The Chicken And The Egg: How The Poultry Industry Crossed The Road Using Game And Simulation

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Abstract. Australians love their eggs, with average yearly consumption sitting at around 240 eggs per person. Ensuring consistent quality of eggs depends on grading them before packing into cartons for sale.

The Poultry CRC exists to help Australia achieve sustainable, ethical poultry production in the face of population growth and climate change. In 2012/13, the Poultry CRC undertook to:
1) develop an enjoyable game about egg grading to improve the awareness of school children as to where their food and fibre comes from, and
2) provide an online simulation to assist egg grading businesses train new staff, effectively reducing time taken to become proficient egg graders.

The mandate for the game was to make it fun and interactive, providing information unobtrusively to facilitate incidental learning while children were playing. On the other hand, the emphasis with the simulator was to increase skill levels through pre-job training via a web-based application. This should help reduce the financial impact from inexperienced staff joining the production line.

Following discussions with the Game Developers Association of Australia (GDAA), the Poultry CRC called for proposals. Holopoint Interactive was engaged to develop an educational game for iPod, iPad, and iPhone, and a browser-based egg grading simulator.

By keeping the two aims in mind while initially developing the game, Holopoint was able to economically use large portions of common code to produce two completely distinct products.