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Press Release

CracklessEgg: Reducing Egg Breakage and Annual Loss at IPPE

Top-Rated Egg Sensor Now More Accessible with Upcoming App Release

Moncton, NB – January 12, 2024 – At this year's International Production & Processing Expo (IPPE), aagrrii is proud to showcase CracklessEgg and the upcoming release of its new app. This innovative sensor technology, already acclaimed as the most trusted by farmers, promises to reduce egg breakage rates and significantly enhance farm earnings and productivity.

CracklessEgg is an invaluable tool for the egg industry. Egg breakage is a persistent challenge, with financial risk that many farms continually face. By offering a practical and effective solution, CracklessEgg stands as the easiest and most efficient method to lower annual loss due to egg breakage, regardless of flock size.

“Let’s say a farm is managing a flock of 75,000, even a 1% reduction in breakage rate can mean recovering \$40,000 in annual loss. Many farms experience even higher breakage rates - up to 10% on some farms - meaning greater potential for payback. Industry margins are tight so this puts more money into farmer’s pockets,” explains Chief Operating Officer Larry Doherty.

The new app available on Google Play and the App Store will make it easier for farms to access information from the CracklessEgg sensor. With the app, CracklessEgg provides reliable data on egg handling processes, so farmers can calibrate equipment and transportation.

“Everything we’re showcasing at IPPE this month makes it easier for farmers to get CracklessEgg onto their farms - and we’re excited to show farms of all sizes how much annual loss they can save.”

CracklessEgg sensors are durable, heat and water-resistant, and tailored to work in various farm environments. At IPPE, farmers will be able to try the new app, get an estimate of their potential loss reduction, and take advantage of special show pricing.

For more information about CracklessEgg and to see it in action, visit cracklessegg.com or meet the aagrrii team at IPPE, Booth B4000.

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