

foodmate

# InsideTrack

Poultry processing trends and innovations

2018  
Spring Edition

Experience...  
Latest innovations  
in dark meat deboning  
and cut-up systems  
displayed daily at the  
Foodmate Inspirience Center



**MEET ULTIMATE,  
THE INTELLIGENT WHOLE LEG DEBONER**  
WHOLE LEG DEBONING WITH SURGICAL PRECISION



FOODMATE CUT-UP AND DARK MEAT DEBONING SYSTEMS  
EXCEPTIONAL YIELDS. NO BONES ABOUT IT.

**2018**

08

ULTIMATE Whole Leg Deboner  
Exclusive X-Ray Measurement System  
6,000 legs per hour

14

OPTI Thigh Deboner  
Now with Kneecap Remover (KCR)  
6,000 thighs per hour

16

CUT-UP SOLUTIONS  
Complete range of Cut-up  
Solutions



# SPRING IS IN THE AIR

As snow and ice slowly disappears we can't wait for higher temperatures and sunshine. We hope you will enjoy reading the sunny spring edition of the Foodmate Inside Track.

At Foodmate we expect a bright 2018, building on the successes we achieved in 2017.

To name some: Successful introduction of the Ultimate Whole Leg Deboner;  
Start construction of the new head office;  
Foodmate US ranks no. 885 in inc. magazine fastest growing private companies.

The Ultimate whole leg deboner has already have a foothold in the industry and the expectations are high for this year based on the positive feedback we received from our customers. You can find a detailed topic about the whole leg deboner on pages 8 until 13.

We are also excited about moving to the new headquarters. The expectation is that we will move to our 12.000 square meters new facility in June. The building is equipped with state of the art machinery, sufficient manufacturing space and a well-conditioned environment for our employees.

A 500 square meter "Inspirience" and training center will allow customers to test our machines with or without their own product. The latest versions of our cut up and deboning solutions will be available in our training center. On page 4 and 5 you will find an impression of our new building.

Due to the success of our cut up and deboning solutions in the US our office in Ball ground (GA) was listed in the inc. magazine fastest growing private companies, compliments to our US team.

Besides continuing the success of 2017, in 2018 we will surprise the industry with new innovations on cut up and deboning and we expect to make new market introductions in the 3rd quarter of this year.

As Foodmate wants to be close to our customers we will participate in numerous exhibitions all around the world. We already had a successful IPPE (Atlanta) and VIV MEA (Abu Dhabi) and we will exhibit this year in Germany (Anuga FoodTec) and the Netherlands (VIV Europe) and many other countries. Please see our website for more information.

In conclusion we can say that spring is in the air for Foodmate and exiting times are ahead. We hope you enjoy reading this Inside Track Spring edition and we are looking forward to meeting you in person in our new office or at one of the trade shows.

David



## THAIFOODS GROUP PUBLIC COMPANY LIMITED (TFG)

ThaiFoods Group (TFG) is one of the top three leading companies in poultry, swine and the animal feed industry in Thailand. TFG produces fresh and frozen chicken as well as further processed chicken products, live swine, pork parts and animal feed. The company supplies fresh and frozen chicken parts to their domestic market and export markets including Europe, Japan and Malaysia. TFG's total revenue in 2017 is estimated to exceed 25,000 million Baht or 644 million Euro. TFG is publicly listed on the Thailand Stock Exchange and currently supplies 500,000 birds per day at four processing plants located in Thailand.

Due to the continued high growth of TFG in the frozen and cooked poultry markets, TFG is investing in a highly automated poultry processing line to be supplied by Foodmate. Foodmate has been selected to provide the latest technology on evisceration, portioning, grading and deboning. Further, the systems to be supplied include the latest innovations such as the MAX6000 breast deboning system and the ULTIMATE whole leg deboning system.

*"We need to supply superior quality products to highly demanding export markets such as Japan and Europe. We have been considering several suppliers and concluded that Foodmate systems are the best to fit our high quality and high efficiency demand."*

MR. KUKIATTINUN, COO OF THAI FOODS GROUP.

## "FOODMATE IS VERY PROUD TO BE AWARDED THIS MAJOR PROJECT IN THIS REGION."

DAVID HAZENBROEK, PRESIDENT AND FOUNDER OF FOODMATE B.V.

"As a company, we have been concentrating a lot of attention to the Asian market over the last five years. The current consumption of poultry meat is already huge and still growing. In Asia, the requirements on portion control, quality of cuts and type of cuts are so much different than in other parts of the World. The overall quality requirements are so much more stringent as well. Being rewarded with this huge project at TFG shows that Foodmate is ready to serve this growing and sophisticated market. The Foodmate reputation is widely known around Asia.", says Mr. David Hazenbroek

"As TFG is one of the major players in the South Eastern Asian market, we have to deal with rising labor shortage and higher labor costs", says Mr. Chirdsak Kukiattinun, COO of Thai Foods Group. "As a result, we decided to invest in the latest automation technology by Foodmate. We also need to supply superior quality products to highly demanding export markets such as Japan and Europe. We have been considering several suppliers and finally concluded that Foodmate systems are the best to fit our high quality and high efficiency demand", concluded Mr. Kukiattinun.



SUCCESS STORY  
what our customers are saying







FOODMATE EXPANSION | UPDATE

In July 2017, the construction of the new Foodmate headquarters started in Numansdorp, The Netherlands (20 km South of Rotterdam).

The new building will consist of office space for all departments, including: factory/assembly area, R&D department, showroom, storage and parts warehouse. The building is being built on 27,000 square meter of land where the building itself will be 150 meters long and 75 meters wide (11,250 square meter). With the addition of an entry way and reception area the total floorspace will be over 12,000 square meters.

“The aim was to construct a very transparent building in terms of having a very open office space, a visible connection between production and office by using glass and light colors”, says David Hazenbroek. “Also, we focused on having a building that gives us flexibility in the future to be able to adopt to growth and future needs. The way the building is being shaped, it is like a box with a lot of glass in most areas of the building to allow natural light and an open sense to foster collaboration. We believe in teamwork and it is important to have a connection between the office and the assembly area where assembly and productions takes place”, continues David.

From an environmental perspective, many features have been implemented in the design. For heating the whole building (factory and office), the building is equipped with heated floors and while this type of heating is a higher initial investment, the return is lower power consumption. The design included a lot of glass on the North side of the building to provide natural daylight with any other supplemental lighting provided from efficient LED lighting.

Another unique feature is the roof of the factory which is equipped with “Northern light segments”. This type of light provides substantial light, but prevents too much direct sunlight into the building. The outside building panels are made from a special material and very well isolated. Since the official so called “1st paal” ceremony, the first underground pole has been driven deep into the ground and construction has been moving along quickly. The aim is to be fully operational by June 2018.

You can view the progress by checking our website which features a live web-cam of the construction | [foodmate.nl](http://foodmate.nl). Every week, a new short video compilation is uploaded that shows the latest developments week by week.

We look forward to meeting you one day in our new headquarters!



*“WE ARE PROUD OF OUR ACCOMPLISHMENTS SUCH AS OUR NEW HEADQUARTERS BOTH IN THE U.S. AND THE NETHERLANDS. BUT WE ARE EVEN MORE PROUD OF THE RELATIONSHIPS WE BUILT WITH OUR CUSTOMERS ALONG THE WAY. NONE OF THIS AMAZING GROWTH WOULD HAVE BEEN POSSIBLE WITHOUT THE SUPPORT OF OUR CUSTOMERS AND EMPLOYEES”.* SCOTT & DAVID HAZENBROEK



MR. JACK HAZENBROEK, THE INSPIRATION TO HIS SONS,  
THE FOUNDERS OF FOODMATE



HELLO JACK, LET’S START WITH THE GENERAL QUESTION...HOW ARE YOU DOING?

