



Case Study:
A Vertically-Integrated
Poultry Company
SilverWing Poultry



What if Your Data Could Drive Continuous Improvement?

What if better decisions weren't delayed by disconnected systems? What if your data could help you grow stronger flocks, streamline processing, and improve your bottom line—all in real time?

This case study follows SilverWing Poultry, a fictional but representative company in the poultry industry, to illustrate how a fully integrated data solution like CYNERGY™ can transform operations from farm to fork. While the company is fictional, the challenges and results reflect real opportunities for producers seeking better performance across the value chain.



SilverWing Poultry, a vertically integrated provider of poultry products, operates at a scale where even small inefficiencies can have a significant impact on yield, cost, and customer satisfaction. With multiple touchpoints across the supply chain, SilverWing's success depends on precise coordination and real-time visibility across all operations:

- A regional network of 100+ broiler farms supplying five high-capacity processing plants
- Vertically integrated operations,

including hatcheries, feed mills, and processing facilities

- 200+ shipments per week delivering fresh and frozen products to distributors and retailers

In this complex environment, disconnected systems and delayed insights aren't just inconvenient—they can be costly.

The Challenges

Despite its scale and sophistication, SilverWing Poultry faced mounting pressure to deliver uniform, high-quality birds while reducing waste and operational costs. The complexity of managing so many moving parts—combined with siloed data systems—made it difficult to make timely, informed decisions.

At the farm level:

- Feed and water schedules were based on outdated assumptions, resulting in inconsistent flock performance and variable bird weights.
- Early signs of health issues often went unnoticed until they escalated, increasing mortality risk and treatment costs.

At the processing level:

- Lack of real-time coordination between

farms and plants led to scheduling conflicts, inefficiencies, and costly delays.

- Without clear visibility into plant performance, bottlenecks went undetected, reducing throughput and yield.

At the distribution level:

- Limited real-time logistics data made optimizing delivery routes or adapting quickly to delays difficult.
- Inconsistent shipment timing led to gaps in inventory for retailers and increased the risk of spoilage or waste.



The Solution

SilverWing implemented CYNERGY™ to unify its data flow from farm to fork. With CYNERGY, data from all parts of the operation is now collected and delivered in real time to the cloud—ready for use in the company's preferred analysis and visualization tools.

CYNERGY's open API meant seamless integration with SilverWing's existing software and equipment. There was no need to overhaul current systems—just plug in CYNERGY, and every part of the value chain could instantly access and share the same reliable data.

Farm managers, plant supervisors, and decision-makers had the information they needed at

their fingertips. They used their own analytics platforms to:

- Benchmark flock and plant performance
- Set up custom alerts for emerging issues
- Visualize trends for faster, data-backed decisions

**CYNERGY powered the data;
SilverWing put it to work.**

The Results

After integrating its data systems, SilverWing began seeing measurable improvements*:

- 10% improvement in average flock weight consistency, thanks to optimized feed and water schedules tailored by real-time environmental data.
- Health interventions implemented 24–48 hours sooner, reducing mortality rates by up to 15% through early detection of signs like reduced movement or feed intake.
- 10–20% improvement in line efficiency in best-case scenarios, where early bottleneck detection had the greatest impact. (McKinsey

cites similar benefits from digital platforms, including 3–5% productivity gains and up to 50% reduction in downtime.)

- Up to 15% reduction in carcass condemnations, as plant-level defect data was shared with growers in real time, enabling earlier on-farm corrective actions and improved flock quality.

The outcome: better alignment between teams, less waste, improved yields, and full traceability from farm to finished product.

Ready to See What Your Data Can Do?

CYNERGY puts the power of integrated data in your hands. You choose the analytics tools and visualizations—CYNERGY ensures you always have the right data, where and when you need it.

Start driving smarter decisions and stronger performance across your poultry value chain—with CYNERGY.



Learn how at cynergyready.com.

*Disclaimer: All data and results referenced are derived from a conceptual example and should not be interpreted as a promise or prediction of actual performance.

