

A FAMILY TRADITION

CORDINA FARMS

65
SIXTY FIVE YEAR
Anniversary

**IN 1930
DURING
THE GREAT
DEPRESSION
ROSARIO CORDINA
ESTABLISHED
A SMALL
FAMILY FARM...**



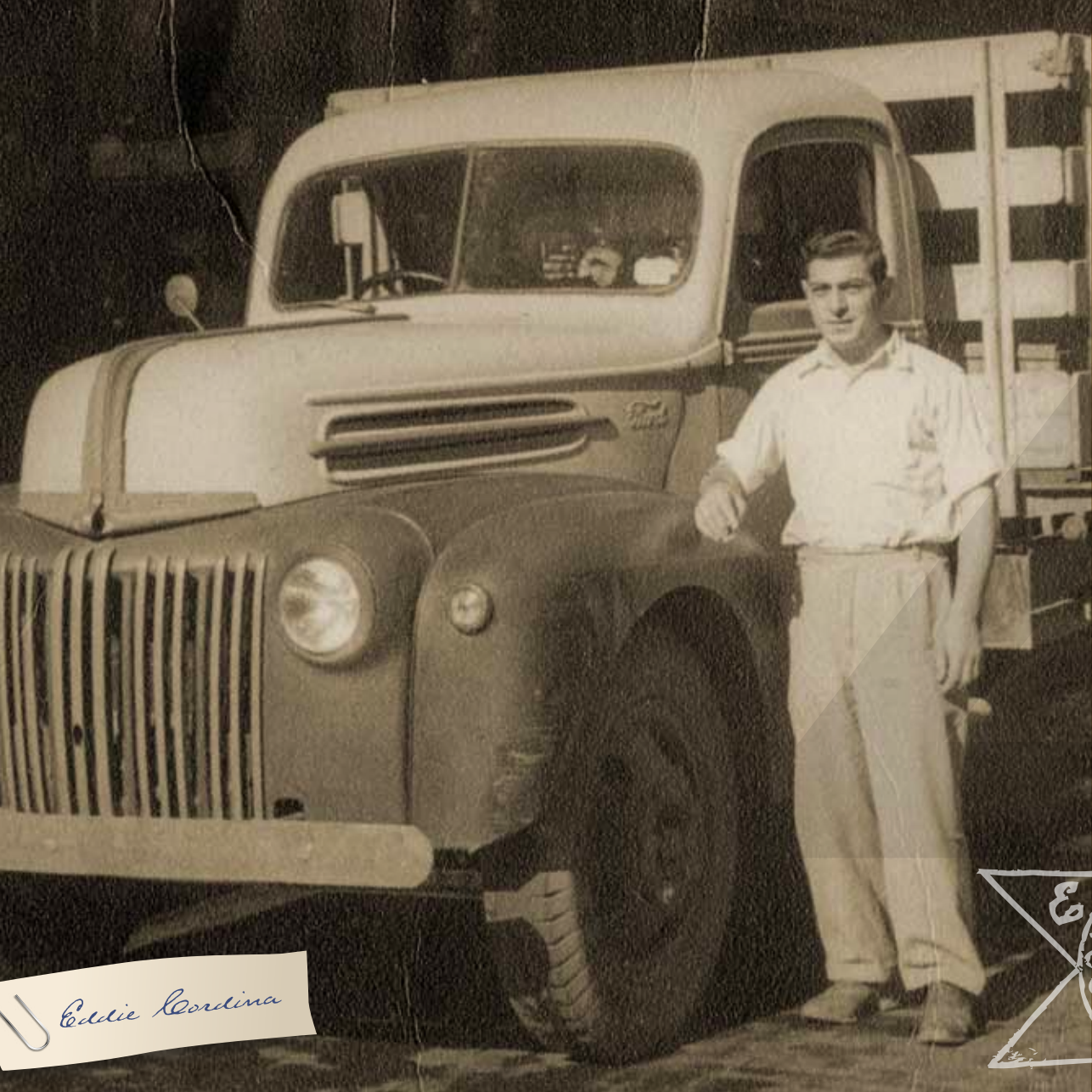


...STARTING A TRADITION THAT HAS SPANNED EIGHT DECADES

and seen the business
rise to be one of Australia's
TOP 100 family owned firms.



*Rosario and
Joe Cordina*



THE 1940s SAW THE FIRST OF MANY FIRSTS

R. Cordina & Son began in a modest tin shed on the family farm in Sydney.

It was here that 16 year old Joe, Rosario's son, saw an opportunity to provide fresh, ready to use chickens to the local restaurant market.

This was something of a first in the 40s.

In those days processed chicken was only available frozen. As demand grew so did the business and in 1945 Cordina Farms was born.

From the very beginning, family values, integrity and a spirit of innovation was ingrained in the Cordina family members who helped found both the business and an entire industry.

In future years and generations these values would remain and became synonymous with the Company itself.



