

Purina Animal Nutrition

A MUST

Observe and follow all show rules and regulations regarding the purchasing and showing of Broilers. Purchase Pullorum-Typhoid clean broiler chicks. Use Honor® Show Chow® feed products. Follow recommended management practices during the entire brooding and grow-out period. Keep records on all expenses and receipts. Cull birds accurately and select the show pen properly.

House Set-up and Pre-brood

It is best if you share your feed program/feed types with you Purina® dealer. Inform your Purina® dealer 2 weeks prior to your needs. This allows the dealer to plan his feed orders and ensure fresh, quality, feed throughout your grow-out period.

- Allow two square feet per bird that you start plus allow square footage for feeders and watering equipment
- Supply one feeder for every 20 broilers (this is a minimal requirement)
- Supply one watering unit for every 15 broilers (this is a minimal requirement)
- Place at least 4 inches of litter (pine shavings or rice hulls) throughout the house
- Adequate house lighting is needed - 24 hour light is necessary
- 40 Watt light bulbs (incandescent / fluorescent) are recommended
- Place 1-250 watt red heat lamps per 25 broilers (this is a minimal requirement)
- Have house set-up complete and begin heating the house 3 days prior to receipt of the broilers
- Brood temperature (litter temperature) should be 90° F at floor level, 12" from the center
- beam of the brooder lamp Water temperature should be 80° F for the first 5 days. Bird performance will be negatively impacted if the broilers become too warm or cold
- Keep fresh air in the houses but avoid cold drafty air on the broilers

Time spent in the broiler house is a major key to the success of your project. The more the birds are stimulated, the better performance you gain at the show. Each time someone enters the house, shake the feeders, and slowly walk around the house (stirring the litter), and making the birds get up and eat/drink/exercise. The more time spent in the house, the better the birds perform.

It takes TIME, TIME, TIME!!!! Move those birds every hour! The more they move the more they eat and drink, the bigger they get!!

Pre-arrival Dates

- Week Prior - Set-up and equip the broiler house with litter and all equipment
- Week Prior - Test all equipment including lights, heat lamps, feeders, waterers, etc.
- Days Prior - Begin heating the broiler house - *the key to a good start*
- Day Prior - Check progress of pre-brood temperatures. Make final adjustments if needed.

**** NOTE:** 1 hour prior to receiving birds, add feed to feeders

Prepare water and place in waterers. Remember water temperature needs to be 80° F.

Week 1

Feeding: Feed 100% Honor® Show Chow® Poultry Prestarter

Management:

Maintain brood temperature at 90°-95 F

Temperature check should be taken at bird height in pen. Remember if birds end up laying all on top of each other under the light it's because they are cold. Also, if birds are all away from the light they are too hot! Birds should be freely roaming around when temperature is just right.

Change water 24 hours after placement of birds and every morning and night after that

Fluff shavings every morning and night

Week 2

Feeding: For every 20 lbs of Honor® Show Chow® Poultry feed needed blend the following:

- 10 lbs of HSC Poultry Prestarter
- 10 lbs of HSC Poultry Starter
- 8 oz High Octane® Power Fuel® Supplement
- 8 oz High Octane® Champion Drive™ Supplement

Management:

Maintain house temperature at 80° F

Keep fresh water available at all times. Change water every morning and night.

10 days of age - spread wing bands open with a flat head screw driver so that they don't grow into the bird's wing.

Weather permitting allow fresh air into the house. If not, ammonia will begin building up and can kill your birds.

Stir the air with a fan if weather does not permit you to ventilate with fresh air

Avoid creating too cool of a draft on the birds

Fluff shavings every morning and night and completely change out the shavings by the end of wk 2. Maintain a minimal 4 inch base throughout the house.

Waterers and feeders should always be at breast height so as the birds grow the feeders and waterers should be adjusted weekly.

Week 3

Feeding: For every 20 lbs of Honor® Show Chow® Poultry feed needed blend the following:

- 3 lbs of HSC Poultry Prestarter
- 17 lbs of HSC Poultry Starter
- 8 oz High Octane® Power Fuel® Supplement
- 8 oz High Octane® Champion Drive™ Supplement

Management:

Maintain house temperature at 75° F

Keep fresh water available at all times

Weather permitting allow fresh air into the house

If weather does not permit fresh air ventilation, stir air with fan

Avoid creating a cool draft on the birds

Plan a day for week 4 to cull at least ½ of your birds so you'll have more room for the better birds to grow

Ensure the availability of additional people to help with culling

Fluff shavings every morning and night.