I am doing fine. I feel healthy and I am very motivated in the exciting times we are currently in.

YOU ARE AT THE AGE OF 75, WHAT IS YOUR SECRET TO BEING SO STRONG AND HEALTHY AT THIS AGE?

First of all, a balanced lifestyle is essential. But I believe that keeping up with young people and

keeping busy is the most important ingredient of feeling young. I am in a fortunate position to do things I like, and that I am around people who are ambitious and willing to go the extra mile.

CAN YOU TELL US HOW YOU GREW INTO THE POULTRY INDUSTRY?

At a young age I got involved in the poultry industry. My parents had a small sized slaughterhouse and in the daily fresh markets we would sell chickens. Those were difficult times and the entire family was working hard to make a living. In those days, everything was done manually and maybe that shaped my ideas to automate poultry processing and make work easier. After immigrating first to Australia and then to the United States (what I wanted since a little boy) and working in poultry processing plants, I got involved with the equipment business. First as a dealer of equipment for an American company and later by starting to produce my own equipment.

CAN YOU TELL MORE ABOUT WANTING TO GO TO AMERICA?

Yes, as a young child I already knew I wanted to go to America. In those days, the perception of traveling and going somewhere was quite different than today. There was something that fascinated me about America. Looking back, I can say it was a good decision. I found my wife in America and it gave me many things and a lot of success in life. Today I still like to be in America - There is something there that gives me good vibes and energy.

YOU ARE ONE OF THE PIONEERS IN THE INDUSTRY, CAN YOU TELL MORE ABOUT THE EARLIER DAYS?

Yes, it is right that I was one of the pioneers of automation in the poultry industry. Together with some of my old competing colleagues and, of course, our customers we built a nice industry and changed poultry processing. Looking back to the end sixties and the beginning of the seventies the industry changed a lot. I can say without hesitation that we (my colleagues and I) have contributed to that. Always keeping an eye on innovation and trying new things that changed the future. And I still believe in that for the future. One of the quotes I use a lot “ Many things are not here, because no one tried it yet”.

In the early days the line speeds were totally different and the way chicken was sold, was also totally different. A 3,000 bph processing line was something spectacular in those days and only a few chickens went to cut-up. Quickly, the market started changing as demand for poultry meat grew and the consumer and retail markets started selling chicken parts such as wings, breast meat and leg parts. Another change was the growing fast food industry.

NOWADAYS THE MAIN SUPPLIERS OF EQUIPMENT FOR THE POULTRY INDUSTRY HAVE DUTCH ROOTS. WHAT CAN YOU SAY ABOUT THIS?

I agree. The market is dominated by a couple of suppliers with mainly Dutch roots. However, I disagree to say that automation started in the Netherlands. In the early days, there were a couple of American companies that were active in this industry. Most of them are not around anymore. Looking back at even some of today’s technology, some of them were originally founded in the United States a long time ago. Also looking back at patents you can find interesting innovations. However, the Dutch, including myself, also became active in this industry because of the fact, that in the seventies we already had difficulties with labor - which drove us to advance automation. The Dutch international trading genes are also of influence. It is nice to see that a small country took a leading position in this industry.

YOUR SONS ARE RUNNING FOODMATE, WHAT DO YOU FORESEE AS THEIR BIGGEST CHALLENGE?

You see, they are active in a great and unique industry. An industry that still is growing around the world and the level of automation is getting higher and more complex. If the company stays innovative and service minded I foresee a great future for them. The biggest challenge for them will be, as in many sectors, good skilled employees that are fully dedicated. That, I think, is the biggest challenge that companies in the technical sector are facing nowadays. To get and keep your employees, you need to provide them very good working conditions and not just only a salary. It is becoming so important to motivate them and provide them a very nice working environment.

Another thing that is increasingly important are the methods around constructing a machine; the safety regulations, all the documentation and all the bureaucracy is not making it easier to run a company.

AS WE SPEAK, THE NEW FOODMATE HQ IS UNDER CONSTRUCTION. WHAT IS YOUR ROLE IN THIS?

(Little laugh)... Well people who know me well enough know that I love constructing and building. This is a part of my life. I love these kinds of things and

I can say that I learned quite a bit about it over the years.

For the new building, I like doing a lot of stuff in the background. I do it with passion and love. My son David knows this and is happy to let me do it, as he is always busy traveling for the company. What I worry about is what’s next once construction is completed....

JACK, WE CAN TALK FOR HOURS AND THERE ARE MANY THINGS YOU CAN SPEAK OF, BUT IS THERE ONE THING YOU WANT TO SAY OR HIGHLIGHT?

Again, I want to highlight that we are operating in a great worldwide industry and in this industry I have met many very nice people that all share a passion and dedication for this industry. I am very thankful for that and I feel blessed to be a part of this. As mentioned before my sons are heading to a great future as long as they keep some key values alive and stay innovative at all times. And last, but not least, I didn’t accomplish this all by myself. I had a family that always supported me and I had great people around me - working for me. I am proud of what both my sons achieved. My son David is taking care of the Dutch operation and is responsible for the worldwide market and my other son, Scott, for the great company and organization he has built in the United States. Keep on going!!

Jack Hazenbroek was the recipient of the VIV Meat Personality Award 2014. Jack Hazenbroek, was the creator of the poultry processing systems company, Systemate Holland. He remembers as a five-year-old boy, helping his father take chickens to the market. Later, he worked in processing plants and on farms in Australia and the US before returning to Holland to start his own machinery company.

“ For me, the attraction of the poultry business has always been the people involved in it. Even as the business evolves, the people in it are still the best part.”  
- Jack Hazenbroek



Mr. Jack Hazenbroek being presented with the VIV Meat Personality Award 2014.



