



An Aviagen Brand



THE INSIDE CHIRP

POULTRY NEWS Vol 2

As the saying goes, "Don't count your chickens before they hatch", but we believe there's more that can be done to ensure a successful outcome in every stage of poultry breeding and rearing. Good management skills are essential and beneficial to you and your livestock. Read more below and start your chicks off on the right foot. Over each new edition we will be bringing you relevant information driving our industry today, tips and techniques to get the most out of the Ross® 308, as well as other newsworthy articles of interest. We hope you find our 'chirps' useful and encourage you to send us any queries you may have.

Ray Stanbury

Management Essentials

Andre Human
Technical & Marketing Manager



"Setting up the house prior to the chicks' arrival is crucial for the biological and economical success of the flock."

PRE PLACEMENT

Objective:

To make sure the chicks get a good start by setting up the brooding area correctly prior to chicks' arrival

Key Points:

- Pre-heat the house and stabilize temperature and humidity at least 24 hours prior to bird arrival; Whole House - target litter temperature is 29°C and air temperature is 30-30.5°C at 60-70% RH; Spot Brooding - target air temperature 32°C at 60-70% RH.
- Calculate the correct stocking density to ensure the right number of birds per brooding ring or per house.
- Make sure chicks have easy access to water and feed in the brooding area. Chicks should not have to move more than one meter to reach food or water
- Ensure the ratio of drinkers and feeders per bird is correct in each brooding ring or brooding area.
- Cover the no less than 90% of the brooding area with paper and regularly activate chicks by adding feed on the paper during the first 48 hours.
- Paper should not be placed directly under nipple lines
- Good air exchange is necessary to allow fresh air movement in the brooding ring but avoids drafts. Air speed at the floor should be less than 0.15m/second.
- Check crop fill to determine if birds are eating properly. Percentage of crop fill is a good indication of brooding success.
- Observation and understanding of the birds' behavior are essential for making adjustments when necessary. Chick behavior will be affected by temperatures that are too cold, too hot or by drafts. This can cause a reduction in feed intake and growth. Observe bird behavior - if they are comfortable and active, the chicks are getting a good start and will perform to their potential.

Table 1: Principles of how optimum dry bulb temperatures for broilers may change at varying relative humidity. Dry bulb temperatures at the optimum RH are colored red.

Age (days)	Dry Bulb Temperature°C (°F)			
	40 RH%	50 RH%	60 RH%	70 RH%
Day-old	36.0 (96.8)	33.2 (91.8)	30.8 (87.4)	29.2 (84.6)
3	33.7 (92.7)	31.2 (88.2)	28.9 (84.0)	27.3 (81.1)
6	32.5 (90.5)	29.9 (85.8)	27.7 (81.9)	26.0 (78.8)
9	31.3 (88.3)	28.6 (83.5)	26.7 (80.1)	25.0 (77.0)
12	30.2 (86.4)	27.8 (82.0)	25.7 (78.3)	24.0 (75.2)
15	29.0 (84.2)	26.8 (80.2)	24.8 (76.6)	23.0 (73.4)
18	27.7 (81.9)	25.5 (77.9)	23.6 (74.5)	21.9 (71.4)
21	26.9 (80.4)	24.7 (76.5)	22.7 (72.9)	21.3 (70.3)
24	25.7 (78.3)	23.5 (74.3)	21.7 (71.1)	20.2 (68.4)
27	24.8 (76.6)	22.7 (72.9)	20.7 (69.3)	19.3 (66.7)



Figure 1: Example of a Good Brooding Set Up



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Phone: +27 (0) 16 366 0249



www.rosspoultrybreeders.co.za

Block A, Techno Link Office Park, 63 Regency Drive, Route 21 Business Park, Irene, Republic of South Africa. P.O. Box 297, Meyerton, 1960, Republic of South Africa

WE WOULD LOVE TO HEAR FROM YOU - PLEASE EMAIL US at Andre.Human@rpb.co.za