

Case Study:

James Baxter

Egg Farmer, BFREPA Chairman
and BEIC Board Member



Livetec
systems

How Livetec's Contingency Planning and support **saved farmer James Baxter over £45,000**

Avian influenza outbreaks are at the highest level since records began, and the threat of being impacted by an outbreak is increasing.

Livetec Systems has worked closely with James Baxter, owner of Glenhead Farm, Chairman of the British Free Range Egg Producers Association and board member for the British Egg Industry Council, since 2019. When Baxters' poultry farm was impacted by avian influenza (AI), Livetec's Contingency Plan was instantly used to provide all the essential documentation needed for the Animal and Plant Health Agency (APHA). Having the paperwork ready meant that APHA were able to conduct testing very quickly preventing a further loss of £45,000 to the business.

The Challenge

Based in Scotland, James Baxter owns one farm, home to a large number of laying hens housed in 12 sheds.

This future-forward, unique farm runs an efficient 'circular economy'. The farm uses wind turbines for energy, wood chip boilers to heat, ventilate and light the sheds, as well as a combined heat and power plant.

The farm is situated on a peninsular and is in an isolated spot away from other farms. At the time of the outbreak there were no Surveillance Zones or Protection Zones in place nearby.

A forward-thinking individual, James had already made sure that his business and farm were insured, and had made the necessary preparations, with effective contingency planning, should the worst happen.

Despite maintaining strict biosecurity, and operating an incredibly eco-friendly operation, on the 26th January, James suspected that one of his hen sheds may be affected.

“ You get a Livetec Contingency Plan, you're already at the first corner when the traps open. And that's really what it's all about. Getting ahead of the game.”

James Baxter



The Decision

As leaders in biosecurity, Livetec create bespoke Contingency Plans to support farmers. Our plans provide all the necessary information for an APHA veterinary inspector should an outbreak occur.

The plans are designed to reduce the impact of an outbreak on both flocks and finances and help farmers recover business operations faster.

A Livetec Contingency Plan comprises a number of elements which enable the farm to have everything that is needed in one place. These include the farm's Biosecurity, Emergency Response, Cleaning and Disinfection Plans and a copy of the most up to date National Outbreak Plan.



Being prepared for a disease outbreak with a **Contingency Plan** is the most efficient and effective way to protect the future of a farm business.

James Baxter was able to get ahead in managing the avian influenza outbreak on his premises with the help of his tailored Livetec Contingency Plan.

Being effectively prepared significantly reduced the impact of the outbreak, enabling his business to obtain thousands of pounds more in compensation while helping to speed up his farm's recovery.

“ I think the best thing we can do on-farm, in case we get AI, is to be prepared. What better thing can you do than to have a Contingency Plan drawn up by professionals who know all the ins and outs of what's going to happen on your farm, what the regulations are, how it's all going to unfold on your farm because it is a very stressful period and when you're in the sort of shock of being diagnosed with AI you really don't know what to do - you're sort of like a headless chicken, running round the place, trying to help. So you need professionals who can guide you in that.”

James Baxter

The Result

James Baxter recognises there will always be mortality in sheds with odd spikes where you might get four in a day. However, on Thursday 26th January 2023, in the afternoon, there were roughly 60 dead hens in the shed and other hens looking sick. He suspected they were infected with avian influenza and immediately contacted APHA and his own vet.

He used the Emergency Response Plan that Livetec had prepared. The plan included all the necessary information to move the process for notifying a suspected disease along swiftly (rather than just process).

APHA had arrived. Since Baxter had all the documents prepared in advance with the Livetec Contingency Plan, it only took half an hour for APHA to review the information and discuss the next steps. By 11:30 am, APHA was ready to take samples from the farm. "They spent the next couple of hours in the shed, gathering up a few samples", James recalled. Once they collected the samples, they were sent to Weybridge for further examination. By this point, 70 hens had died. The vet confirmed Baxters' suspicions and said. "Look, I'm pretty sure it's AI. I'll be back first thing in the morning to count the chickens to calculate how many hens are dead."

The vet came back on Saturday morning (28th January 2023), to discover the mortality rate has increased and 512 hens out of 192,000 had died. Baxter paid the costs for the 512 hens, but if the vet visited on Sunday, Baxter would have had to cover the expense of 5,000 dead hens.

“Livetec can help people - with their Contingency Plan, it's like a roadmap to success with AI”

James Baxter



Not only was James able to save £45,000 by reacting quickly, the Contingency Plan rapidly sped up the process of depopulation and allowed him to receive compensation quickly.

Livetec's Emergency Response Plan helped James Baxter in the early stages by enabling him to respond quickly to the avian influenza outbreak on his farm. He was prepared with all the necessary documents required by APHA and was able to endure the experience with minimal stress and panic.

Key findings

- **Saved over £45,000** by having all the required documents immediately ready via the Contingency Plan.

The Contingency Plan aided a smoother, faster recovery from a period of crisis.

“Livetec can help people - I would 100% recommend Livetec as your partner in the event of an AI outbreak. The services that they bring, the experience that they bring to the whole thing just makes it a much simpler process. I'm not saying that it's a bit of a disaster on your farm but Livetec helps you to realise that there is actually life after AI and you will get through it.”

James Baxter



Biosecurity Advisory Service

Our Biosecurity Advisory Service provides you with an on-farm visit with a biosecurity expert. Our on-farm discovery sessions make us a supportive partner, helping you to minimise risks and imparting knowledge so that you can better protect your farm from disease incursion.

Contingency Plan

Our Contingency Plans encompass every aspect of farming businesses, risks and emergencies that could arise in the future. We help you to design strategies to manage the impact of these concerns. A comprehensive package, this helps make you compliant and insurable.



Biosecurity Plan

Without a Biosecurity Plan in place, you are leaving your business and animals highly susceptible to disease incursion. We document your biosecurity plans to encompass and outline all of the measures that must be followed by every single person on/off-farm to prevent the introduction of deadly pathogens.

Emergency Response Plan

An Infected Premises Response plan or, as we call them, an Emergency Response Plan, significantly enhances your preparedness and is designed to cover everything that APHA and insurance brokers require if and when they visit your farm business. This plan holds all the necessary critical information, in one place, putting your mind at rest during a time of crisis.



National Outbreak Plan

Our National Outbreak Plan has been designed to comply with the regulations and requirements set by the UK government, providing bird owners with everything you need to know should you be impacted by a disease outbreak or fall within a restriction zone.

Cleaning and Disinfection Plan

Our Cleaning and Disinfection plan is designed to give you the framework for all of the measures you need to take, with clear instructions that comply with APHA requirements.



Farm Health Guardian

Farm Health Guardian (FHG) distributed by Livetec Systems is a biosecurity management system that records the movement of trucks and people on/off-farm properties for rapid contact tracing in the event of a disease outbreak. An invaluable tool for enhancing biosecurity on-farm.

To find out more about how our plans can help your farming business, please visit www.livetecsystems.co.uk/plans or email us for more information sales@livetecsystems.co.uk