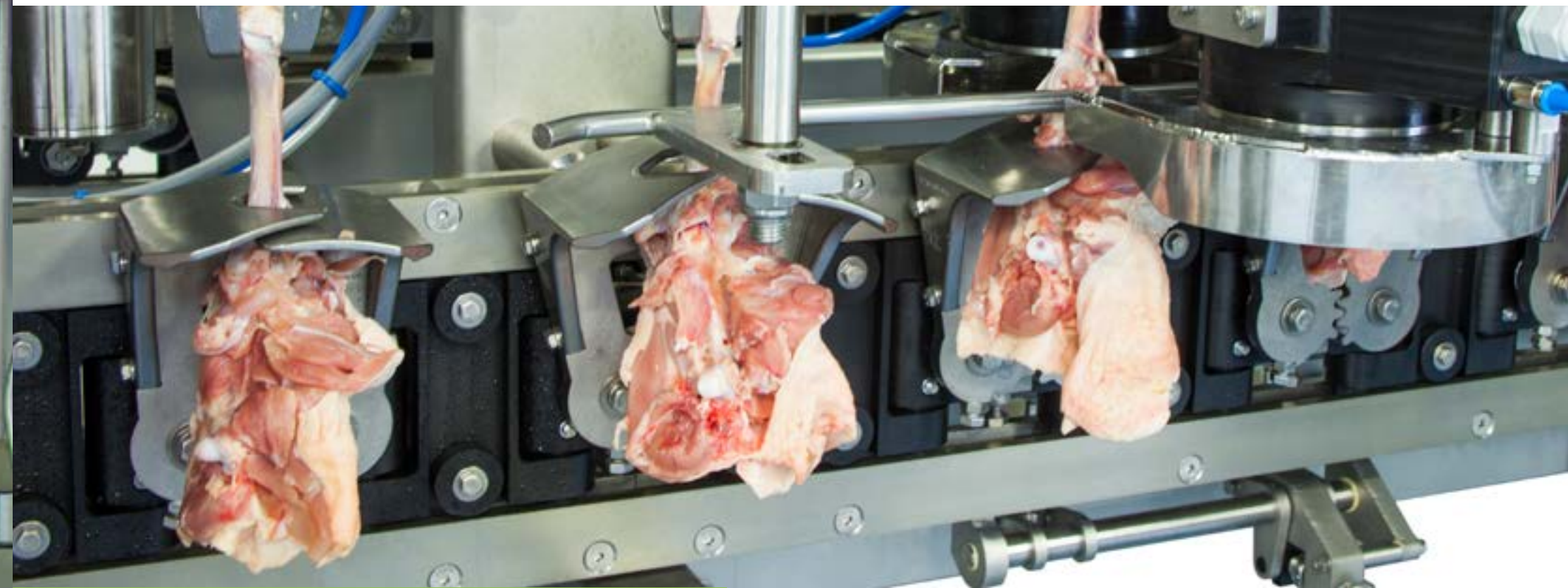
## WHOLE LEG DEBONING REDEFINED | MEET THE ULTIMATE



### ULTIMATE WHOLE LEG DEBONER

#### WHOLE LEG DEBONING WITH SURGICAL PRECISION

THE FOODMATE ULTIMATE WHOLE LEG DEBONER MARKS THE INTRODUCTION OF A NEW GENERATION OF POULTRY DEBONING EQUIPMENT, BRINGING A COMBINATION OF DURABLE MECHANICS AND CUTTING-EDGE TECHNOLOGY IN AUTOMATION ENSURING THE HIGHEST POSSIBLE YIELDS. THE ULTIMATE DELIVERS WITH PRECISION AND OFFERS THE FLEXIBILITY OF MULTIPLE CONFIGURATIONS: LEFT, RIGHT OR BOTH LEGS.



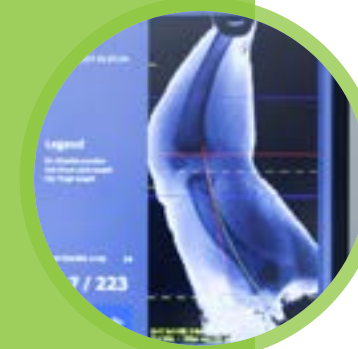
### SIZE NO LONGER MATTERS

Introducing the ULTIMATE  
Whole Leg Deboner

The new ULTIMATE Whole Leg Deboner uses an *X-Ray Measuring System* to precisely measure each leg, using this data the machine automatically adjusts for each leg in real time at a speed of 6,000 legs per hour. The X-ray allows the machine to cut at surgical precision around the knee joint, leaving the kneecap attached to the bone ensuring very high yields and minimum labor during trimming.

That's right, the guessing game is OVER!

ULTIMATE  
The Intelligent Whole Leg Deboner



#### ADVANTAGES

- ➔ UNMATCHED YIELDS
- ➔ AUTOMATIC J-CUT STATION
- ➔ USER-FRIENDLY CONTROL PANELS
- ➔ PROVIDES SIGNIFICANT LABOR SAVINGS
- ➔ OUTPUT SPEED OF 6,000 LEGS PER HOUR
- ➔ HANGING OPTIONS FOR LEFT, RIGHT OR BOTH LEGS
- ➔ X-RAY MEASUREMENT SYSTEM PROVIDES:
  - PRECISE CUTTING
  - KNEECAP DETECTOR
  - INDIVIDUAL SIZING FOR EACH LEG
  - AUTOMATIC SHACKLE ADJUSTMENT



#### FINAL PRODUCT

ULTIMATE delivers exceptional yields

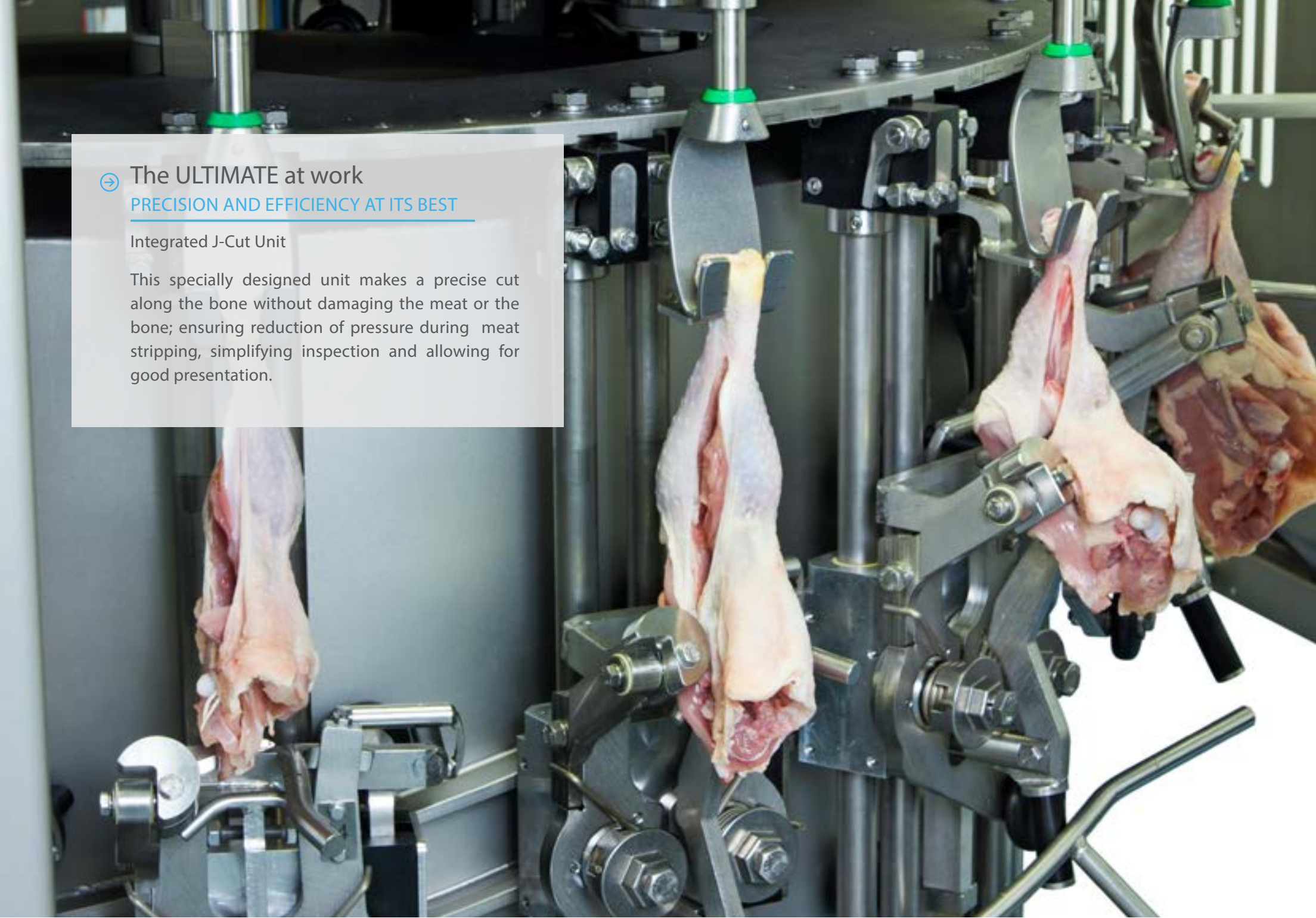


# ULTIMATE, WHOLE LEG DEBONING WITH SURGICAL PRECISION

This machine is a total game changer when it comes to whole leg deboning technology. The ULTIMATE measures each leg and makes precise cuts based on the feedback it gets from the X-ray unit.

