

David Bookless (51) - Supreme CEO

David Bookless has more than 30 years experience in the poultry industry. He brings with him a wealth of knowledge and experience from his previous engagements with Irvine's Day Old Chicks, Hypeco/Ross Breeders Zimbabwe and Hubbard Zimbabwe.



He has vast experience in the commercial production of broiler and layer chicks as well as the rearing of broilers, layers and turkeys, and early in his career managed multi age sites with a production capacity of up to 200 000 broiler birds per week and 500 000 layer birds.

He started off as a Trainee Manager at Irvine's Day Old Chicks and worked his way up the ladder ending up as Production Manager for the entire Commercial Operation before being promoted to Poultry Breeding Manager in 1987. In 1990 he joined Hypeco Poultry Breeders as Poultry Breeding Manager and remained with the company through its metamorphosis into Hubbard Zimbabwe successively holding the positions of General Manager, Managing Director for Ross Breeders Zimbabwe and Hubbard Zimbabwe, and Business Development Director for Hubbard Zimbabwe.

He has attended courses in South Africa, United Kingdom, Holland, Belgium, Germany, Brazil, Syria and Greece and has been instrumental in expanding the Hubbard Brand in 11 African countries south of the Sahara. He is a highly sought after expert and has conducted training workshops in many countries including South Africa, Botswana, Mozambique, Malawi, Zambia, DRC, Kenya, Tanzania, Uganda, Angola and obviously Zimbabwe. He has provided consultancy services in places as far afield as Papua New Guinea. David is an entrepreneur at heart whose passion for poultry is only matched by his passion for human capacity development.