



## DataNet Solution – Poultry Transportation Monitoring

**“The DataNet solution enables us to control the transport life cycle and reduce DOA...”**

Chaim Abrahams, Facility Manager

**Application:** Poultry and beef production facility

**Organization:** Agri Star

### Background:

Poultry plants require high investments throughout the poultry production cycle. From the point that the egg is incubated and then hatches, and during the first 6-7 weeks of the chick's life until it is transported to the production plant and becomes a saleable product. If something occurs specifically during the transportation process, this represents a real financial loss for the company. In their attempt to prevent yield lost and poultry DOA (Death On Arrival), poultry plants seek a solution that will assist in controlling the process and knowing which customization must be made to ensure an efficient process.



### About the Customer:

Agri Star, located in the Midwestern United States, processes and distributes a full line of fresh poultry, beef, deli and prepared food provisions for wholesalers, retailers and food service providers, all under the strictest certification standards. Agri Star owns its production facility with the entire process, from start to finish, controlled and monitored exclusively by Agri Star personnel. This results in products that are more wholesome and superior tasting.

### Key Customer Challenges:

- The live poultry needs to be transported around 275 miles from the farm to the production facility, a long journey spanning between 5-6 hours in a wide range of temperatures during the winter and summer seasons. These extreme temperature changes can cause tremendous harm to the poultry. Potential losses can be minimized by monitoring the temperatures during the transportation phase.
- Meeting the desired temperature conditions of the live poultry transportation entails significant guess work. Agri Star searched a solution that will enable them to reduce the guess work and maintain full control the situation.
- Agri Star required a reliable, yet simple and easy-to-use system to monitor the live poultry and provide them with valuable information on the transportation process.

### DataNet Implementation:

A DataNet system including a data logger + 3 external sensors was placed inside 12 separate trucks transporting live poultry from the farm to the production facility. Each system is used to monitor the poultry transportation life cycle.

When the truck arrives to its destination at the processing facility, the data is automatically downloaded to the computer and the information can be viewed and analyzed via the DataSuite software by the relevant onsite personnel.



### **Measurable Results:**

- The monitored data enabled Agri Star to reduce the guess work by 70%-80% at the first stage, thus preventing chicken DOA (Death on Arrival) in addition to controlling and reducing yield loss during transport from the farm to the production facility and thereby increasing revenues.
- The scope of Agri Star's activity is extremely massive, realizing a great impact on results with the DataNet system. Each Agri Star truck carries 5,200 chicks per trip, multiplied by 5 days per week (26,000 chicks), multiply by 50 weeks per year = over a million birds being transported in every trailer every year!
- Based on the monitored data and the analysis performed by the DataSuite software, Agri Star is able to make constant adjustments to the process and design a continuously-improved program, with the goal to reach 99% certainty in the transport life cycle.

### **Customer's Last Word:**

"In the poultry industry, information is power and can be critical to success. We are excited to have found a solution combining reliability with ease- of- use under the same roof, which is rarely found. The DataNet solution enables us to control the transport life cycle and reduce DOA in our production facility"

**Chaim Abrahams, Facility Manager**  
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