



A Revolution in Hatcheries

Iberavi's Success Story

Fast Installation, Immediate Results

Ready for the future

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In the poultry industry, where accuracy, health standards, and production efficiency shape everyday decisions, hatcheries have long relied on manual gender sorting processes.

This traditional method required highly skilled workers, strict control measures, and consistent access to specialized staff ; making it difficult to scale as global demand for poultry production increased.

Today, Genesys brings a modern, automatic solution that elevates gender sorting across hatcheries.



# A Revolution in Hatcheries

Genesys introduces a new generation of hatchery technology designed to improve precision and support animal welfare throughout the process. With innovative equipment and reliable system performance, it delivers:

- **97% accuracy** in identifying chick gender (male, female, and broiler-specific needs)
- A compact system that **adapts easily to various hatchery sites**
- A constant speed of **50,000 day-old chicks per hour**, ensuring consistent production flow

This combination of modern technology, reliable data, and operational consistency positions Genesys as a leading solution for poultry producers in multiple countries.

## Iberavi's Success Story

Iberavi, a Spanish poultry company with more than 20 years of experience, produces 54 million eggs and 42 million day-old chicks annually.

Operating in an international market that requires compliance with animal health policies and strict quality standards, Iberavi previously relied on fully manual gender sorting ; requiring highly trained personnel and precise management.

Thanks to Genesys, Iberavi now automates **50% of its production**, achieving accurate sorting, better flock homogeneity, and more consistent performance across batches. As **Bárbara Clérigo**, Veterinarian and Quality Manager, explains, automation solved the challenge of finding qualified workers while ensuring animal welfare and healthier chicks at hatch.

# Fast Installation, Immediate Results



According to **Sergio Alija**, incubation manager, Genesys delivered measurable results immediately:

- Installed in only **three days**
- Provided accurate sorting from the first moment
- Compact, scalable, and designed to expand as market demand and production programs evolve

This flexibility allows Iberavi and other poultry producers to increase automated sorting capacity quickly, supporting better management and stable production performance.

## Ready for the future

Genesys is more than hatchery equipment : it is a modern solution that helps producers navigate global market needs, animal health requirements, and long-term sustainability goals. By combining speed, precision, and innovative design, it strengthens the entire production chain, from hatch to broiler farms.

For companies like Iberavi, Genesys is a strategic asset that supports growth while maintaining the highest standards in poultry production.