That's right, the guessing game is OVER!

# EXCEPTIONAL YIELDS. NO BONES ABOUT IT.



## The ULTIMATE at work PRECISION AND EFFICIENCY AT ITS BEST

### Integrated J-Cut Unit

This specially designed unit makes a precise cut along the bone without damaging the meat or the bone; ensuring reduction of pressure during meat stripping, simplifying inspection and allowing for good presentation.



**CUSTOMER**  
Fieldale Farms

**FOODMATE EQUIPMENT**  
ULTIMATE

**SCOPE**  
Equipment Testing

*"We want to thank Fieldale for their trust and support and the business they have awarded us."*

SCOTT HAZENBROEK

### FOODMATE ULTIMATE END RESULTS

Fieldale Farms is a family business, still owned by its founders, but has grown to become one of the largest independent poultry producers in the world. The Murrayville plant operates two shifts and produces around 1 million pounds of boneless leg meat per week for its customer Chipotle.

Last year during IPPE 2017, Foodmate and Fieldale started conversations about their plans to expand the leg deboning operation and how it is becoming increasingly difficult to meet their weekly production goals due to the tight labor market. Therefore, as part of Fieldale's expansion plans to help overcome labor issues was to find new technology and suitable automation to help improve yields.

"Last year during IPPE 2017, Foodmate US owner, Scott Hazenbroek showed us a video of the prototype whole leg deboner they were working on and it showed a lot of promise. We told Scott if Foodmate had the need of a test location, we would be happy to work with Foodmate and offered the Murrayville plant as a testing facility." - said David Rackley, Plant Manager, Murrayville Complex.

Based on that invitation, Foodmate installed the ULTIMATE Whole Leg Deboner in November 2017 and started testing and fine tuning the machine. After two weeks of getting the machine dialed in, Fieldale started running the machine in full production during two shifts and 5 to 6 days a week.

"Bringing the machine into a test location where they actually run four leg deboning lines was a great opportunity for us to compare our results against Fieldale's current process and to learn more about the ULTIMATE's performance and technical aspects. In addition, we were able to get great feedback from David and his team so that we could incorporate any potential design changes they suggested." - said Scott Hazenbroek.

For a new and unproven machine in a US production facility, the installation has gone well with no substantial technical issues that have presented itself since the machine has been running.

Fieldale's main goal for the new equipment is to reduce labor and improve yields and after running the machinesinceNovember,Fieldaleisveryconfidentthat the machine is a big improvement over their current process and it will help them with their challenges. This success has led to the decision of purchasing the machine used in the testing as well as 3 additional machines, all to be installed once Fieldale's planned building expansion is completed in August.

"It was a very easy decision to make, the equipment appears to be extremely reliable and despite the fact that it uses cutting edge technology such as the X-Ray Measuring System, it is a simple machine to operate and maintain. The most important thing is to keep the blades sharp. We attribute the consistent results and high yields to the X-Ray Measuring System. Previous technology always required to find the best middle of the road setting, was labor intensive and required skilled people to operate. The ULTIMATE measures each leg and makes precise cuts based on the feedback it gets from the X-ray unit. This machine is a total game changer when it comes to whole leg deboning technology. Scrape tests are showing an average improvement of 33 grams per whole leg compared to our current process and we fully expect to have staff headcount reduction by 100 once the new machines are installed." - stated David Rackley.

Foodmate's relationship with Fieldale started when the Cornelia plant started looking at thigh deboning solutions. This was the beginning of what has become a fruitful relationship for both companies. The success of the thigh deboners has led to the order of 3 OPTI Flow Cut-up Systems, and now, the purchase of 4 ULTIMATE Whole Leg Deboning Systems.



User-friendly touch-screen gives real-time production information.



### X-Ray Measuring System Precise measurements for precise cuts

The ULTIMATE uses the latest X-ray technology to precisely measure each whole leg, allowing the machine to cut with accuracy around the knee joint, leaving the kneecap attached to the bone and ensuring very high yields and minimal labor during trimming.



SUCCESS STORY  
WHAT OUR CUSTOMERS ARE SAYING





## MEET THE ULTIMATE TEAM

THE BRAINS  
BEHIND OUR  
INTELLIGENT  
WHOLE LEG  
DEBONER, THE  
ULTIMATE, GIVE  
US AN INSIGHT  
ON R&D AND  
INDUSTRY  
TRENDS

The IPPE 2018 is an official platform to showcase Foodmate's latest developments, and this year, we are launching the ULTIMATE Whole Leg Deboning System. The ULTIMATE is a revolutionary machine, utilizing X-ray technology as it has never been used before in the industry. We invite you to meet the people behind this masterpiece equipment. Although there is an entire team involved in developing new equipment, Dirk Stooker and Juul van den Berg are ULTIMATE's leading drivers, in charge of bringing the idea from conception to a highly successful production-ready product.



### MEET DIRK STOOKER

Dirk is one of those guys that wakes-up in the morning and tells himself while he is preparing for the day "Yes...I've got an idea and I know how it needs to look." After he arrives at work (the Foodmate R&D department), he starts doing his thing, getting excited about gathering materials together and to start testing his ideas. By the end of the day, he is on a notepad designing and demonstrating his ideas to the management team....And so, a new development is born. Of course, it does not always work like this and it's obviously a much-abbreviated description of the process, because it is not as simple as it sounds. But the main point is that at Foodmate, there is room to explore your creativity. In fact, we encourage it!

Dirk has been in R&D for over 25 years, and with Foodmate for the last nine years. A combination of acquired learning, creativity, and daily hands-on concept development and testing, gives Dirk a sense of knowledge and expertise that only a few people in the industry have today. Dirk has been the father of some of the big success stories at Foodmate, such as the OPTI Dark Meat Deboning Systems. Always with full passion and dedication, Dirk never shies away from a new challenge and always takes care of his "child" through all stages along the development process and remains involved until the first series of machines are rolling out to the first customers.

Dirk has one another big passion, and that is soccer. In his young days, Dirk was a talented player and even played in the Dutch first division. After a few years as-as a soccer player, Dirk got involved as a trainer and coach for some local soccer teams. And to this day, he dedicates time to strategic functions for his local soccer team.



### MEET JUUL VAN DEN BERG

Juul started his engineering career at Foodmate in 2010, soon after graduating from the HTS (High Technical College). From the beginning, Juul showed he had a keen eye for new technology. Shortly after joining the Foodmate team, Juul was transferred to the R&D department, in a position where he could be creative and work on new technology from an engineering point of view.

One of the first developments Juul worked on was the WTSWeighing Transfer Machine and shortly after, on the all-new buffer transfer system. Juul has a curious mind and thinks out of the box in a way that not many people can. Once the idea of the ULTIMATE Whole Leg Deboner was born, we already knew that a critical element of this new development should be the ability to measure each leg individually. Juul and the team decided that the X-ray technology would make a significant difference in mechanical solutions and set an entirely new standard in whole leg deboning.

Juul then took it from there and started researching X-ray technology and ways in which we could integrate this technology into a machine. Then the next step was gathering the data from the X-ray image and develop a software system that would process and sort the data.

