

Press release, 10<sup>th</sup> May 2023

## First hatchery in Scandinavia, Steinsland & Co, installs respeggt system for in-ovo sexing in Norway

**In order to introduce "Free of Chick Culling" chicks, the in-ovo sexing technology of respeggt will be installed in the hatchery of Steinsland & Co in Bryne next month.**

"This installation is a direct result of both customer and market demands," says Tone Steinsland, general manager at Steinsland & Co AS. "For several years we have been asked when it will be possible to stop culling day-old male chicks in Norway. Our answer to both leading egg-packing stations, as well as the authorities, has been that when the technology is at a certain level of accuracy that enables us to handle this commercially, we will start within-ovo sexing".

Steinsland & Co AS have therefore followed the technological developments within in-ovo sexing internationally for years. "We are now confident that the timing is right, both in terms of market demands and the technology available through respeggt", says Tone Steinsland.

Steinsland & Co is the leading hatchery supplying day-old chicks across the Norwegian market. Last year Nortura, Norway's largest egg packing station, bought shares in Steinsland & Co. With their own grandparent stock, parent stocks, hatchery, pullet rearing and several egg packing stations, the two companies cover the entire value chain in Norway.

One of the main ambitions behind Steinsland and Nortura's partnership was to invest in technology that enables Norway to produce "Free of Chick Culling" chicks. "We are happy that just one year later we are able to deliver on this ambition, and by that reaching a major milestone within egg production in Norway and Scandinavia", says Siw Dejlignbjerg Steen, Group vice president Poultry & Egg, Nortura.

"We are very excited to enter the Scandinavian market with our technology and are looking forward to cooperating with Steinsland & Co AS and Nortura", says Martijn Haarman, CEO of respeggt group. "With the implementation of in-ovo sexing Steinsland and Nortura choose to be a front runner in sustainability. This enables Norwegian supermarkets to continue their commitment to animal welfare and ethical food production."



The respeggt group is a service company for in-ovo sexing. The latest technology, the so-called Circuit, has been installed six times already and lead to an output of over 10 million sexed female chicks in the Netherlands and Germany. In addition, respeggt ensures the added value of "Free of Chick Culling" by verifying the supply chain of each hatching. In more than 6,000 supermarkets and discounters in Germany, the Netherlands and Switzerland, customers can already find eggs with the respeggt "Free of Chick Culling" heart label.

For more information:

[www.steinslandco.no](http://www.steinslandco.no)

Website of Steinsland & Co

[www.respeggt.com](http://www.respeggt.com)

Website of respeggt group

[www.nortura.no](http://www.nortura.no)

Website of Nortura

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