HatchTrack

Barcoding technology for complete egg-to-chick traceability

HatchTrack automated barcoding technology makes it possible to record and report on every event in the hatchery journey with minimal data entry. HatchTrack automatically gathers data that supports effective stock management from egg ordering through to chick handling.

HatchTrack is a flexible, easy and secure method of tracking and tracing hatching eggs and day-old chicks in the hatchery. The technology, based on verification software, barcode tags and tag readers, makes it easy to exchange data with hatchery management and ERP systems.

Batch-specific analysis, leads to better decision-making that achieves the highest number of best-quality chicks. Batch-specific labels containing detailed information on flock name, age and breed are applied to each individual setter and hatcher trolley. These are scanned at the time of egg receipt, transfer to setter

trolley, incubation, candling, transfer, hatching and chick handling. In this way, hatching eggs and day-old chicks are identified at each stage of the incubation process, allowing for instant and reliable egg-to-chick traceability for each specific batch.

Ovotrack takes care of hardware and software installation and HatchTrack is already compatible with Pas Reform, Innovatec, Prinzen, Viscon, NovaTech, ECAT, Moba, Sanovo and several ERP systems.

HatchTrack. Knows where your chick goes.

A solution for every stage of the hatchery

Receive

Labels are printed for breeders and scanned at receive and at the loader, where eggs can be separated into different batches.

Transfer to trolley

The patented Eggs Cargo Identifier (ECI) tag featuring a unique barcode is connected to specific batches and trolleys.

Setting

Individual trolleys are connected to the specific setters and setter positions.

Candling

By scanning trolleys at the candling machine, batch information is automatically sent and all candling results from each batch returned into HatchTrack.

Hatching

Hatching baskets are linked to specific dollies, which are, in turn, connected to the specific hatcher and hatcher positions.

Processing

Dollies are scanned before processing. All batch information will be send to a processing machine for vaccination or counting. And counting results per batch are returned into HatchTrack. Labels containing all relevant batch information for chick containers are printed.

Benefits

- Automated tracking and tracing
- Accurate updates throughout egg-to-chick process
- Improves administration and decision making
- Stock management for hatching eggs
- No manual data entry errors
- Automatic data collection per batch
- Candling results per setter and setter position
- Processing results per hatcher and hatcher position
- Results sorted by position in hatchery, allowing result optimisation as well as problem detection and solving
- Data synchronisation with existing ERP systems

Global market leader in traceability systems for the egg industry.

To date, almost 100 solutions have been successfully implemented by Ovotrack in Europe, North America and Asia-Pacific.
Would you like to know more about our integrated solutions and the benefits they can deliver for your operations? Want to discuss your own requirements or challenges, or find out how we can help you?

Get in touch today!

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