



Virtual Event

# Chicken or The Egg - the Road to Profitability

**Paul Costanzo**  
President & Founder, NaviCu



Clarix Engage 2020





# Who am I?

**Paul Costanzo**

- President and Founder
- Recruiting Pro Software → NaviCu

**NaviCu**

- Find me on LinkedIn
  - [LinkedIn.com/in/Paul-Costanzo](https://www.linkedin.com/in/Paul-Costanzo)





# Who is the customer?

## Specialty Egg Company

- Produce specialty eggs
- Network of 110+ farms across the USA
- Amish-owned company
- Ability to compete with the “big box”
- Top 10 Free-Range Egg Supplier in USA





# Agenda

Chicken or The Egg – the Road to Profitability

- Introduction
- Business Problem
- Problem-to-Solution (p2s)
- Challenges Faced
- Results
- Additional Information





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# Chicken or The Egg - the Road to Profitability

## Business Problem

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“We were thinking of a simple iPad app to collect 7 - 10 fields of data each day...”

-Initial Project Discussion



# Business Problem: Data Acquisition

- Paper Forms
- Bi-weekly Submission
- Using e-fax and manual entry

**DAILY PRODUCTION RECORD**

Farmer name \_\_\_\_\_

Flock ID: \_\_\_\_\_ Feed ration 1103 org Bird strain Hyline Brn Org. Bird age 62 wks

Date	03-12-2017	03-13-2017	03-14-2017	03-15-2017	03-16-2017	03-17-2017	03-18-2017	Total	Average
	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
Production	17100	17280	16740	17100	17280	17100	17100	119700	17100
Floor eggs	640	762	663	661	664	786	775	4951	707
Percentage	87%	88%	85%	87%	88%	87%	87%	—	87%
Mortality	0	0	1	1	1	1	0	4	—
Current Bird #	19650	19650	19649	19648	19647	19646	19646	19646	—
Gal. Water/Day	974	1003	1010	1013	995	994	996	6985	998
Gal. Water/Bird	0.049	0.051	0.051	0.051	0.050	0.051	0.051	0.354	0.051
Medicator	N/A	N/A	N/A	N/A	N/A	N/A	Vit D	—	—
Egg weight/case	49.8	49.8	49.8	50.1	50	50	49.8	—	49.9
Bird weight	4.42	4.41	4.45	4.44	4.46	4.39	4.44	—	4.43
Total # Feed/day	4540	5020	5120	4100*	4780	4560	5020	33,140	4734
Consump./bird	0.23	0.25	0.26	0.21	0.24	0.23	0.25	1.67	0.24
Min.-Max Temp.	71.9 77.8	72.2 77.8	72.4 77.9	72.6 77.7	74.3 78.1	72.7 78.7	73.4 78.3	—	72.8 78.0
Time when walked	8 <sup>A</sup> 6 <sup>P</sup>	9 <sup>40</sup> 6 <sup>P</sup>	8 <sup>30</sup> 5 <sup>30</sup>	9 <sup>A</sup> 6 <sup>P</sup>	8 <sup>A</sup> 5 <sup>45</sup>	8 <sup>35</sup> 6 <sup>P</sup>	9 <sup>20</sup> 5 <sup>30</sup>	—	—
Lbs Feed/Doz. Eggs	3.19	3.54	3.67	2.88	3.23	3.20	3.52	—	3.32
Name	WH RH 2 <sup>00</sup> RH	WH RH 2 <sup>00</sup> RH	WH RH 2 <sup>00</sup> RH	WH RH 2 <sup>00</sup> RH	WH RH 2 <sup>00</sup> RH	WH RH 2 <sup>00</sup> RH	WH RH 2 <sup>00</sup> RH	—	—
Time	7 <sup>40</sup> P	7 <sup>30</sup> P	6 <sup>50</sup> P	7 <sup>30</sup> P	7 <sup>15</sup> P	7 <sup>P</sup>	7 <sup>20</sup> P	—	—
Comments				*Feed delivered			1/2 barn Shocker wire	Weekly Egg Candling %	1/2 90



# Business Problem: Data Analysis

- Viewing the data vs visualizing the data
- Individual flock data vs aggregate data
- Up to the individuals
- Breed standards vs company standards







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## Problem-to-Solution (p2s)



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# Farmer iPad App

NaviCu Problem-to-Solution (p2s) Platform

- Custom iPad App
- Collects Daily Production Data
- Collects Factors Impacting Flock Performance
- Can view historical data for their flocks & compare to breed standards