In 1948 Cordina became one of the earliest exporters of poultry products, supplying England with Australian grown chicken in the aftermath of World War II.

Eddie Cordina

A PIONEER OF THE BROILER INDUSTRY

IN the last four years the cost of day-old cockerels, feed and other production expenses have increased, the price of broilers has remained relatively stable and is the same today as it was four years ago. This is something of which those engaged in broiler production may well be proud.

This statement was made by Mr. T. Lewis, president of the Australian Broiler Growers' Association, when he called upon him recently at his 56-acre property, "Riverside," Castlereagh. The stability of this section of the poultry industry is attributed by him to improved methods of operation, coupled with large-scale production.

"To expand local demand for table poultry and maintain a soundly-based industry," said Mr. Lewis, "growers must aim at gradually reducing costs of production, which can be reflected in lower selling prices and more ready acceptance by the general public of poultry as an every day article of diet rather than a luxury."

This process of more efficient production has, in fact, been going on and is continuing. Other factors which can contribute to it include the production of chickens specially bred for the purpose and the provision of scientifically compounded rations designed to promote rapid and economical growth.

To what extent an economical food conversion rate is influenced by the provision of an optimum ration and just how great a part is played by selective breeding with the same objective in view is impossible to say.

Mr. Lewis would like to see a random sample feed test, either with layers or growers, to determine which mash gives the best return from an economic standpoint.

"Hatcherymen submit their chickens to random sample testing; feed manufacturers should not be averse to doing the same with their mash," he said. Careful records indicate that on the farm employed by Mr. Lewis

white-painted rail fence. Reference to the illustrations on this page of this issue will give an idea of the planned layout.

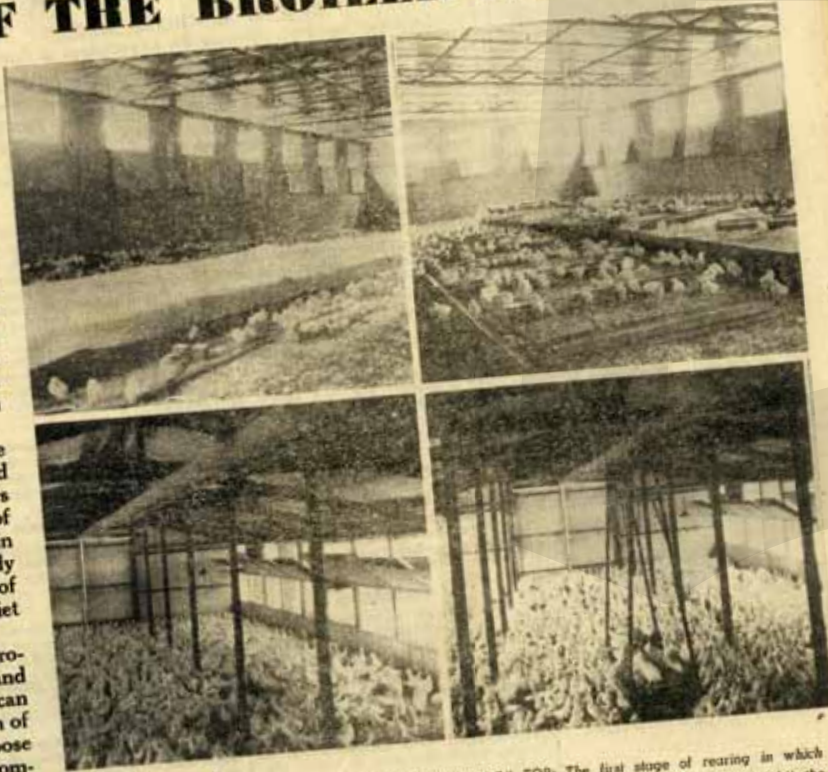
The centre building is the boiler room and workshop, with a 20ft. wide by 30ft. deep brooder house on each side. These two houses are adjacent to the two large houses, each 30ft. wide and extending from end to end.

hands free. Two specially made scoops, one in each hand, are used to fill the feeders distributed throughout the house. Cost of installing this simple conveyor was less than £25, said Mr. Lewis.

Doors between the feed room and the house sections on each side are double-hinged, so that they open when merely pushed and swing closed automatically when one has passed.

which is placed a "floor" of heavy gauge wire mesh on which the chickens stand when drinking. Any spilled water, or drops from the chicks' beaks, is carried off in the larger trough below. Excess water runs off outside the end of the house. The installation of this continuous supply system saved two hours daily, which was the time taken formerly to refill drinking vessels.

How Chicks Are Brooded



CAMERA GUMPS AT "RIVERSIDE." TOP: The first stage of rearing in which the chickens are confined close to the hot-water circulating brooder; and (right) the second stage when larger feeders are introduced and the chickens allowed more space. LOWER: A corner of one of the large houses carrying its full complement of space. LOWER: The overhead feed conveyor in operation. Note the large broiler chickens; and (right) the motor truck for cleaning purposes.

