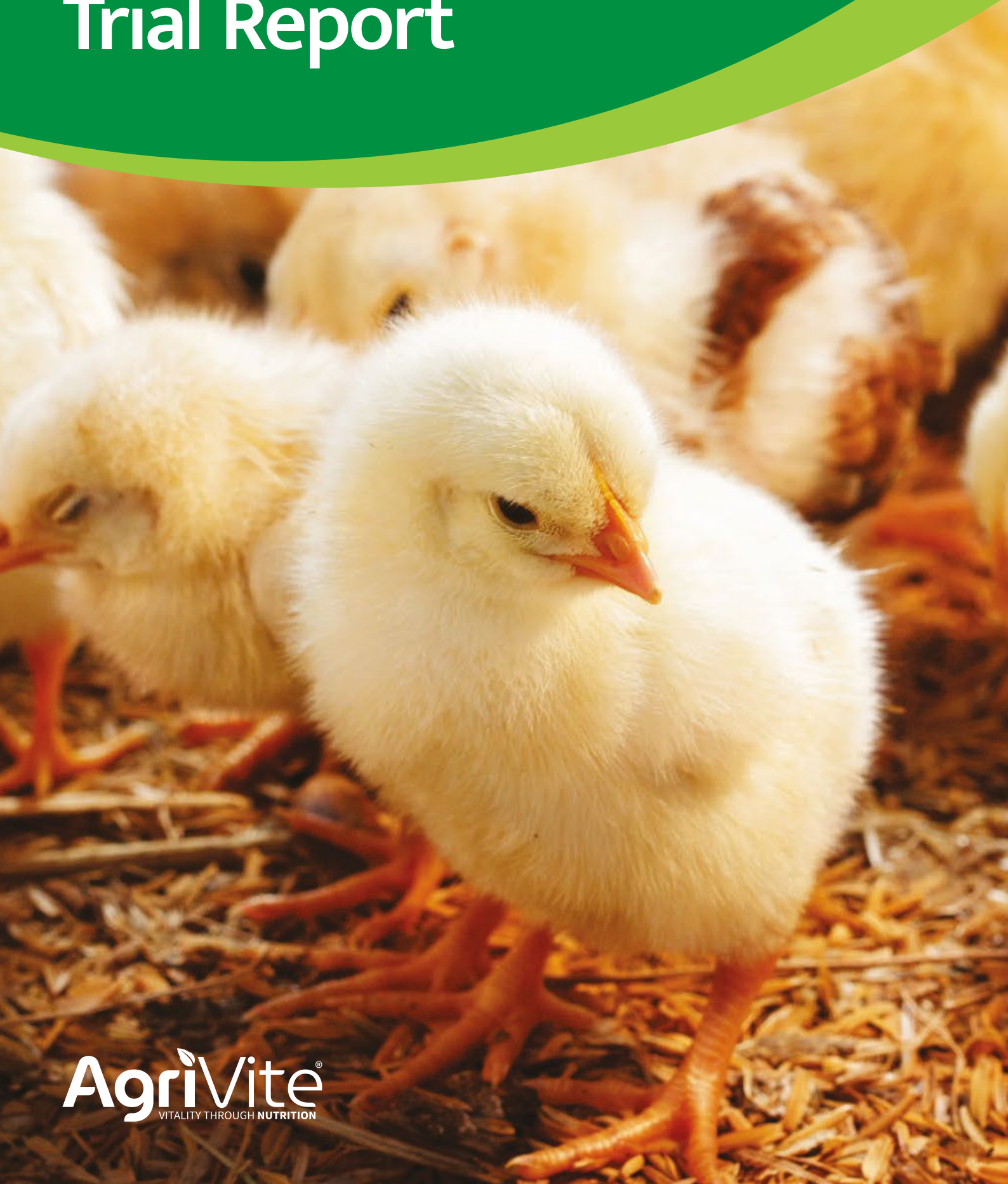