1:56 PM Fri Sep 25

100%

111111RP

Hyline Brown

Organic Brown

FSEI Farmer App for Paul Sample

Sync

9/25/2020 1:19:48 PM

Sort: Daily

Date Day Week(Hatch)	Total Production Percentage	Floor Eggs Mortality Bird Count	Water/Day Gal/Bird Medicator	Egg Weight Lbs/Bird Feed Ration	Feed/Day Lbs/Bird Lbs/Dozen	Temp: Min Max	Walk: Time 1 Time 2	Walk By	Lights On Lights Off	End Time Egg Candling
9/16/20 Wednesday 74	13,860 74.7%	453 1 18,545	933 0.050	51.6 4.35 850-C ORG	5,100 0.275 4.42	78.3 85.3	9:00 AM 7:15 PM	WH WH	5:30 AM 9:30 PM	8:30 PM Complete 4.0%
9/17/20 Thursday 74	14,680 79.2%	421 1 18,544	901 0.049	51.2 4.31 850-C ORG	4,820 0.260 3.94	79.2 85.1	9:00 AM 6:45 PM	WH WH	5:30 AM 9:15 PM	7:30 PM Complete
9/18/20 Friday 74	13,320 71.9%	434 2 18,537	921 0.050	51.4 4.26 850-C ORG	4,920 0.265 4.43	79.8 84.0	9:00 AM 5:30 PM	WH WH	5:30 AM 9:15 PM	6:30 PM Complete
9/19/20 Saturday 75	13,140 70.9%	439 1 18,536	827 0.045	51.4 4.30 850-C ORG	4,680 0.252 4.27	68.9 84.2	9:00 AM 5:45 PM	WH WH	5:30 AM 9:15 PM	8:00 PM Complete 2 / 50 Egg Candling 4.0%
9/20/20 Sunday 75	12,600 68.0%	441 2 18,534	847 0.046	51.5 4.31 850-C ORG	4,560 0.246 4.34	68.9 83.0	9:00 AM 5:45 PM	WH WH	5:30 AM 9:15 PM	7:00 PM Complete
9/21/20 Monday 75	14,880 80.3%	390 1 18,533	781 0.042	51.4 4.25 850-C ORG	3,680 0.199 2.97	84.1 80.3	8:00 AM 4:15 PM	WH WH	5:30 AM 9:15 PM	6:00 PM Complete
9/22/20 Tuesday 75	14,325 77.3%	275 1 18,532	775 0.042	51.4 4.25 850-C ORG	3,700 0.200 3.10	80.0 84.5	8:00 AM 4:15 PM	WH WH	5:30 AM 9:15 PM	7:00 PM Complete
9/23/20 Wednesday 75	14,040 75.8%	150 2 18,530	785 0.042	51.5 4.30 850-C ORG	3,665 0.198 3.13	80.5 84.0	8:15 AM 3:45 PM	WH WH	5:30 AM 9:15 PM	7:30 PM Complete
9/24/20 Thursday 75	14,325 77.3%	275 1 18,529	775 0.042	51.4 4.25 850-C ORG	3,700 0.200 3.10	80.0 84.0	8:00 AM 3:45 PM	WH WH	5:30 AM 9:15 PM	7:00 PM Complete
9/25/20 Friday 75	14,275 77.0%	275 0 18,529	775 0.042	51.4 4.25 850-C ORG	3,700 0.200 3.11	80.0 84.0	6:00 AM 3:45 PM	WH WH	5:30 AM 9:15 PM	7:00 PM Complete
Totals	6,201,049	440,751	1,481	20,015	2,104,734					
Prod/Housed	309.8	75.8%	7.11%	7.40%	18,529	4.07				