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50s & 60s PIONEERS & PARTNERSHIPS

Cordina Farms' beginnings as an innovator continued throughout the decades. In the 1950s, Cordina introduced fresh chicken to iconic retailer David Jones and commenced a relationship that has spanned over 6 decades.

Cordina chickens were the first to roam free of cages in large open barns, another innovation that was unheard of in the era and was pioneered in the early 50s by Cordina contract farmer, Tom Lewis, who subsequently became Premier of NSW. Cordina chickens have been cage free ever since.

In the 1960s Cordina Farms became the first poultry processor to introduce automated processing equipment to Australia.



70s & 80s ICONS GROWTH AND INNOVATION

The 70s heralded a new era of growth with the third generation of the family, Daniel and John Cordina, Joe's sons, joining the firm. By the middle of the decade the Company's turnover had doubled.

The emergence of retail giants such as Coles and Woolworths Supermarkets, saw further long term relationships forged and yet another Cordina innovation: value added poultry products, never available in Australia prior to that time.

In 1988 the family acquired a second processing operation, Summertime Chicken located at Galston, NSW.



90s AND BEYOND LEADING THE WAY

By 1990 the Cordina "family" was much more than the few family members. It had grown to become a loyal group of long-term team members, many of whom had spent their entire working lives helping to build a proudly Australian brand.

Louise Cordina, daughter of John, also joined the group in 1996 to become the fourth generation Cordina in the family business.

Cordina had become not only a market leader in fresh value added products but a company that represented the best of both worlds; large enough to be resilient and dependable, whilst still retaining the ethics and service they had been known for throughout the decades.

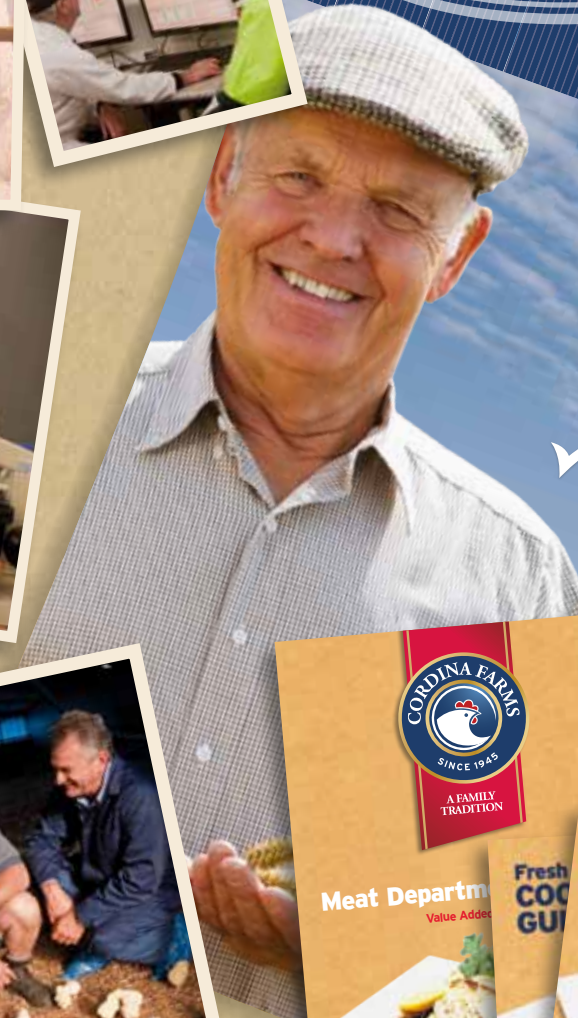


*Team members with
the Company for
over 20 years*



A FAMILY TRADITION

- ✓ Cage free
- ✓ Grain fed
- ✓ No added hormones





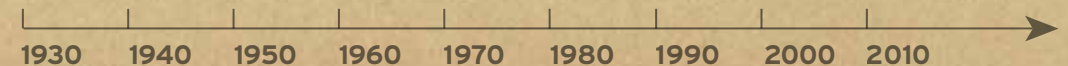
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TRADITION**

IN 2010 THE TRADITION CONTINUES

In celebrating our 65th anniversary and in tribute to our heritage, we're proud to unveil our invigorated new look. The past echoes in Cordina's vision for the future with the ethics and family traditions that were so important then, remaining today. Hard work, trustworthiness and a passion for quality, innovation and customer service have become the hallmarks of Cordina Farms.

Our new logo represents this badge of honour. It's worn with pride by all of us at Cordina and is today as it has been for 65 years, a name trusted by Australia since 1945.

Cordina Farms today are the oldest poultry processing company in Australia and stand as a symbol of stability in an ever changing industry.



*During a recent interview,
Joe Cordina was asked
what was the single
most important factor
in a successful business.
He answered simply,
"Loyalty to your customers."*



*Daniel, John, Joe
and Louise Cordina*



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