Juul is a young and creative engineer who can think outside of the box. Besides being behind his desk and in his computer drafting a new development, Juul enjoys just as much being on the floor and working on the equipment. Juul also travels with first prototypes that are tested in the field, to troubleshoot initial concepts and to optimize the system. Juul is the father of two small kids, has a broad interest in technology trends, and loves working on projects around the house.

Given his background, Juul was responsible for the engineering part of the ULTIMATE, from a prototype to a production ready machine. And together with a team of dedicated engineers and in close collaboration with Dirk, a real masterpiece of intelligence got developed.



## Q&A | WE SAT WITH DIRK AND JUUL FOR A SHORT TALK AND A GOOD CUP OF COFFEE...

### WHAT ARE YOUR THOUGHTS ON THE DIRECTION OF POULTRY AUTOMATION IN THE NEXT 10 YEARS?

**DIRK:** In the future we will follow the automotive industry utilizing less people and more robots, which will take over many of the repetitive and mundane tasks from the employees. Modern processing plants are very hygienic and are pursuing full automation and high yield with as little labor as possible.

**JUUL:** Yield and reduction on man hours are the two most important aspects. I expect that we will treat each product individually by sizing to obtain the highest yield like we do with the ULTIMATE. I also expect that robots will be taking over many of current manual operation in the industry in 10 years' time. The general opinion is that such electronics are not suitable for the processing plant, but the technique is developing rapidly.

### WHAT IS A BIG CHALLENGE FOR THE INDUSTRY?

**DIRK:** The current way of growing and transporting live stock. I think that the future processing plants will be "All in One". They will have all aspects of the industry in one location, from the grow out of the chicks, to processing and storage. No more transport of live animals will be necessary. The whole process will be centralized in one location and set up as ultra-modern processing plants as big as a small village.

**JUUL:** All poultry processing equipment is getting increasingly advanced. The challenge is to design the operation side of the machine as simple as possible, so the operator will always be able to work with (and on) the machine. We cannot expect the customer to hire high qualified personnel to operate a too complex machine.





DARK MEAT DEBONING SOLUTION

NEW OPTI THIGH DEBONER  
WITH KNEECAP REMOVER (KCR)

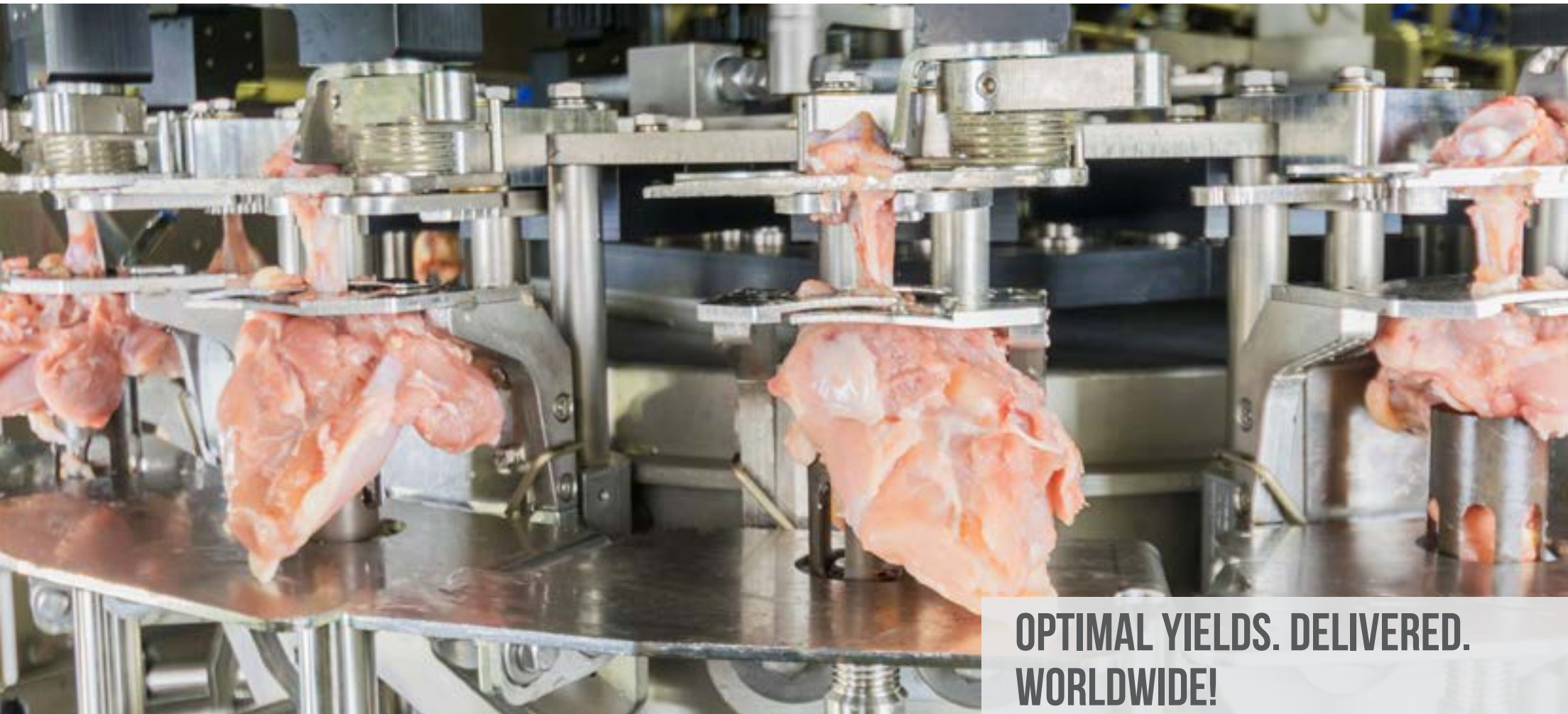
Foodmate developed the Kneecap Remover (KCR) feature for the OPTI Thigh Deboner, as a solution to address staffing issues with the trimming of cartilage that stays on the meat after deboning. Due to an increasingly tight labor market, it is becoming more and more difficult to staff the trim tables and control trimmers' performance; which can ultimately, in turn, represent a loss in product quality and yield.

The OPTI Thigh Deboner has been a very successful machine, with over 200 satisfied customers reporting significant yield improvement. The OPTI TD's innovative scraper design and tendon cutting system give the meat a hand-cut appearance

without shattering the bones. Adding the automated KCR does not impact meat quality and yields are very similar or sometimes even better than operations that manually trim.

The KCR can be installed on existing machines, or it can be integrated into a new thigh deboner. It is located underneath the meat scrapers and is cam and gear operated. Each meat scraper has a circular blade that comes from underneath the thigh bone to cut the tendons around the knee joint. After the tendons are cut, the meat scraper pulls the meat off the bone while leaving the kneecap attached to the bone.

KNEECAP?  
WHAT  
KNEECAP?!



214 OPTI THIGH DEBONERS  
SOLD WORLDWIDE

Since the official introduction of the OPTI Thigh Deboner in 2011, Foodmate has successfully installed over 200 machines worldwide. Customers in the US, Canada, Korea, Australia, France, Poland, Turkey, Russia, Brazil and several other countries are profiting from significant yield improvements and labor savings as well as seeing improved thigh meat quality and increased shelf life.

