



Long tradition in the poultry business

**60
years**



Bogdan Moskal - vice-President and Marek Jurkiewicz - the President of RES-DROB Sp. z o.o.

A poultry processing plant RES-DROB is celebrating its 60th anniversary this year. Polish customers already delight in the taste of the company's chickens, but due to the continuous investments into technology and the compliance with the world norms, Res-drob is able to export products to most European countries, where it's also gaining ground. It aspires to be the most progressive, professional and innovative poultry supplier in the whole European market.

The company's efforts into providing healthy and tasty chicken meat have already been appreciated by customers and experts.

Improvements over the years

The roots of RES-DROB date back to 1951, when it was a state-owned enterprise specializing in merchandising eggs, poultry and feathers, processing and preserving eggs, slaughtering poultry and processing feathers. Over the years the company changed its name and merged with similar enterprises situated in Jarosław, Sanok and Dębica. Moreover, the plant underwent numerous modernizations, including the one of the slaughterhouse in 1979, or the poultry cold store in 1992. One of the crucial moments in the company's development was the assembly and launch of a new automatic line for the chicken slaughter, which can produce an output of 6000 items per hour. In 2001 the plant was purchased by GAJM, Jan Jurkiewicz, and the name was changed into Rzeszowskie Zakłady Drobiarskie RES-DROB Sp. z o.o. Marek Jurkiewicz became the president of the company, which was followed by a new phase of development. However, the beginnings weren't easy because previous owners went bankrupt and didn't pay the farmers, which shook the company's image. The new strategy focused on adapting the plant to the stringent EU requirements, which yielded important results in the long run. Res-drob was certified by the European Union in 2005. At that time the company started concentrating on basic areas of activity, i.e. the purchase, slaughter, cutting up and package of poultry. Such a long tradition and experience in the food service industry indicate that Res-drob can meet consumers' expectations in terms of safety and quality of products.

Building a strong brand through quality

Throughout all its years of activity, the company managed to earn a good reputation, build a strong brand and become one



of the leaders in the sector of the chicken production, slaughter and sale. What factors contribute to the company's success? First of all, it's the highest quality of the raw material. In order to guarantee the best possible end products, chicken broilers are sourced from specialized poultry farms which comply with all EU regulations and norms. 95% the farms are located in the Podkarpacie region, which is characterized by lack of heavy industry, clean water and fresh air, thereby creating perfect conditions for poultry farming. Prior to slaughtering, each farmer delivers a valid poultry health certification issued by a veterinary surgeon who supervises the farm. Res-drob has a proof that the fodder given at the end of breeding cycle is free from any antibiotics or other supplements. Moreover, the quality of end products can be achieved by employing only state-of-the-art technology, e.g. air cooling system, which is preferred by the European Union authorities. The system ensures the achievement of required temperature +4°C and prevents absorption of any extra water. Both slaughtering and processing are conducted under constant veterinary supervision. Due to tight quality control throughout the production process as well as the implementation of quality control systems – HACCP and BRC, the clients of Res-drob can be sure of the food safety, which additionally contributes to the company's overall success and popularity. Marek Jurkiewicz, the President of Res-drob admits that quality is highly valued: „As a company with long experience in the poultry industry, we especially cherish quality. Thanks to that our brand gains trust and recognition not only in Poland, but also in foreign markets.”

People – the greatest value

Apart from modern and efficient production lines, low cost of production and permanent suppliers, it is an experienced staff working in Res-drob that constitutes its strategic potential. The employees are highly experienced and all of them have much

to contribute. If it hadn't been for their devotion and creativity, Res-drob wouldn't be where it is now. The company's slogan used to be "1000 years of common experience", since 50 people employed at that time had more than 20 years of experience in the poultry branch under their belt, which, after multiplication of the numbers, resulted in 1000. Owing to the dynamic development, Res-drob enjoys great popularity among the best workers of the meat industry. At the moment the company is employing 230 people, both young and older ones, who support each other by sharing their experience. All the employees are guaranteed stable working conditions, friendly atmosphere at work and a wide range of staff trainings which raise their professional qualifications. The company is also giving its staff an opportunity to attend various cultural events, such as theatre and cabaret performances or film screenings. Thanks to the dynamic development, Res-drob can create new jobs.

Market tendencies closely monitored

Since the chicken is considered a healthy product, there has been a growing tendency in European or Asian countries to consume this kind of meat. Thanks to the changes in people's eating habits and their heightened nutritional awareness, more and more of them pick poultry instead of pork. This is a great chance the company can take. Res-drob is the biggest plant slaughtering and cutting meat in the Podkarpacie region and one of the biggest in the country. During one shift 60 thousand of chicken broilers are slaughtered, and the company is planning to raise the number. It is also striving to attract customers by introducing market novelties – "In order to anticipate clients' needs we are introducing the products packed on the styrofoam trays and in plastic containers, which are going to be provided with the company's logo. It has an additional ad-





vantage – clients will know they're choosing the products of our company, and not just any, ordinary chicken.. If they're satisfied, they will turn to our products again," said Bogdan Moskal, vice-President of Res-drob. The company closely monitors market changes and explores client's needs also by participating in various fairs such as SIAL in Paris in 2008 and 2010, Dusseldorf InterMeat in 2008 and 2010, IFEFoodapest in Budapest in 2008, Polagra – Food and Poleko in Poznań in 2008, or IFE in London in 2009. During such food shows the company can successfully promote its products abroad. Currently they are targeted at various markets such as France, Germany, Great Britain, Ireland, the Czech Republic, Slovakia, Bulgaria, Romania and Vietnam. The company cooperates with 320 recipients in the country and abroad and the export sales are rising.

What singles them out on the market?

As the owners underline, today Res-drob should be associated with healthy products of high quality as well as freshness, competitive prices, systematic deliveries. Undoubtedly, Res-drob can be called a specialist in its branch, as it meets world standards and comes up to expectations of customers, whose number is still growing. Res-drob is also characterized with an innovative approach to production, because it strives to introduce various improvements enhancing the production process and its efficiency. They key to gaining an advantage over other companies lies not only in the skill of slaughtering the chicken, but also in cutting it up into pieces. Another essential competence is putting the chicken into individual packages, which prolongs the product expiry date, thereby making

it more functional. The products are manufactured not only in safe conditions, but also in harmony with the environment. As an environmentally-friendly company, Res-drob sorts out recyclable waste, e.g. waste-paper and plastic. As for the waste harmful to the environment, such as bulbs, oils and lubricants, as well as the by-products of the production process, they are secured and safely utilized.

Aspirations for the future

The company's efforts into providing healthy and tasty chicken meat have already been appreciated by customers and experts. The major achievement was to get BRC (British Retail Consortium) and IFS (International Food Standard) quality certificates. Five years ago Res-drob was at the end of Polish poultry plants and at the moment, taking into consideration the scale of production, it is in the top ten. In the next five years it would like to be one of the best three poultry plants. In 2009 Res-drob was nominated for the Business Gazelle award („Gazele Biznesu") and in 2010 it was classified 33 in the prestigious ranking by the Puls Biznesu magazine for being a fast-developing company. The plans of Res-drob include further expansion and modernization of the plant. According to Mr Moskal, the ultimate success would be to feed all Poles and people abroad and to create a chain of the most efficient processing plants of the broiler chicken in Poland and Europe.



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