

# KEY PERFORMANCE INDICATORS

The following is list of performance indicators that can be used for tracking measurements for change and investigate the reduction of waste and improvement of outcomes.

Segment Parameter	Operations - Outturn	Mortality rate
Operations -Broiler Feed	Average Chicken weight	Condemnation rate
Conversion ratio	Age and weight to market ratio - 4.5 pounds in 47 days in US	Vaccination cost Vaccination cost to mortality rates
Feed raw material cost vs Overall cost ratio	Average live weight farm wise	Manpower cost Manpower cost to yield and associated segment ratios
Broiler bird Feed cost per day	Logistics - supply centre mapping	Transport Cost Transport cost per kg
Feed consumption/ breeder hen	Strategic Planning Demand forecast	Transit weight loss
Feed Cost trend	Egg Outturn Eggs per layer bird ratio	Lost in transit
Mortality category wise	Overheads cost to yield and associated segment ratios	Transit mortality
Average growth period	R&D costs Broiler segment	Revenue/ profitability – Free range, Antibiotic free and Organic label chicks
Eggs to Broiler outturn ratio	Hatching time ratio	Breeder Eggs to chicks ratio
Overhead cost per broiler	Processing cost / bird	Breeder Sales realisation
Quality returns / 1000 birds or equivalent parameter – Hazard analysis and critical control points	Waste disposal Waste to manure conversion ratio	Breeder bird Feed cost per day
Liveability %	Waste disposal cost per bird	Budget Variances
Eggs conversion to female chicks	Segment gross margin	Insurance Cost Insurance cost per Kg
Candling rejects	Average cost per kg	Claim efficiency
Average selling price /kg		Overall Inventory turnaround – Average birds in stock- Inventory aging analysis
Average production / day - kgs- birds		
Feed cost / bird/meat		
Feed Plant unit Operations		
Processing plant utilization based on input		
Feed Plant efficiencies		
Cost of Production		