

## Market Broiler Informational Packet



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### **Keys to being Successful with your Market Broiler Project**

- Excellent Management Practices
  - Housing
  - Clean Environment
  - Fresh Water
  
- Balanced Nutritional Diet
  - Feeding program
  
- Efficient Culling and Selection

### Market Broiler Top 10

10. Be observant and alert to behaviors, pay attention and read directions.
9. Cull sick birds immediately.
8. Adequate floor space.
7. Feed a good, high quality show feed with adequate feeder space.
6. Keep a constant temperature for the age of the bird.
5. Provide plenty of ventilation.
4. Good quality litter and fluff daily.
3. Walk among birds as much as possible.
2. Keep feeders and waters adjusted, clean water daily and water properly.
1. Provide appropriate lighting.

### Optimum Housing

- Protection from weather
  - Wind and sun block
- Ventilation
  - Fresh air without a draft
- Protection from predatory animals
  - i.e. mice, rats and snakes
  - Quarter inch mesh wire
- Bleach previous pen/equipment a week prior

### Feeders and Waters

- Types
  - Tube
  - Pan/Pie Plate
  - Hanging
- Adjust to shoulder height as birds grow
  - Must stand up to eat
- Sanitation
  - Rinse daily/Scrub weekly

### Water

- Quantity
  - Fresh, clean water must be constantly available
- Quality
  - Must be clean
  - Rinse daily/Scrub weekly
    - Rough side of sponge
    - Minimal soap

### Ventilation and Temperature

- Eliminate draft and maintain a constant temperature of 90-95 degrees for the first week
  - Reduce temp 5 degrees for the 1<sup>st</sup> five weeks
  - Things to look for: wheezing...
- Brooder guard
  - Consolidate close to feed and water
  - Keep draft out
- Remove moisture
- Control ammonia (bacteria growth)
- Supply fresh air

### Litter

- Start with 4-6 inches
  - Pine
  - Rice Hulls
  - NOT Cedar
  - If your birds are getting dirty, you don't have enough shavings
- The smaller the shavings the better
  - NOT smaller than a rice hull
- Use a sheet instead of shavings for the 1<sup>st</sup> couple of days
- Stir daily after 2 weeks
  - Prevents blisters and dirty birds

### Floor Space

- Start with one square foot per bird
- 3-4 weeks, increase 3-4 square feet per bird
- Round corners of the pen

### Light

- Always have a heat/light source
- At Least one heat lamp for every 25 birds
- After 4 days to a week switch some bulbs to regular 100 watt light bulbs

### Be Prepared

- Set up brooder heat source several days in advance
- Check for constant temperature
- Pen set up with fresh feed and water on the day the birds arrive
  - Dip beaks in food and water when you introduce birds into the brooder

### Movement not Exercise

- Birds are not expected to build muscle
  - Proper care will provide adequate exercise for optimal growth
- Encourage birds to move
  - Prevents abnormal growth
  - Encourages birds to consume more feed

### Nutrition

- Factors affecting growth
  - Genetics
  - Environment, nutrition and Care
  - YOU
- A bird is only going to grow as well as it is fed.
- Must feed the bird to its genetic potential
- A bird can not grow beyond its genetic potential
- Your job is to express the bird's potential by giving it the best environment possible

❖ **Day One**

- Food and water introduced to birds
- Food – use a Turkey Starter NOT Chick Start
- Introduce birds to free choice oyster shell

❖ **Day Two through Feathered**

- Electrolytes in water
- Top dress with Calf Manna every time in the pen

❖ **Week Three through Feathered**

- Transition to broiler finisher

❖ **After Feathering**

- Continue previous regiment
- Add powdered lamb/goat milk to top dressing

- **A BIRD WITHOUT FOOD OR WATER FOR ONE DAY, FALLS A WEEK BEHIND IN DEVELOPMENT**

**Inhibitors to Water and Food Intake**

- Inadequate feed
- Stale or rancid feed
- Mold
- Disease
- Heat

**Selection**

- If you are showing two pens you should have 12-15 birds to choose from by the end of your feeding process
- Culling is a very important process

### Show Time

- Refer to your rule book for arrival and check in times
  
- Birds are shown in pens of 3
  - Pullet or Cockerel
  
- Continue to feed and water at show
  
- Do not wash the birds
  - If cleaning is needed use a damp cloth or wet-wipe
  
- The birds are judged on two aspects
  - Quality
    - Does the bird feel like a brick
  - Consistency
    - Do the 3 birds match

Floor space







