



PRESSRELEASE

FOR IMMEDIATE RELEASE

Local Media Contact:
Anitha Selvaraj
Tel: +91 94425 90340
Email: aselvaraj@aviagen.com

New Ross App Puts Valuable Management Tools at the Fingertips of Aviagen India Customers

Useful app joins the company's growing catalogue of resources for chicken producers



September 10th, 2021 – Udumalpet, India. – Aviagen® India recently launched a new app, giving its valued Ross customers throughout the country instant and easy access to the latest Parent Stock (PS) and broiler management information, along with other beneficial reference and monitoring tools.

-more-

With the introduction of the new app, these helpful tools and capabilities are now just a click away:

- Ability to benchmark flocks against PS and broiler Performance Objectives
- Access to newly published PS Performance Objectives
- Broiler and PS Nutrition Specifications
- Date finder to match calendar dates with flock age for easy performance tracking
- Quick calculation of meat yield and Production Efficiency Factor (PEF)
- Scoring tool to count birds in up to five subgroups (expressed in %)
- Unit converter to switch between global measurement systems

Users may tailor the app to their preferred languages, regions and measurement systems.

“We care about our customers, and are always looking for ways to better serve them,” commented Aviagen India Business Manager Marc Scott. “With this new Ross app, customers have convenient access to vital information to help improve the health, welfare and performance of their birds, anytime and from anywhere.”

Available in 16 languages (soon to be more), the handy tools can be downloaded to Android or Apple mobile phones or other devices from these links:

Android:

<https://play.google.com/store/apps/details?id=com.aviagen.ross>

iOS (Apple):

<https://apps.apple.com/us/app/ross/id1435785489/?platform=iphone>

About Aviagen

Since 1923, Aviagen® has been a preferred global poultry breeding company with a mission to help its customers -- the world's chicken meat producers -- supply sustainable, affordable and nutritious protein to their growing communities. Putting into practice its corporate value of “Breeding Sustainability,” Aviagen implements efficiencies that make commercial chicken production environmentally and socially responsible and economically beneficial to producers, while at the same time promoting bird performance, health and welfare.

To meet varied market demands, Aviagen offers a full portfolio of breeding stock under the Arbor Acres®, Indian River® and Ross® brand names. The Rowan Range® and Specialty Males® target slower-growing and other niche market needs. Aviagen is based in Huntsville, Alabama, US., with operations across the UK, Europe, Turkey, Latin America, India, Australia, New Zealand, Africa and the US, and joint ventures in Asia. The company employs close to 8,000 people, and serves customers in 100 countries.

For more information, please visit [Aviagen.com](https://www.aviagen.com), or follow Aviagen on [LinkedIn](#).

###

Aviagen, the Aviagen logo, Ross and the Ross logo are registered trademarks of Aviagen in the US and other countries. All other trademarks or brands are registered by their respective owners.

-END-

-more-