

# Finger Lickin' Good

## FACCENDA CHICKEN, ONE OF THE UK'S LARGEST POULTRY PROCESSORS ARE DISCOVERING THE BENEFITS OF USING THE BESTA FLOAT LEVEL SWITCHES FROM ABLE INSTRUMENTS

**Faccenda Chicken, one of the UK's largest poultry processors are discovering the benefits of using the Besta float level switches from ABLE Instruments & Controls. Product quality is the overriding concern of Faccenda and care for the quality of its farm fresh chickens starts even before the chickens are hatched.**

Every Faccenda bird is the product of the combined expertise of Faccenda's own feed compounders, flock farmers, hatchery and production specialists. Together they ensure Faccenda chickens are the best that today's sophisticated farming systems can produce. The poultry feeds – formulated by a team of animal nutritionists from grain grown on Faccenda's own farms – are fed to birds at both the flock and rearing farms.

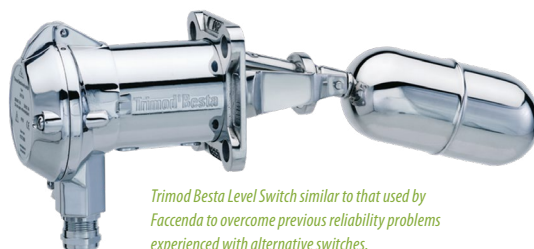
The eggs are collected and stored in the hatchery at a constant temperature so that they hatch only hours before being taken to the farms where they grow in a carefully controlled environment.

Chickens are processed in the company's own fully automated plant – the evisceration line of which is among the most advanced in Europe. The air chilling systems, specially developed by Faccenda, makes a particularly important contribution to the quality and shelf life of the chickens.

The finished product is then stored in a temperature controlled chill room ready for early despatch to customers.



*The chicken for Asda's ready to be roasted in the bag is supplied by Faccenda*



*Trimod Besta Level Switch similar to that used by Faccenda to overcome previous reliability problems experienced with alternative switches.*

This linked with rapid and highly flexible refrigerated delivery service, ensures Faccenda products are at the peak of freshness when the customer receives them. Faccenda's first use of a Besta switch was on the feed unit for the scald tank where freshly killed chickens are prepared for processing. The switch replaced a ball valve which was persistently failing in the harsh conditions it was exposed to. The Besta switch proved so successful that Bill Bedding, the sites Chief Engineer, replaced two other switches on a tray washer system with Besta units. Bill comments; "if anyone needed a rugged reliable float switch, from my experience I would not hesitate to recommend the Besta range." Faccenda are geared up for processing over 1 million chickens per week across their 3 sites.

They supply chicken meat to major retailers such as Sainsbury, Tesco and Safeway as well as to further processors for the production of ready meals. Faccenda also supply the "Colonel" with chicken pieces for Kentucky Fried Chicken outlets.

Management at Faccenda believe that a team commitment to product quality and customer satisfaction is the key to success. If their growth from a small poultry farming operation to a multimillion pound organisation is anything to go by, they have the right philosophy.

**For more information, please contact ABLE Instruments on +44 (0)118 9311188 or by email: [info@able.co.uk](mailto:info@able.co.uk)**