



Cage Unloading System

Humane-Aire[®]

Controlled Atmosphere Stunning System



HUMANE-AIRE
CAS

for better
**ANIMAL
WELFARE**



*Controlled Atmosphere Stunning System for
Chickens Using Bright Coop Cages*



Cage Unloading System

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BRIGHT CAGE UNLOADING - CAS STUNNING

Effective High-Volume Change Poultry Stunning for Today's Chicken Processors

The Bright Coop Humane-Aire Stunning System addresses challenging tasks in the farm to shackle process – collecting, handling and processing chickens in a humane way that also produces maximum yield.

Say goodbye to high employee turnover and yield reductions. Say hello to higher margins and consistent yields ... with the Bright Coop Humane-Aire Controlled Atmosphere Stunning (CAS) System. Delivering superior results in operational efficiency, product quality and bottom line profits, the patented* Bright Coop Humane-Aire System is designed for operator and animal welfare ... while meeting production requirements with high quality products.

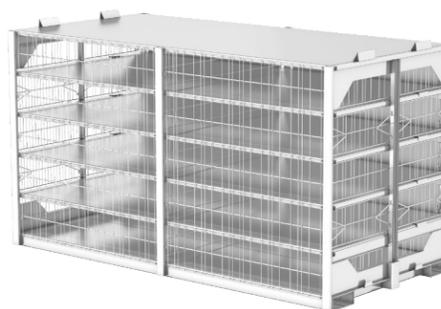
The Bright Coop Humane-Aire Stunning System process performs exceptionally in demanding applications, processing superior poultry meat daily ... with employee turnover at unprecedented low levels.

From the farm through slaughter, animal welfare is increasingly coming under the public eye. The Bright Coop Humane-Aire Stunning System has proven that proper administration of CO₂ is a key component of effective and humane stunning. Our proprietary system allows us to deliver CO₂ in a very precise amount in both the inductive phase and irreversible stun phase, allowing for stress free stunning of the birds creating the most humane approach available in today's stunning systems. Our method equates to the best animal welfare available leading to relaxed birds, higher quality meat and better yields.

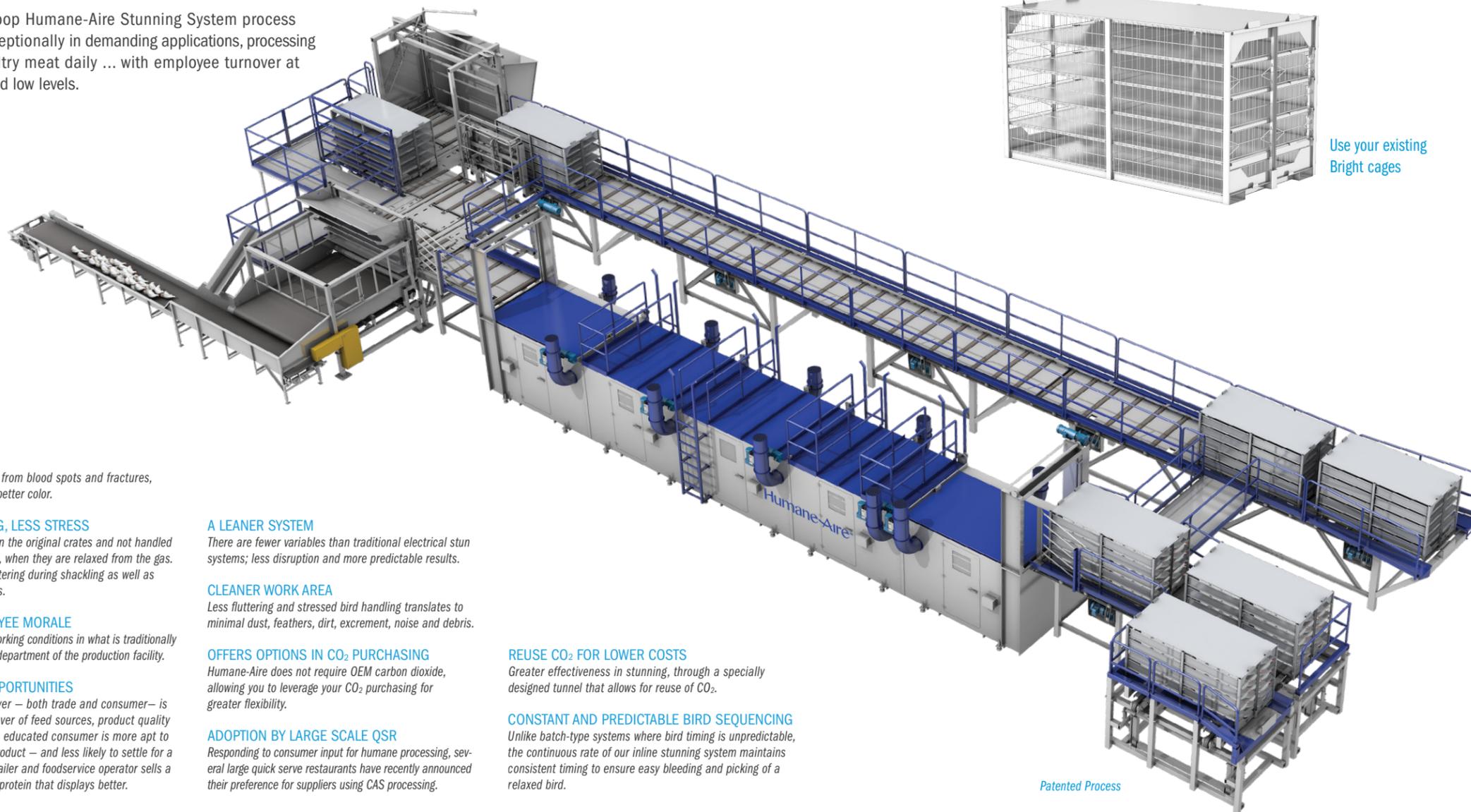
How It Works

Live birds are collected at the farm into existing Bright cages. The cages are offloaded in the production area and conveyed through a CO₂ tunnel. After the cage exits the tunnel, the stunned birds are slid on the shackling conveyor. The cage is then washed and loaded back on the truck.