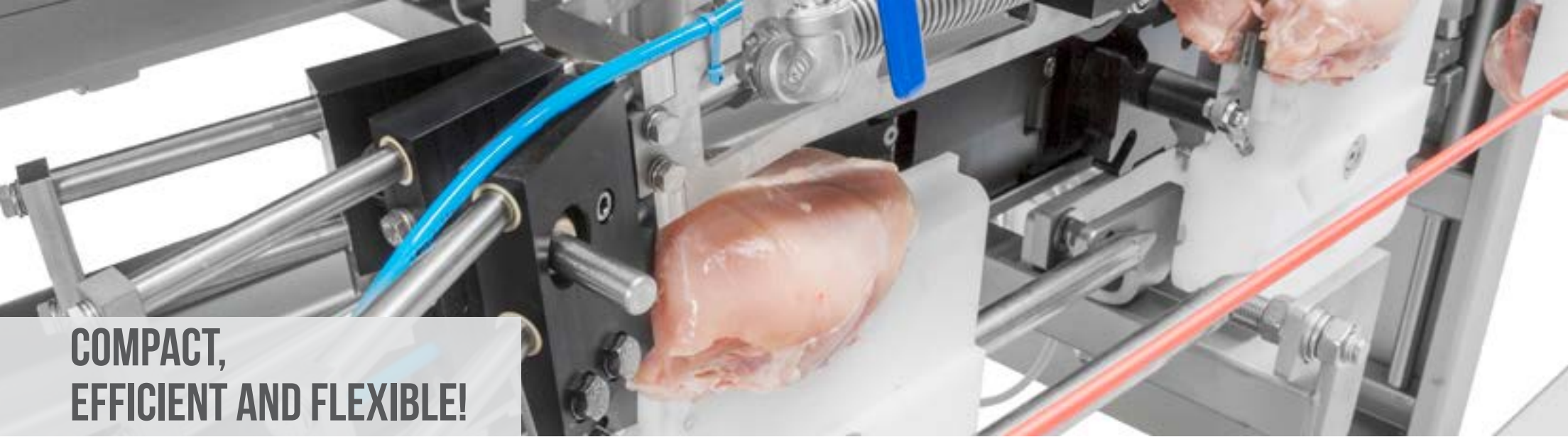
100 THIGHS PER MINUTE



FINAL PRODUCT

High yield, hand cut appearance without shattering the bones.

Already have an installed OPTI Thigh Deboner at your plant?  
ASK US HOW TO ADD THIS MONEY SAVING MODULE TO YOUR EXISTING MACHINE.



COMPACT,  
EFFICIENT AND FLEXIBLE!

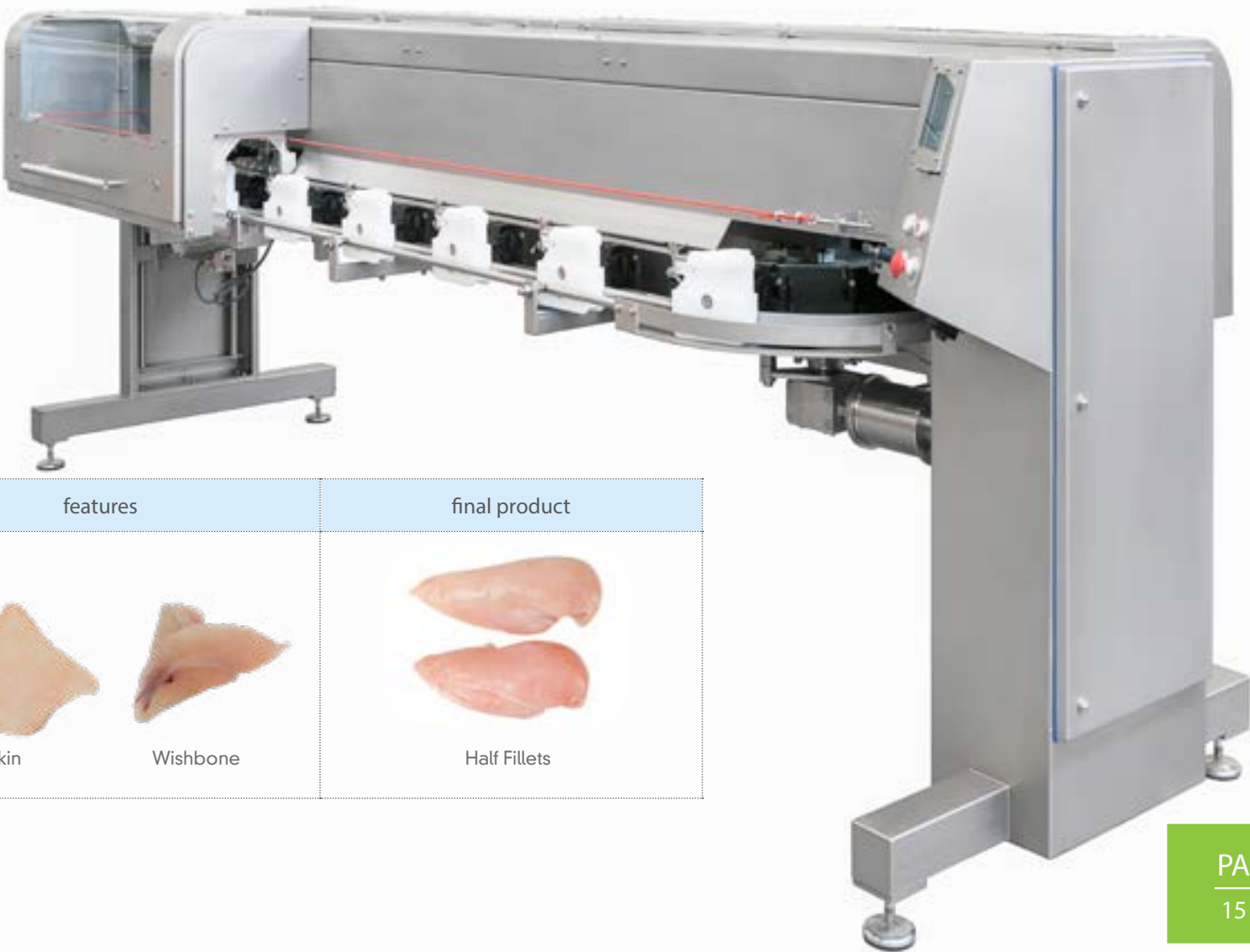
WHITE MEAT DEBONING SOLUTION

MAXIMA, BREAST CAP DEBONER  
WITH AUTOMATED WISHBONE REMOVER


Until now, deboning white meat has been a labor intensive and inefficient process. It requires a lot of skilled labor, which is becoming more difficult to find, train and retain. Further, current automated solutions require a large footprint, are expensive to maintain, are capital intensive and require significant staffing due to rework. The Foodmate MAXIMA Breast Cap Deboner is designed to address all the above issues by introducing the newest PLC controlled technology to automatically skin the breast cap and remove the wishbone with minimal bone content and high yields.

The meat that is produced presents well for tray packing and is suitable for many food service applications. The Maxima has a small footprint and can produce up to 3,000 breast caps per hour with minimal loading, inspection and trimming staff. In addition, Maxima's sanitary design consists of large access doors for easy cleaning and maintenance to address food safety concerns. The machine has large see through doors which provide optimal visibility to all moving parts and can be used for visual performance monitoring.

- New Automated Wishbone Remover
- 3,000 breast caps per hour
- Integrated Deskinner



MAXIMA | Product Cuts

| Initial product   | features  |   | final product   |
|---|---|---|---|
|  |  |  |  |
| Breast Cap  | Skin  | Wishbone  | Half Fillets  |





CUT-UP SOLUTIONS

**FLEXIBLE AND FRAME CUT-UP SOLUTIONS**

Leading Technology in Cut-Up Solutions | Catered to our clients' specific needs, solutions range from a self-contained frame type cut-up system, to sophisticated computer and vision camera controlled flexible cut-up systems that can deliver product to any desired location inside your cut-up area. Foodmate provides solutions to meet the widest range of products specifications and cutting requirements, meeting the highest standards set by retailers, fast food companies and institutional organizations from around the world.