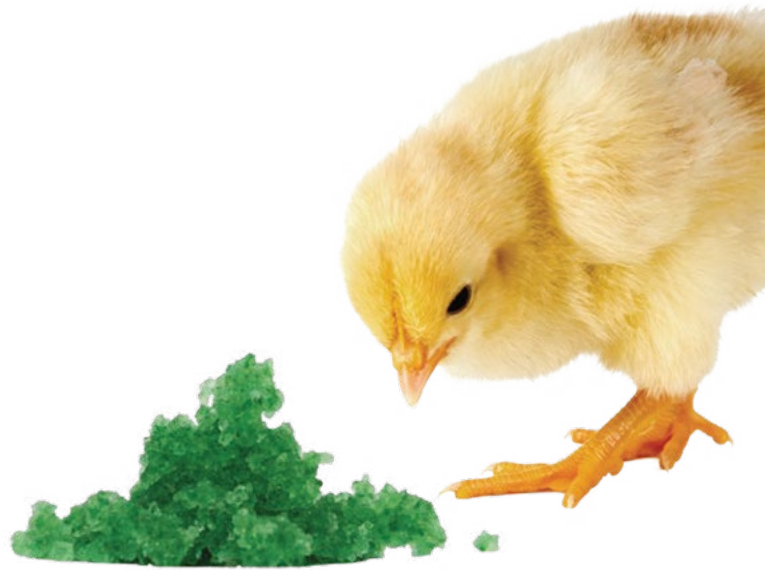


