



# POULTRY

## ALL NATURAL PRODUCTS FEEDING GUIDE

**PHENIX**  
FEEDS & NUTRITION

# POULTRY MANAGEMENT GUIDELINES

***FEED, WATER, AND AIR ARE THREE CRITICAL FACTORS FOR SUCCESS IN POULTRY AND LIVESTOCK PRODUCTION.***

## **Pathogen Control Measures:**

Young chicks and poults need to be treated with tender care. The environment they will be placed in should be prepared well ahead of their arrival. This means a thorough clean out of the housing, drinkers and feeders and use of a good disinfectant to reduce the challenge from potentially harmful bacteria, viruses and other pathogens. It is advisable that chicks and poults be vaccinated against pathogens that are common to the area. Your Phoenix Feed representative, the hatchery or the Cornell Extension service can provide you with information on this important consideration. An approved wormer should be utilized if birds are raised on pasture or on the “floor”.

If raising birds on litter, purchase high quality shavings and keep them dry by forking out wet litter and top dressing with fresh litter. If raising birds on pasture, rotate the pastures to limit exposure to worms, cocci and other pathogens.

Birds can be raised without vaccinations and medications if: 1-Raised in isolation from other birds (including wild birds), 2- All in- all out management is used (single age on farm),



3- Extended down times between groups, 4- Good disinfection and clean-out procedures, 5- Birds are not exposed to pathogens in hatchery or on farm, 6- Strict biosecurity procedures are in place. Keep in mind that if you choose this type of bird management, management will need to be extremely good.

## **Feed Management:**

Ideally, feed should be fed within 2 weeks of manufacture and should be stored in a cool, dry location, if possible. Keeping feed fresh and dry will minimize mold growth and off-feed problems. Providing new feed several times a day, during the first week will promote feed intake. Encourage birds to clean up the feed from the feeders, each day, after the first couple of weeks. This will help to keep





feed from getting stale and moldy.

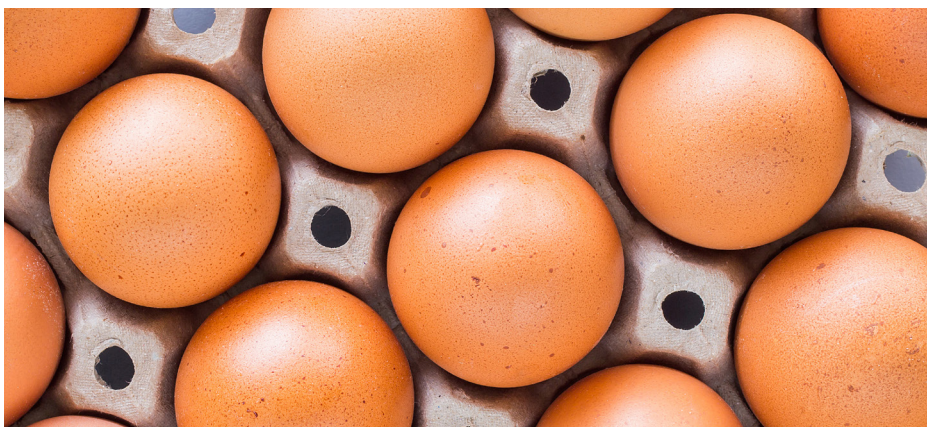
Grit should be provided the first week, to promote “gut health” and improve digestion of feed. Providing grit on a biweekly basis is recommended when mash diets are being fed.

#### **Water Management:**

Fresh water should be provided at all times and chlorination is recommended to reduce bacterial contamination of drinkers. Clean fountain or trough drinkers daily to minimize growth of pathogens.

#### **Housing and Environment:**

Air quality and maintaining the correct temperature is critical, especially for young chicks. Consult breeder management books for recommended temperatures for poultry. Again, this is most critical for young birds. If raising birds in confinement, it is critical that dust, ammonia, carbon dioxide, carbon monoxide and humidity be monitored and controlled. Remember, the birds exposure level is every day, every hour.



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# THE ALL-NATURAL FEEDING METHOD...



**PHOENIX FEEDS & NUTRITION ALL-NATURAL FEEDS ARE MANUFACTURED FROM THE HIGHEST QUALITY INGREDIENTS WITH A STRINGENT QUALITY CONTROL PROGRAM. WE CONTINUALLY TEST INCOMING INGREDIENTS TO ENSURE THAT THEY MEET THESE STANDARDS.**

Phoenix Feeds & Nutrition has a highly technical team that has designed their poultry feeding program. We rely on 4 Ph.D. nutritionists and a team of experienced specialists to provide professional advice to your poultry operation. Whether you raise poultry as a hobby, for 4H or are a commercial operation, Phoenix has a poultry program to fit your needs.

Phoenix Feeds & Nutrition works

closely with Akey, a poultry nutrition research company, to utilize locally available ingredients that are evaluated and incorporated into diets based on quality, consistency, and cost.

Diets are continually evaluated to ensure that the program is meeting customer expectations.

Programs are also designed using proven technology to minimize the negative effects on the environment.



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# POULTRY FEEDING PROGRAM

## TURKEYS

- **KEY AN TURKEY STARTER (27.5%)**  
Contains Coban for the prevention of coccidiosis. Feed from 0-7 weeks of age to provide fast & uniform starts.
- **KEY AN TURKEY GROWER (22%)**  
Feed from 7-14 weeks of age to keep birds accelerating through the grower period.
- **KEY AN TURKEY FINISHER (17%)**  
Feed the final 14 weeks of age until market to push turkeys to optimal final weights.
- Additional feed can be added to the program by blending these feeds together. Consult your Phoenix Feeds representative for specific recommendations.



## BROILERS/ PULLETS

- **KEY AN POULTRY STARTER (21%)** Contains Coban for the prevention of coccidiosis. Feed to broilers from 0-3 weeks of age. Feed to pullets from 0-6 weeks of age.
- **KEY AN POULTRY GROWER (19%)** For fast gains and good feed conversion feed to broilers from 3-6 weeks of age. To turn pullets into productive laying hens feed to pullets from 6-17 weeks of age.
- **KEY AN POULTRY FINISHER (17.5%)** Add extra pounds to broilers by feeding from 6 weeks of age until market.

# LAYERS

- **KEY AN LAYER 235 (16.5%)** Feed to laying hens for high rates of lay and excellent quality shells. Enzymes have been added to enhance digestibility of the feed and also to reduce phosphorus output.



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