Close

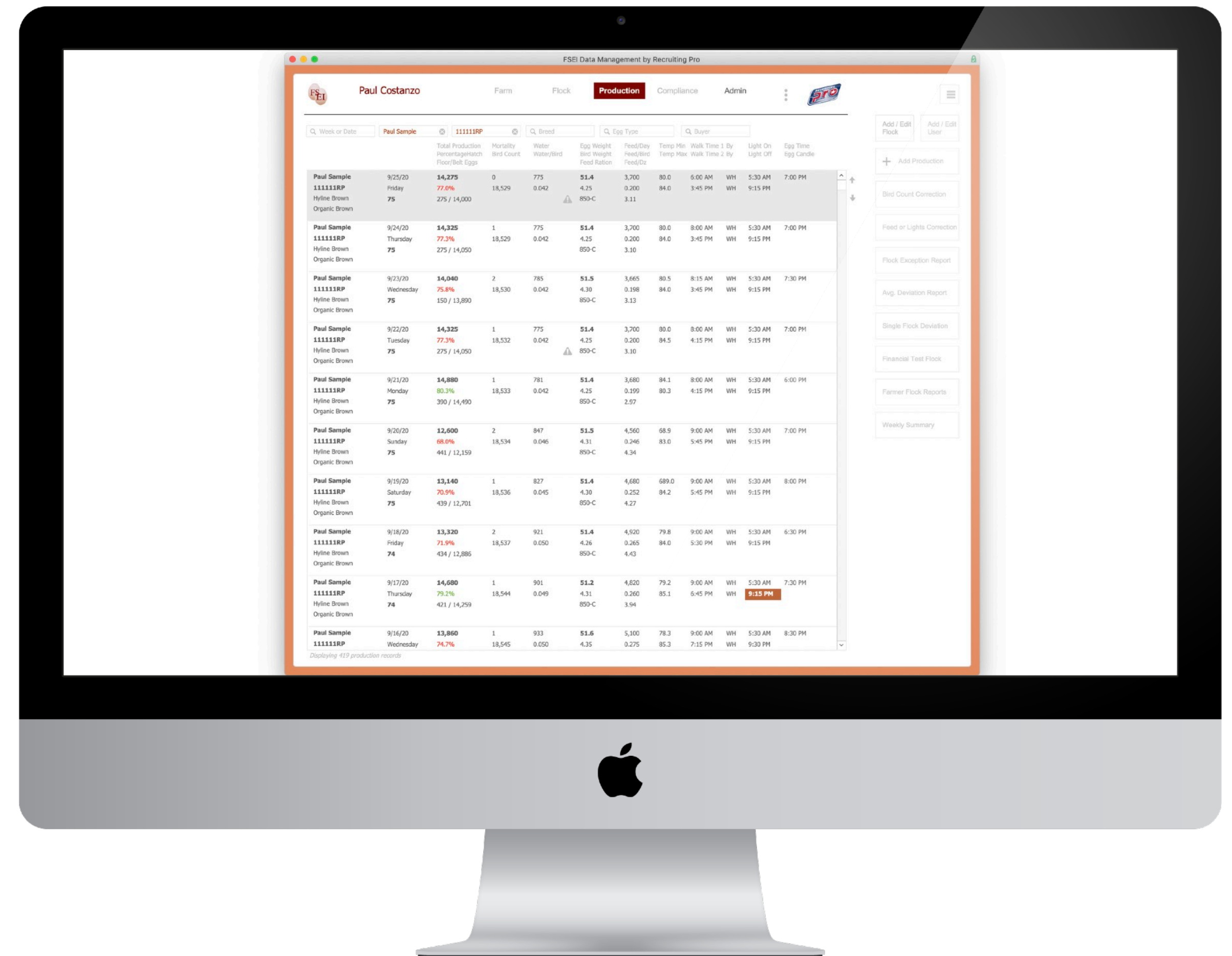
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# Admin Office System

NaviCu Problem-to-Solution (p2s) Platform

- “Real Time” data using MirrorSync
- Office staff data entry and validation
- Automated data analysis and reporting
- Data warehouse providing proprietary company standards references





# Admin Tableau Integration

NaviCu Problem-to-Solution (p2s) Platform

- Direct Integration with a business intelligence tool
- Flock dashboard with KPI
- Data drill-down, detail worksheets, related data
- On-demand reporting
  - Flock nutritionist, trade associations







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## Challenges Faced

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# Challenges Faced

- Varying levels of permissible technology implementation
- Poor internet connectivity
- Including financial data with production data







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## Results

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“Having the ability to collect and analyze data with a  
**system designed specific to our needs,**  
has given us an opportunity to  
improve our business far beyond our expectations.”