**FRAME CUT-UP SYSTEMS**

Frame Cut-up Systems are characterized by its self-contained structure with cutting modules and is delivered pre-wired with a control panel that is already mounted to the machine. Frame cut-up systems are easy to install and only requires one power connection. The in-line design easily lends itself to connect automatic transfer machines, which are often supplied by distribution lines for optimal cutting results and eliminates the manual hanging process.

All Frame Cut-up Systems are supplied with self-correcting magnetic cut-up shackles to help prevent the shackles from miss-feeding when entering the cut-up modules. The unique turning point and side plate configuration makes the machine easy to clean and flexible for future line modifications. The stand-alone system requires minimal installation time because all the single point connections are integrated into the modules/machines.

Frame Cut-up Systems can be used for Food Service applications and for Traditional Cut-up applications.



CUT-UP SOLUTIONS

**THIGH AND DRUMSTICK CUTTER**

**105 BIRDS PER MINUTE**

**FLEXIBLE CUT-UP OPTI FLOW CUT-UP SYSTEM**

Foodmate OPTI Flow Cut-up System is one of the market's most advanced cut-up systems, offering excellent efficiency and flexibility. The OPTI Flow combines the advantage of the optimal solution for whole bird distribution based on grade and weight as well the optimal logistics solution to deliver chicken parts to any desired location inside the plant.

The system can be controlled by advanced ChickSort weighing and InVision Grading Software to help optimize bird utilization based on weight and grade throughout the process effectively by increasing A grade pack out and increasing yield value throughout the entire process. The lines can be configured with by-passable bird unloaders and by-passable cut-up modules.

Modules can be customized according to your plants' requirements. The system is able to handle all basic cuts, such as wings, breast, whole legs and drum and thighs with a speed of up to 105 birds per minute on 12" centers and up to 140 birds per minute on select cuts on 8" centers.

Foodmate OPTI Flow is flexible cut-up systems, designed to keep maintenance and sanitation to a minimum without compromising performance and quality. One of the unique features is the self correcting magnetic cut-up shackle which prevents shackles from miss-feeding into the cutting modules.



BECAUSE CHICKEN APPRECIATES A CLEAN CUT!

**NEW CUT-UP MODULE**

The NEW Thigh and Drumstick Cutter is a multi-purpose machine that can be used for both retail and food service applications. Specially designed to handle large size variations while ensuring the highest percentage of anatomical cuts. It has a simple construction design that contains no rebuild points, thus reducing the cost of ownership. It provides an anatomic cut and depending on the type of cut, various configurations are possible. The electrical synchronization allows for more accurate cutting and the absence of a 90 degree gear box lowers maintenance costs.

**KEY BENEFITS**

- ACCOMMODATES A WIDE SIZE RANGE
- SKIN COVERAGE SUITABLE FOR TRAY PACKING
- LINES SPEEDS OF 105 BPM AT 12" CENTER SHACKLES
- HIGH YIELDS ON DRUM, LEAVING KNEECAP INTACT TO THE THIGH
- LINE RUN BIRDS FROM A 1.5 TO 2.0 LBS. RANGE, GIVING UP TO 95% USDA "A" GRADE CUTS







## SUCCESS STORY

WHAT OUR CUSTOMERS ARE SAYING



### CUSTOMER

FARMERVILLE, LA, U.S.A.

### FOODMATE EQUIPMENT

OPTI Flow Cut-up System (3) with Production & Distribution Systems (3)

OPTI Thigh Deboners with KCR (3)

### OBJECTIVE

After an incredible collaboration with Foster Farms, Livingston, CA; Foodmate and Foster Farms collaborated again, in Farmerville, LA. The goal was to improve quality of final product, reduce labor, improve flow and increase yield.

Because of the plant's product mix, it was critical to maximize flow. In doing so, the plant would be able to reduce WIP and unnecessary staffing thus reducing plant cost and increasing yield while improving the quality of the product. Foodmate worked closely with Foster Farm's engineering and plant management to determine proper product flow.

### FOODMATE SOLUTION AND END RESULTS

The installation lasted approximate 10 days, Foodmate brought an extensive crew of engineers, project managers, service technicians, electricians and installers to ensure project run smoothly . "Our experience with the Foodmate team was a very good one. There is a sincere desire to see us succeed. And they did, our daily operations has improved 100%, no doubt."- stated Tim Biron, General Manager.

"The entire system allowed us to improve yields, efficiency, decrease labor, improve quality, and reduce product handling. The bird gets hung and when it's dropped it's ready to be shipped." - Tim Biron, General Manager

*"The April 2017 install - of our cut-up lines and thigh deboner machines - was a very successful project. There was a lot of planning involved in the project and more importantly, the executing of that plan was extremely efficient. The Foodmate Team exceeded my expectations. I greatly appreciate the hands-on training they provided before, during and after install. Ultimately, the results in back half yield, dark meat debone yield, uptime and labor efficiency shows the true success of the project.*

Matthew Clawson, Plant Manager

*"Our experience with the Foodmate team was a very good one. There is a sincere desire to see us succeed."*

Tim Biron, General Manager



*"The project was very successful, the best project I've been on in a long time. We've been able to provide one of our key customers the quality they expect."*

Don Burrows - VP of Case Ready Operations

*"Foodmate has the most responsive technical service team in the industry. They provide excellent service before and after the sale of equipment.*

Chris Knight, Head of Engineering Services

"One of my favorite features of the Foodmate OPTI Flow Cut-up system is its flexibility and simplicity...

...I felt very comfortable with the Foodmate Team prior, during, and after project completion. This was a challenging project, but I absolutely feel our goals have been met."

DON BURROWS,  
VP OF CASE READY OPERATIONS, PILGRIM'S SANFORD

### CUSTOMER

PILGRIM'S, SANFORD, NC, U.S.A.

### FOODMATE EQUIPMENT

OPTI Flow Cut-up System (2)

OPTI Thigh Deboners (3) and OPTI Drum Deboners (3)

### OBJECTIVE

To work with Pilgrim's management and plant personnel to convert a big bird operation to a case ready product mix. Foodmate was charged with providing a flexible, high yield, simple system for cut-up and dark meat deboning.

### FOODMATE SOLUTION AND END RESULTS

The Foodmate team worked closely with plant's engineering and management to be certain of their expectations of flow. Once this was established, Pilgrim's and Foodmate planned to utilize the Foodmate Inspiarence Center - in Ball Ground, GA - for training of plant maintenance and management personnel, through the Foodmate Academy training program.

Foodmate and Pilgrim's teams collaborated on assessing systems and installation requirements. Client's expectations were met and the project was a very successful project.

"The OPTI Dark Meat Deboning System is a high-efficiency whole leg deboning system, we see significant improvement in yield and impressive accuracy of vision grading system" Chris Knight Head of Engineering Services.



## SUCCESS STORY

WHAT OUR CUSTOMERS ARE SAYING

# THE LINES JUST RUN!





VISION AND GRADING

PRODUCTION AND DISTRIBUTION SOLUTIONS

POULTRY GRADING FOR THE 21ST CENTURY

THE STRENGTH OF  
FOODMATE & CHICKSORT  
PRODUCTION AND DISTRIBUTION  
CONTROL SOLUTIONS

Allows processors achieve a high level of control and information without having to buy a complete new packing room. Systems can be integrated with any existing line equipment.  
And now this advanced solution boosts a new operating system, ChickSort 3.0.



