

# ChickCare

Unlocking flock productivity



**LIFESTART**  
SETS LIFE PERFORMANCE

 **trouw nutrition**  
a Nutreco company

## Reducing the gap between genetic potential and current performance of chicks

**In commercial broiler operations, there is often a delay in chicks' access to feed and water. This negatively impacts chick productivity. The longer the chicks take to receive their first feed and water, the lower their growth rate and the higher the mortality rate in the first days.**

In their first days of life, chicks have particular dietary needs to mitigate the effects of dietary system change, transportation, and the reduction in maternal antibody levels. As such, to support their physiological needs and help them develop optimally, newly hatched chicks require a precise combination of functional proteins, amino acids, calcium, and phosphorus.

### The precise nutritional needs of chicks up to four days

Through scientific studies focused on mineral metabolism, functional proteins and nutritional requirements, Trouw Nutrition has identified the nutritional needs of chicks in the first days of life, according to the demands of their actual physiological state.

In particular, one of the main objectives of a pre-initiating diet should be to promote bone formation during the neonatal period. This will sustain the subsequent intense muscular development. Skeleton development depends on the proper formation and maintenance of organic and inorganic components. This process begins during incubation and continues after hatching.

The combined use of low calcium strategies and functional proteins in specialty diets focused on the first four days results in better feeding efficiency. It also maximises the use of nutrients and generates greater production yield. This optimises feed conversion from the beginning of the chick's life.

## ChickCare 0-4 days impact on early-life performance

**ChickCare 0-4 days meets the exact physiological demands of newly hatched chicks.**

By using a micro-pellet as its vehicle, ChickCare 0-4 days guarantees a good feed intake, better digestibility and availability of nutrients. The combination of nutrients, minerals and premium class feed additives in ChickCare improves chicks' performance at the beginning of the production cycle – allowing the birds to achieve maximum breast and carcass performance.

### Effects on global life performance and profitability of the chick

In figure 1, body weight gain is reflected not only after four days, but also in the broiler chicken's final body weight. This is because feed conversion improves in the entire production cycle with ChickCare 0-4 days. Consequently, ChickCare 0-4 days increases the profit per chicken, and ultimately the financial results of the broiler operation.

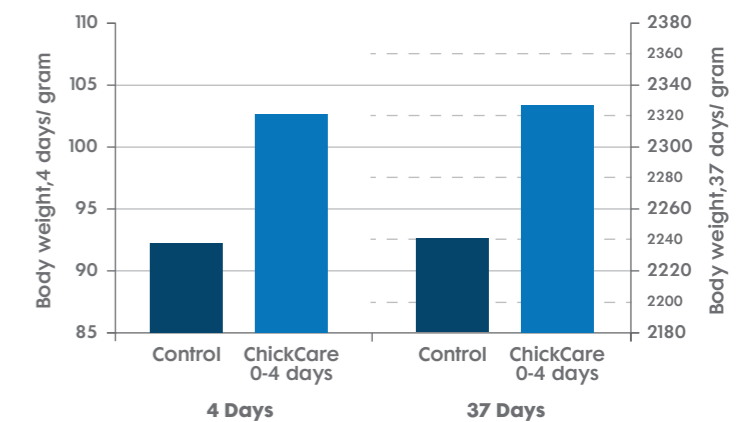


Figure 1. Bodyweight 4 – 37 days





# Information about ChickCare 0-4 days

ChickCare 0-4 days is an antibiotic-free specialty which targets the first four days after hatching. Developed by Trouw Nutrition's experts, ChickCare 0-4 days connects the very latest poultry research and knowledge on early-life nutrition. Feeding an average of 70 grams\*, spread over the first four days of the chick's life, provides chicks with optimal onset of production cycle, steady growth and optimal carry over effect at market age.

## Key benefits of ChickCare 0-4 days:

- 1 Robust chicks
- 2 Supports early life health
- 3 Helps to enhance performance throughout life
- 4 Shortens productive cycles
- 5 Improves final body weight, carcass weight and meat yield results
- 6 Increases profitability per bird

\*Amount of feed recommended under optimal circumstances

