

MOY PARK CASE STUDY

AGRI-FOOD HORIZON PANEL



DR. KEN BAIRD

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Q. When was the company established?

A. The company started as Moygashel in 1943, with interests in many aspects of farming - dairying, potatoes and egg production being amongst them. It is now Northern Ireland's largest food processing company and one of Europe's leading poultry businesses with over 7,000 employees and operations based in Northern Ireland, Great Britain and France.

Q. Is the company privately owned?

A. Moy Park is privately owned. The parent company is OSI Group LLC which has Headquarters in Chicago, USA.

Q. What areas of research is your company currently working on?

A. We are constantly working on both product and process development in order to enhance product value for the customer. We are involved in many areas of R&D, including renewable energy; waste minimization; chilled supply chain; chicken flavour; traceability; forming technology; sliced chicken meat and snack development. Other areas included market research (we are one of the most intensive

users of EPOS data); animal welfare and productivity; nutrition and feed formulation/efficiency.

Q. How many people are involved in research?

A. It is difficult to enumerate as research and development is part of many individuals remit but is not actually a full time job.

Q. How qualified are they?

A. Our researchers are qualified up to PhD level and there are some with over 20 years service in the industry.

Q. Do you export your products and to where?

A. Principally across Europe; but we also export a few raw materials as far as China.

Q. Do you envisage increasing your investment in research over the next five years? If yes by how much in real percentage terms?

A. Research, product and process development and innovation are key to the future success and development of the business but it is difficult to quantify in this fast changing business environment.

Q. What would you like to see coming out of the MATRIX panel?

A. A framework and infrastructure which supports, encourages and develops businesses which are world-class in what they do, and which encourages cross-sector co-operation where universities and academics become much more involved in local business and industry. In addition, a mechanism to provide seed funding of such.

Q. Do you work collaboratively with other companies in Northern Ireland, Ireland or GB?

A. We work collaboratively in all three jurisdictions but to limited degrees. We are willing to work collaboratively with competitors in areas where we do not compete, throughout the supply chain. This can be either directly or through independent research organisations. We have been collaborating with companies for many years but to a limited degree.

Q. Have you had any spin offs from your own company?

A. Yes, TraceAssured, a food traceability service. In addition, a patented on-line maturation process for poultry carcasses, which substitutes for carcass ageing, and is now sold to 3rd parties.