Waterers and feeders should always be at breast height so as the birds grow the feeders and waterers should be adjusted weekly.

Week 4

Feeding: For every 20 lbs of Honor® Show Chow® Poultry feed needed blend the following:

- 15 lbs of HSC Poultry Starter
- 5 lbs of HSC Poultry Grow-Finish
- 8 oz High Octane® Power Fuel® Supplement
- 8 oz High Octane® Champion Drive™ Supplement

Management:

Maintain house temperature at 70° F

Keep fresh water available at all times

Weather permitting, allow fresh air ventilation, stir the air with a fan

Avoid creating cool draft on the birds

On or before 28 days of age, cull birds down to approximately 3 birds for every bird that will be entered in the show.

Example: 1 pen of 3 broilers shown - Cull down to 9-12 broilers. The criteria used for culling is the same as for picking the show pen (see criteria below)

Fluff shavings every morning and night and completely change out the shavings by the end of wk 4 again. Maintain a minimal 4 inch base throughout the house.

Waterers and feeders should always be at breast height so as the birds grow the feeders and waterers should be adjusted weekly.

Week 5

Feeding: For every 20 lbs of Honor® Show Chow® Poultry feed needed blend the following:

- 8 lbs of HSC Poultry Starter
- 12 lbs of HSC Poultry Grow-Fin
- 8 oz High Octane® Power Fuel® Supplement
- 8 oz High Octane® Champion Drive™ Supplement

Management:

- Maintain house temperature at 68° F
- Keep fresh water available at all times
- Weather permitting, allow fresh air ventilation, stir the air with a fan
- Avoid creating a cool draft on the birds
- Read show rules, regulations and guidelines to showing broilers

Week 6 till Show Day

Feeding: For every 20 lbs of Honor® Show Chow® Poultry feed needed blend the following:

- 20 lbs of HSC Poultry Grow-Finish
- 8 oz High Octane® Power Fuel® Supplement
- 8 oz High Octane® Champion Drive™ Supplement

Management:

- Maintain house temperature at 68° F
- Keep fresh water available at all times
- Weather permitting, allow fresh air ventilation
- Stir the air with a fan
- Avoid creating cool draft on the birds

Evaluate litter condition – change out the shavings by the end of wk 6. Maintain a minimal 4 inch base throughout the house.

Waterers and feeders should always be at breast height so as the birds grow the feeders and waterers should be adjusted weekly.

At the beginning of the week - Begin to prepare for transport of birds to the show. Locate cardboard box and purchase fresh shavings (shavings from house not recommended unless they are exceptionally clean).

Insure availability of additional people to assist in holding birds for pen selection. If it is a morning show, select birds the night before. If it is an afternoon/evening show, select birds the morning of the show in cool weather only. During hot weather, select birds after 9:00 p.m. prior to show.

Pen Selection

Do not over handle the birds. Too much feeling, squeezing, and hanging upside down creates stress on the birds and causes birds to soften and possibly die. Remember, prior to pen selection look for defects that would result in disqualification. Remove those birds (if any) and select the top birds for a pen to show. Mark bird on the leg with magic/paint marker. Mark the first choice pen of birds all the same. Mark alternate birds with a different color or mark for quick identification. Avoid tie wraps, string or leg bands for identification purposes.

Criteria for Pen Selection:

- Length of breast bone – Measure from the “V” in the breast to the end point of the breast (keel) bone. *The longer the breast (keel) bone the better.*
- Depth of body – The measurement from the front of the breast to the backbone should be considered. *Deep bodied birds will exhibit more muscle mass.*
- Width of the breast muscle – Using your hand, measure the width of the breast muscle. *Wide breasted birds are desired.*
- Tapering of the breast – measure the amount of taper (loss of muscling) as you evaluate the breast muscle toward the back of the breast (keel) bone. *Minimal amount of taper is best.*

SHOW TIME - GOOD LUCK!!