The Bright Coop Humane-Aire System offers you a good return on your investment. This preferred system can be engineered to meet your specific production requirements, including volume, configuration and material handling. From farm to shackling, Bright Coop Humane-Aire is a solution to producing high quality protein for the world's growing markets.



Use your existing Bright cages



Patented Process

HIGHER YIELDS

Fewer downgrades from blood spots and fractures, less trimming and better color.

LESS HANDLING, LESS STRESS

Birds are stunned in the original crates and not handled until after stunning, when they are relaxed from the gas. This eliminates fluttering during shackling as well as damaged carcasses.

HIGHER EMPLOYEE MORALE

Greatly improved working conditions in what is traditionally the least desirable department of the production facility.

MARKETING OPPORTUNITIES

Today's protein buyer – both trade and consumer – is more aware than ever of feed sources, product quality and processing. An educated consumer is more apt to purchase quality product – and less likely to settle for a commodity. The retailer and foodservice operator sells a consistently better protein that displays better.

A LEANER SYSTEM

There are fewer variables than traditional electrical stun systems; less disruption and more predictable results.

CLEANER WORK AREA

Less fluttering and stressed bird handling translates to minimal dust, feathers, dirt, excrement, noise and debris.

OFFERS OPTIONS IN CO₂ PURCHASING

Humane-Aire does not require OEM carbon dioxide, allowing you to leverage your CO₂ purchasing for greater flexibility.

ADOPTION BY LARGE SCALE QSR

Responding to consumer input for humane processing, several large quick serve restaurants have recently announced their preference for suppliers using CAS processing.

REUSE CO₂ FOR LOWER COSTS

Greater effectiveness in stunning, through a specially designed tunnel that allows for reuse of CO₂.

CONSTANT AND PREDICTABLE BIRD SEQUENCING

Unlike batch-type systems where bird timing is unpredictable, the continuous rate of our inline stunning system maintains consistent timing to ensure easy bleeding and picking of a relaxed bird.

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The installation at the processing plant I visited in the United States was excellent. Moving the entire Bright Coop through the controlled atmosphere stunning eliminates stressful shackling of live birds. The system was well designed and will be easy to maintain.

The video of the induction of anesthesia showed clearly that increasing CO₂ slowly in stages resulted in birds that had a very mild reaction. There were absolutely no escape movements where the birds attempt to get out of the container. The video you showed in the conference room should be used as a training video for auditing.

Temple Grandin

Professor of Animal Sciences
Colorado State University



WITHOUT HUMANE-AIRE

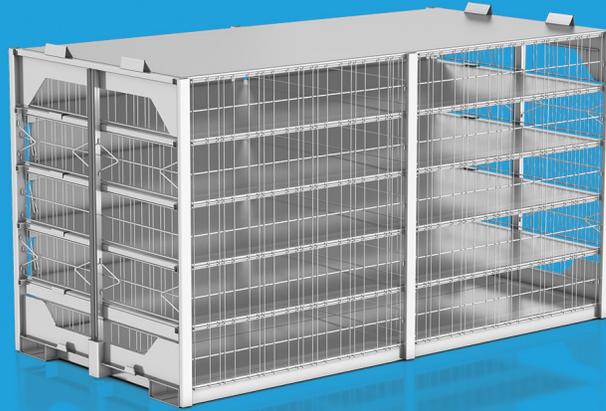


WITH HUMANE-AIRE

BETTER QUALITY PRODUCT, FASTER TURNS

Due to reduced stress and handling, meat from Humane-Aire birds have fewer blood spots and improved color.

BRIGHT COOP OFFERS HANDS-FREE CAGE LOADING EQUIPMENT



Humane-Aire

Humane-Aire is a registered trademark of Midway Machine Technologies. Founded in 1987, Midway Machine Technologies serves the food industry with automation system design and building. A knowledgeable team of engineers and tradesmen provide engineering, fabrication, assembly, installation and parts. Midway has built many food processing systems, including the Humane-Aire CO₂ gas-stunning system in use at many poultry producers today.

Bright Coop, Inc.

Since 1951 Bright Coop has been at the forefront of live bird transportation and handling through innovative ideas “brought to life” by its’ experienced team of engineers and craftsmen. In 1979, Bright revolutionized the poultry industry by becoming the first to manufacture and distribute a more modern way of transporting and unloading chickens at the slaughter plant. This system remains as the predominant method used in the U.S.A. and Mexico. Most recently, Bright Coop has teamed with Midway Machine Technologies in Zeeland, Michigan, to manufacture and distribute the fully automated “Bright Coop/Humane-Aire Controlled Atmosphere Stunning System. Bright Coop takes pride in being recognized in the poultry industry as the “One Stop Shop” providing trailers, forklifts, automated loaders, transportation cages and unloading systems.

Be Bright. Buy Right. Buy Bright.



Cage Unloading System

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Humane-Aire®

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