From Strong Performance to Consistent Excellence: A Poultry Grower's Story

In modern poultry production, strong results don't happen by chance. They are built on experience, discipline, and a commitment to continuous improvement.

For Raja and his team at Applied, that mindset has delivered exceptional results.

A Standout Year in Poultry Performance

In 2025, their farms achieved significant industry recognition:

🏆 22 Aviagen 470 Club awards, recognising top-performing broiler growers

🏆 Four Gold Awards across multiple sites

🏆 Moy Park Grower of the Year, topping the league table

These achievements reflect consistent performance, high welfare standards, and strong operational management across their business.

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For Raja, success isn’t a finish line.

> “My journey in poultry production has always been centred around performance, continuous improvement, and using data to drive better management decisions.”

The Challenge Behind Modern Poultry Farming

Today’s poultry farms generate more data than ever before. From feed and water consumption to environmental conditions and bird behaviour, the volume of information available is vast.

The real challenge isn’t collecting data, it’s making sense of it.

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Turning Data Into Action

To address this challenge, Raja and the Applied team has taken a more analytical approach to how they use their data.
By working with **Optifarm**, they've been able to bring multiple data points together, helping them identify patterns earlier and respond more effectively across their farms.

> "By bringing together performance data and identifying patterns early, it has supported our management team in making more informed decisions and maintaining consistently strong results across multiple sites."

This shift isn't about replacing experience, it's about enhancing it with clearer insight.

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Why Better Insight Matters

In poultry production, margins are tight and small improvements can have a significant impact. Early identification of trends, faster decision-making, and a deeper understanding of flock performance all contribute to better outcomes.

> “Having better insight into flock performance is incredibly valuable. Tools that help interpret data more effectively support both productivity and bird welfare, and help us continue pushing for higher standards across our farms.”

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A Mindset That Drives Progress

What stands out most in Raja's story isn't just the awards, it's the approach.
Even after a year of exceptional performance, the focus remains on learning, improving, and raising standards.

This is what defines the most successful farming businesses today: not just strong results, but the ability to build on them.

Looking Ahead

As the industry continues to evolve, the role of data and intelligence will only become more important.

Those who can turn information into clear, actionable decisions will be best positioned to maintain performance, improve welfare, and stay competitive.

Applied's journey shows what's possible when strong farming expertise is combined with better insight.

Great farms don't just perform well, they continuously find ways to perform better.

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