CHICKSORT 3.0

ChickSort 3.0 has been designed from the ground up to support Foodmate Cut-up equipment. With an intuitive graphics based user interface ChickSort 3.0 is ideal for controlling complex whole bird distribution and cut-up requirements. In fact, to make ChickSort 3.0 one of the most advanced control system available, we have simplified many of the features. Worldwide, prolonged use of ChickSort 2 led us to the not surprising decision that less is more! Although many of the features in ChickSort 3.0 are state of the art, they are simple to use and image based. This makes for an easy to understand and use system. With in-built safeguards to make sure process instructions are logical, ChickSort 3.0 is virtually fool proof.

CHICKSORT 3.0 OPERATING SYSTEM

Utilizing a simple graphics based user interface ChickSort 3.0 ensures that production control is placed firmly back in the hands of the user.  
ChickSort 3.0 ensures that every part of every bird is accounted for. Utilizing an advanced dashboard to display real time process status, management can see at a glance what is being produced where.  
By splitting process control into three distinct areas: whole bird; front half; and back half, ChickSort 3.0 permits maximum process flexibility. New users will benefit greatly from ChickSort 3.0 's advanced process control capabilities.



INVISION DETECTION PARAMETERS:

- Skin flaws/Barking

Single Leg Hang

Physical Size

Broken wings

Missing parts

Hock length

Hock burn
- Bile Stain

Bruises

Feathers

Organs

Missing shackle

Detection



ChickSort 3.0 Dashboard

The advanced Dashboard indicates at a glance:

- Current production

Combined piece rate

Total piece production

Individual line histogram

Total production histogram

Grade performance graph
- Average bird weight

Whole bird weight spread

Individual line speeds

Hanging efficiency

Reference position

Hanging efficiency per line and combined







The Foodmate Academy opened its doors in May 2015 and has since hosted 30 individual two or five-day training classes, with over 150 participants.

Classes are geared to Dark and White Meat Deboning as well as Cut-up Systems and Weighing and Vision Grading Systems. Topics covered are Safety, Yield Testing, Troubleshooting, among others. We can also customize training as needed.

Training can be arranged for existing and new installs, assisting with the post-sales transition and ensuring ultimate post-purchase return on investment.



#### OFF-SITE TRAINING

Off-site training offers customers a unique opportunity to see the equipment operate in a controlled environment.



#### PRODUCT SPECIFIC TRAINING

Your plant product is used in training, giving the opportunity to address specific quality control challenges.



#### HANDS-ON PRACTICE

This experience allows operators and maintenance personnel to focus on the hands-on practical training without disruption.



#### SMALL CLASSROOM

Small classroom setting, maximum group size is 6, to give students undivided attention and hands-on experience.



#### INCREASE EMPLOYEE MORALE

Increased employee morale is experienced, as specialized training empowers your team and increase collaborative skills.



## SUCCESS STORY

WHAT OUR CUSTOMERS ARE SAYING

"The Foodmate Training Academy sets an industry benchmark on building depth of value and partnership between equipment manufacturers and poultry processors. In a uniquely blended, hands-on approach to establishing foundational knowledge, a dedicated and knowledgeable trainer leads a small cohort of no more than eight individuals through a 2-day training program in an actual classroom that looks and feels like the processing floor, but is designed for collaborative learning. By providing a basic, entry-level program focused on machine concept and fundamentals, along with troubleshooting based on "real life" scenarios, Foodmate has developed an opportunity for team members from a variety of plant responsibilities to come together, run their plant's own product, and better understand the overall process and how each of their duties impacts the reliability of the equipment, and the quality, safety and profitability of the finished product. The Academy is a must for locations who will be installing Foodmate equipment, and is highly recommended as a supplement to the regular CAM visits provided through Foodmate's asset service agreement."

Brian Shafer, Maintenance, Pilgrim's Timberville, VA, U.S.A



Get Inspired. Gain Experience. Be Excellent.

## INSPIRIENCE CENTER

To accommodate the increasing demand for testing and training, Foodmate has built a new 465 square meter climate controlled training center. The Foodmate Inspirience Center is set up like an actual processing facility and houses a complete OPTI Flow Cut-up System with Weighing and Vision Grading, Dark Meat Deboning System, including the new OPTI Thigh Deboner with Kneecap Remover (KCR); as well as White Meat Deboning System.

## foodmate AIP ASSET INTEGRITY PROGRAM



## LET US "ONTZORG" YOU!

"Ontzorgen" is the Dutch term we use to describe our AIP program. So, what does Ontzorgen mean? Quite literally it means "to Unburden". The ability to "unburden" the plant and protect your investment is our goal. The ability to "unburden" the plant comes with many benefits:

- Continuous and iterative training
- Pre-determined schedule for all visits
- All labor necessary for rebuilds is provided
- Operational excellence in yield, throughput, and quality
- Monthly visits by a dedicated Customer Asset Manager (CAM)
- All rebuild kits are maintained and stocked at Foodmate till just prior to the scheduled rebuild

"As Foodmate entered the world of Service Agreements, we wanted to think of a different way to approach rebuilds to better support our customers throughout the contract."  
Nathan Carter,  
Customer Asset Manager (CAM)

## SUCCESS STORY

WHAT OUR CUSTOMERS ARE SAYING



Foodmate and Perdue Farms have always enjoyed a mutually beneficial relationship as a customer and OEM, however in more recent years that relationship has continued to grow with the addition of service contracts or as Foodmate refers to it: Asset Integrity Program (AIP).

The AIP is in place at all the Perdue deboning facilities and is supported by a single point of contact, our Customer Asset Manager (CAM). In addition to the AIP and CAM, both companies participate in a collaborative conference call on a regular basis to review schedules, equipment performance, opportunities, and successes. The program is also supported by the Foodmate Academy offering regular training programs on-site and off-site.

Dean Walston, Director of Operations said, "The entire program has allowed both Foodmate and Perdue Farms to remain leaders in their respective markets by continuously challenging each other to find creative solutions to an ever-changing market."

#### Key figures

Foodmate has trained over 50 Perdue Farms associates in our Ball Ground, GA facility. Completed well over 55 quarterly rebuilds on 18 individual pieces of equipment. Successfully shown that each AIP visit results in positive results in throughput, yield, and quality  
Todd Graff, VP of Operations indicated, "It is always a pleasure to work with Perdue Farms, their team understands that Foodmate is more than an equipment provider; we are a solutions provider."



# We make it simple. You make it profitable.

Foodmate brings innovative technology and cost-effective solutions to Poultry Processing Automation.



## Foodmate B.V.

---

The Netherlands  
Phone: +31 186 630 240  
[info@foodmate.nl](mailto:info@foodmate.nl) | [foodmate.nl](http://foodmate.nl)

## Foodmate Polska

---

Poland  
Phone: +48 601 270 015  
[j.stepien@foodmate.nl](mailto:j.stepien@foodmate.nl) | [foodmate.pl](http://foodmate.pl)

## Foodmate US

---

U.S.A  
Phone: +1 678 819 5273  
[info@foodmateusa.com](mailto:info@foodmateusa.com) | [foodmateus.com](http://foodmateus.com)

## Foodmate Brasil

---

Brasil  
Phone: +55 19 3308 7768  
[foodmatebrasil@foodmate.br.com](mailto:foodmatebrasil@foodmate.br.com) | [foodmate.nl](http://foodmate.nl)