

Mohammad Noori Fard

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PERSONAL PROFILE

I am founder and CEO of a laying hen farm (Michka). During my business I used grain residues in broiler litter under the age of 15 as part of livestock concentrate, as well as in cold seasons to improve the conversion rate and prevent metabolic diseases from hot drinking water in sheep and calves.

In 2020, by identifying key opportunities and systemic challenges, and planning for actions to effectively manage the farm and taking advantage of future opportunities, my own farm became the first non-governmental agricultural empowerment and training center in Iran.

One of the initiatives in the direction of my technical changes in similar farms, in the display section of the water pipe, was to send a warning message to my mobile phone by turning on/off the electricity supply. Applying two ambient thermostats, minimum/maximum room temperature and one ammonia sensor, in case of malfunction of the heater or ventilation, messages related to those sensors were sent to my mobile phone.

During the first five years of my career, I have raised broiler chickens when I built and introduced underfloor heating system for early ages of chickens to save energy.

PROFESSIONAL EXPERIENCE

- **Main Member of The Board of Directors**

Fartak Vetec Pazh, Ltd. Self-employed

Oct 2021-Present

Mashhad, Khorasan Razavi, Iran

- ✓ Manage overall operations and make major decisions affecting the organization
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- **Technical Committee Member**

Laying Hens Association of Mashhad. Contract

2018-2020

Mashhad, Khorasan Razavi, Iran

- ✓ Evaluating the obstacles on productivity of province laying hen farms and design the best policy to solve

- **Audit Committee Member**

Laying Hens Association of Ghuchan and Chenaran. Contract

2019- Present

Khorasan Razavi, Iran

- ✓ Controlling of implementation of the hygiene and building instructions

- **Owner and CEO**

Michka Laying Hen Farm (capacity of 73,000 hens). Self-employed

2004-Present

Mashhad, Khorasan Razavi, Iran

- ✓ Setting strategic goals and making sure they are measurable and describable and leading the development and execution of long-term strategies to achieve high productivity

- **Owner and Breeder**

Sheep and Calf Farms. Self-employed

2002-2004

Mashhad, Khorasan Razavi, Iran

- ✓ Raising sheep and calves and managing staff

- **Owner and Breeder**

Broiler Chicken Farm. Self-employed

1997-2002

Mashhad, Khorasan Razavi, Iran

- ✓ Raising broiler chickens and controlling environmental factors

Education and Qualifications

- **Bachelor's Degree**

Poultry Technology

Hasheminejad University

2010-2012

Mashhad, Khorasan Razavi, Iran

- **Associate's Degree**

Poultry Technology

Hasheminejad University

1999-2001

Mashhad, Khorasan Razavi, Iran

- **Elected for the best poultry farmer of province**

2019

Mashhad, Khorasan Razavi, Iran