a customized plan to improve animal welfare and meat production in a sustainable way. This will help your operation generate specific metrics that matter to consumers and stakeholders.



For more information:
Contact your Zinpro representative
or visit zinpro.com/poultry



**PERFECT
CARCASS®**
TOOL