ProStart™ Chick Gel Trial Report



Introduction

The first few hours of a chick's life are crucial. For chicks to flourish, they need to start drinking clean water and taking in nutrients as quickly as possible. Agrivite ProStart chick gel has been specifically developed to deliver quick hydration, energy and early gut protection, to enable every chick to thrive. Trials were conducted to demonstrate just how effective it is.



ProStart trial

A UK based commercial trial comprised 260,000 Ross 308 as hatched birds, spread over four units and two crop cycles. Chicks were selected from same parent flocks in comparative units. The trial was to compare half of the units using ProStart™ chick gel on day of placement, and the other half as a control with no supplementary treatment.

400g of ProStart chick gel product per 10,000 chicks was mixed into 15L of water and spread on top of the feed crumb over four strips of chick paper, two hours prior to chick placement.

The trial farm was a modern facility with pre-set automated environmental controls and all units were set to the same parameters. The units were thinned at 29 days (28%) and cleared at 41 days.

Data collected:

- Daily mortality
- Daily feed consumption
- Body weight into factory



Mortality

Final mortality (including culls) was reduced by 0.3% in the units starting on ProStart compared to the controlled units (Fig 1).

— Gel houses
— Control houses

Cumulative mortality (%)

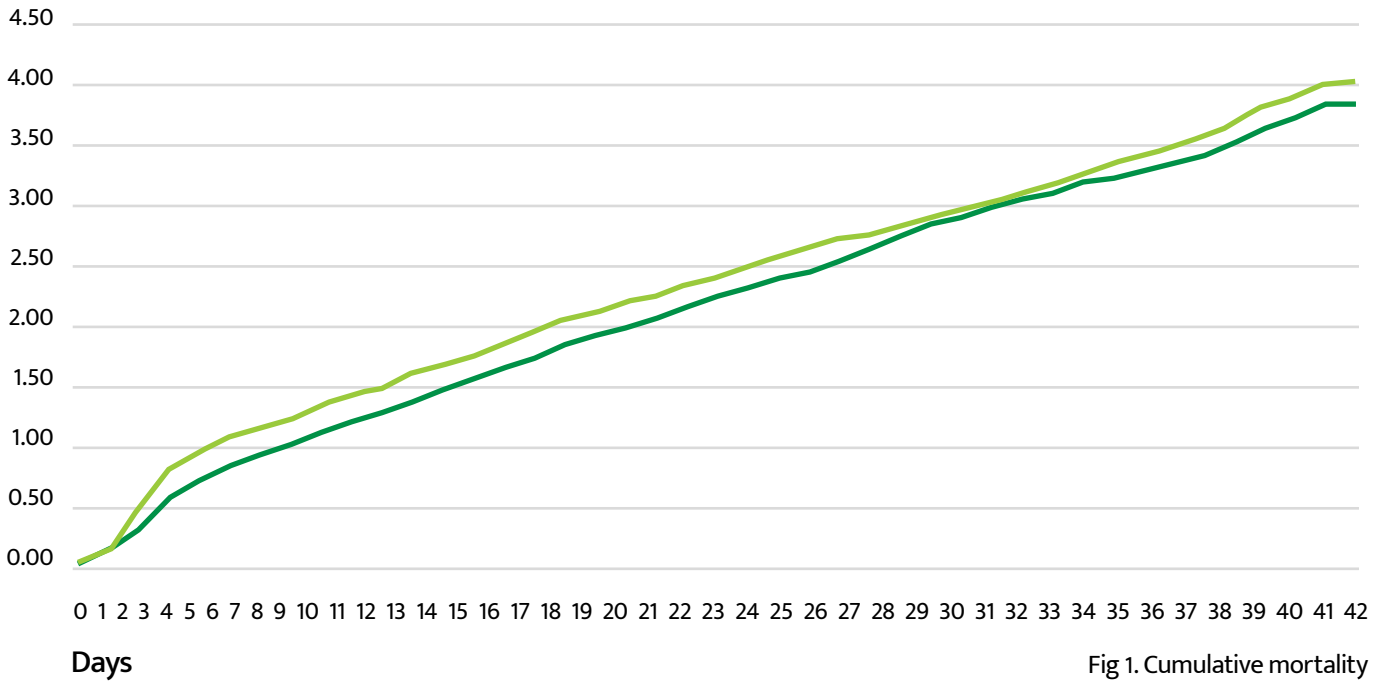


Fig 1. Cumulative mortality



Feed

Feed consumption (Fig 2) was lower in the ProStart units (14.2 tonnes) at the end of crop, with similar body weights to the control units which resulted in improved FCR (Fig 3).

- Gel houses
- Control houses

Cumulative feed (g per bird)