-Andrew Headings, General Manager



# Final Results

- Shorter decision-making timeline
- Increased individual farm & company-wide productivity
- Historical data warehouse
- Dynamic proprietary internal standards
- Automated reporting and analysis





“Having the ability to collect and analyze data with a system designed specific to our needs, has given us an opportunity to **improve our business far beyond our expectations.**”

-Andrew Headings, General Manager





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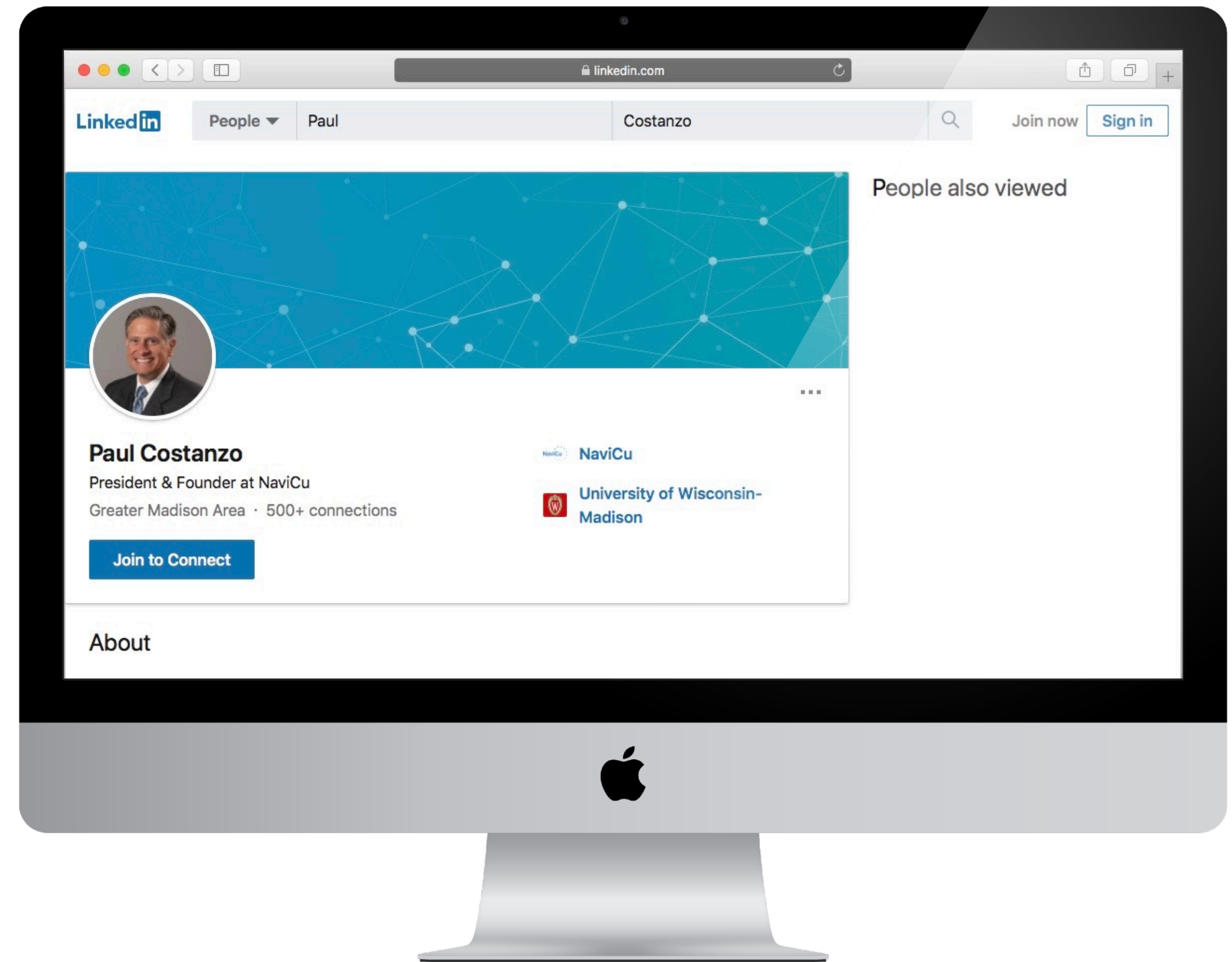
# Additional Information & Resources

## ■ [NaviCuNow.com/engage2020](https://NaviCuNow.com/engage2020) for resources:

- Slide Deck
- Session Summary Sheet
- Presentation Transcript

## ■ Questions

- LinkedIn ([LinkedIn.com/in/paul-costanzo](https://LinkedIn.com/in/paul-costanzo))
- Email ([Paul@NaviCuNow.com](mailto:Paul@NaviCuNow.com))
- Phone (608-836-0052)







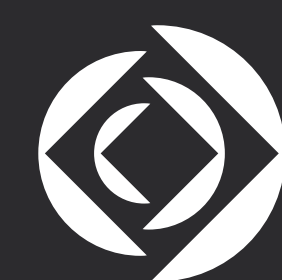
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