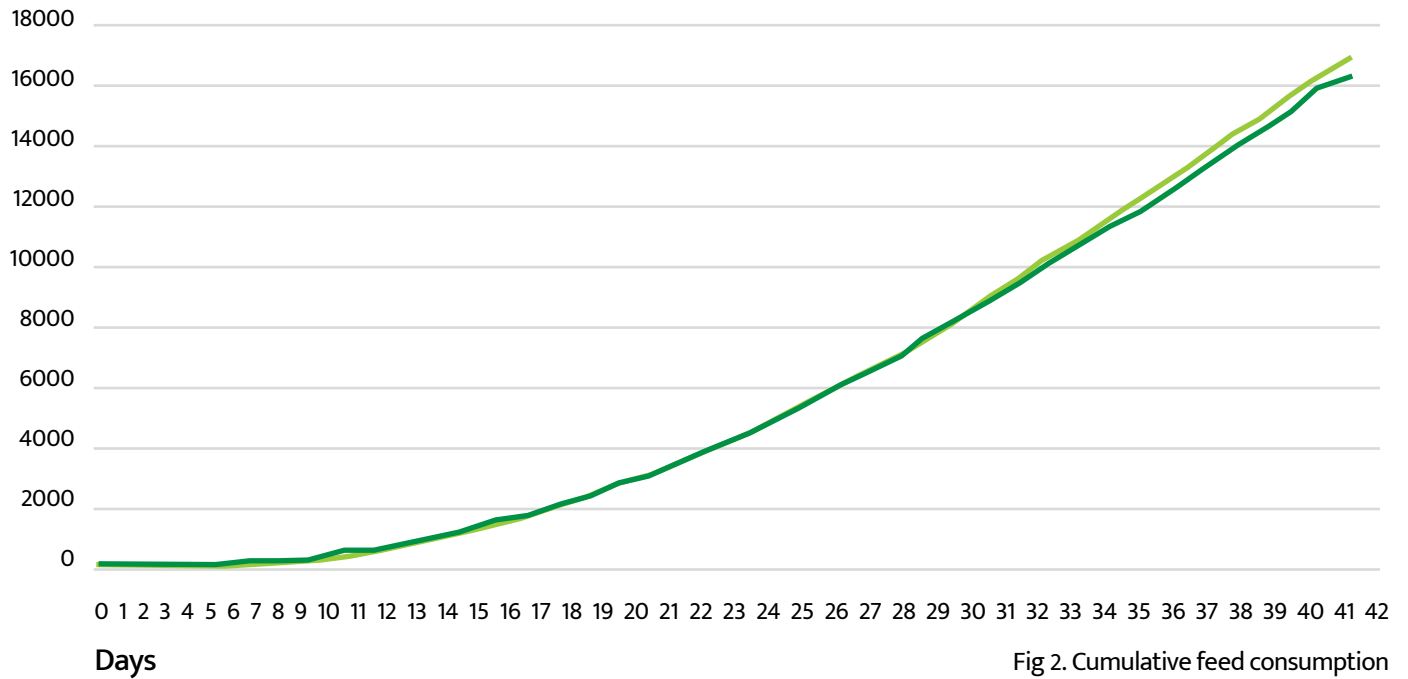


Fig 2. Cumulative feed consumption

Feed conversion

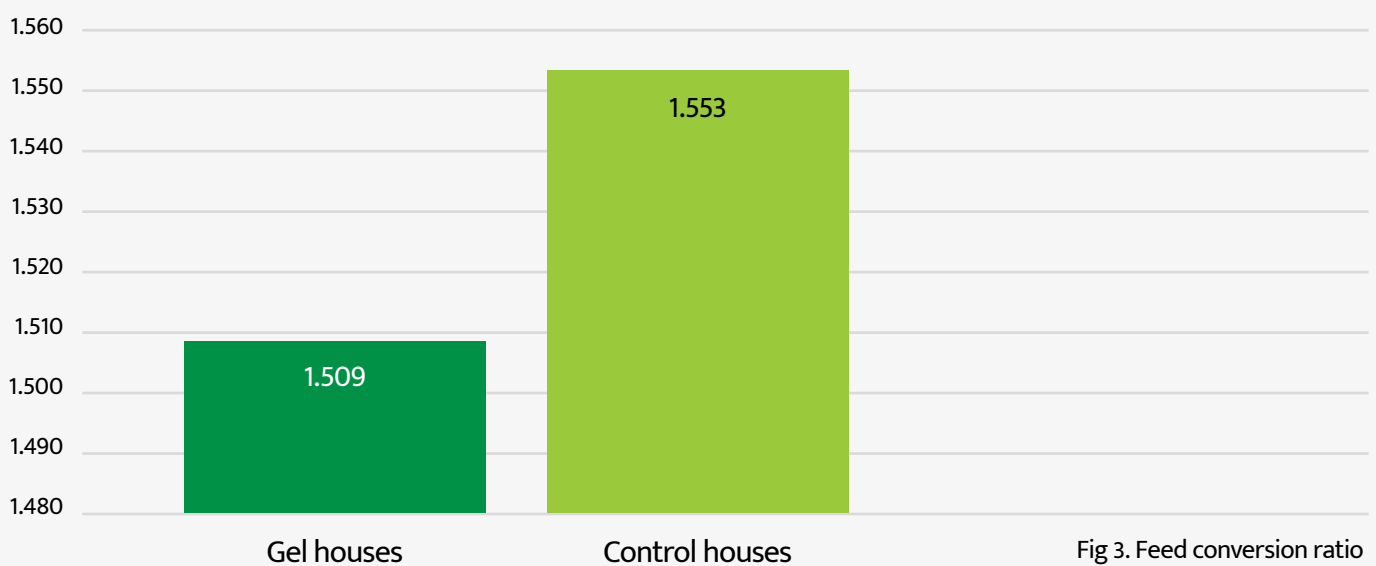




Fig 3. Feed conversion ratio

Body weights

Average body weights into factory were similar (Fig 4) with less feed consumption in the ProStart units.

 Gel houses
 Control houses

Average weight (kg)

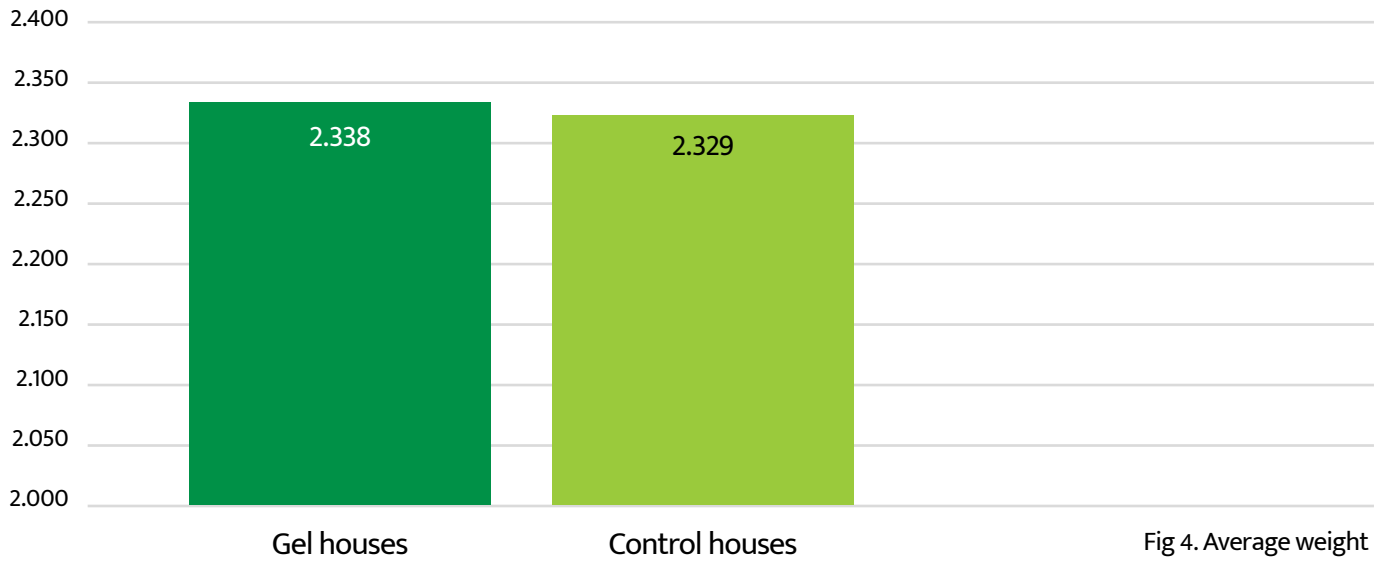


Fig 4. Average weight



Conclusion

Overall, improvements to body weight, FCR and mortality were observed in the treated units when compared to the control units. Financially, the treated units showed an increase in revenue through better feed conversion, more birds to market and increased weight to factory, which resulted in an 8.6x return on investment of the product.

	Control	ProStart
Feed consumption	454.204	440.048
FCR	1.553	1.509
Average weight (kg)	2.329	2.338
Final mortality (%)	4.06	3.87
ROI	8.63	

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