

# Step-by-Step Guide to Improve your Poultry Production

2021 - Champrix Production Training Manual

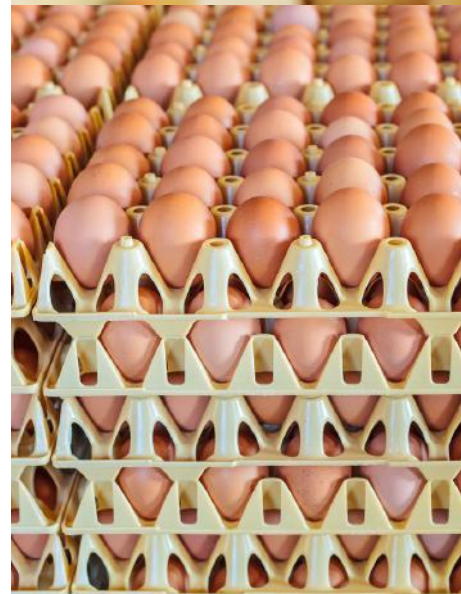


**Champrix**

Your partner in feed solutions

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# Step 1: House Pre-preparation Before Arrival of Chicks

Ensure a Healthy and Strong Start! A good house pre-preparation is necessary before the new chicks arrive to help prevent losses during brooding and the rest of their lives.

Everything should be ready when your chicks arrive. Clean and dry house, clean equipment, brooder temperature adjusted properly, waterers and feeders filled, the floor covered with clean and dry litter, and a good biosecurity plan. Then you are ready to place the chicks under the brooder.

Checklist new chicks arrival.

- Biosecure, clean, safe and draft free housing.
- Clean and disinfected equipment.
- Litter and / or shavings.
- Use brooders. Check the heaters.
- Check the floor temperature, temperature and relative humidity.
- Check ventilation system.
- Check and replace lighting.
- Check feeders.
- Check waterers.
- Have a sanitising solution.
- Prepare Champrix Pre-Starter Feed.
- Chick Paper.  
*Enable chicks to find water and feed quicker*
- Pre-heat housing.  
*Heat housing at least 24 hours before chick arrival.*

**Important:** Chicks should have water or feed within 1 meter range.

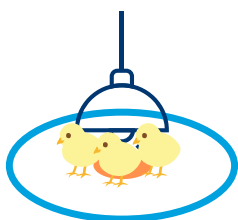
# Step 2: Brooding Management

To have a strong start it is necessary to spend more time during the critical brooding phase. Ensuring an excellent start in poultry production has a significant impact on the future health and performance of the birds. The brooding period is an important time for intestinal growth and the development of a balanced microflora.

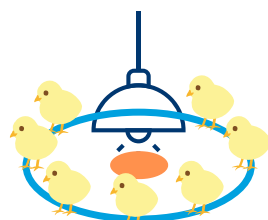
7 fundamentals during brooding:

1. Clean and fresh water
2. Availability of quality feed
3. Lighting
4. Temperature
5. Fresh air
6. Ventilation
7. Litter

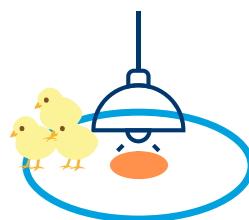
**Tip:** Keeping young chicks is managing by the hour. Errors made in the first 72 hours cannot be reversed later in the flock. Taking the time to manage brooding right pays off later.



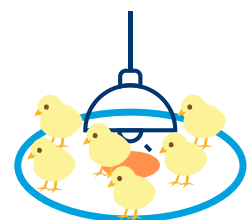
Too cold ❌



Too hot ❌



Too drafty ❌



Just right! ✅

# Step 3: Litter Management

Chickens living on the floor are exposed to the litter every day. Badly managed litter can create higher health risks which can eventually leads to huge consequences on the performance and profits. Benefits of good litter managements are lower bacterials loads and health risks and better meat quality.

Management practices:

- Check and manage waterers to prevent leaks.
- Wet litter should be removed from the house and replaced with clean and dry litter.
- Adequate ventilation.
- Use circulation fans to move air within the house.
- Make sure no moisture is getting in from the outside. Check grading and drainage around the housing.

## Prevent Wet Droppings. Check the Poultry Droppings daily!

**Identify what is normal**

**Regular Normal Chicken Dropping**  
*Passed 12 or more times a day*

Faecal is solid

Gray-white tip

Clear liquid is the urine



**Normal Cecal Dropping**  
*Passed 2-3 times a day*

Soft, pasty and moist often with a strong odour.



**Considered Abnormal**

- Orange-coloured slime
- Presence of blood
- Very watery, clear or sticky dropping
- Change in odour
- Green or Yellow colour
- Presence of undigested food
- Vent pasted over with droppings
- Milky dropping (urates)
- Foamy appearance
- Presence of worms

# Step 4: Feed and Water Management

An abundance of clean water and quality feed will reduce challenges and maximize performance.

Although poultry producers are critical about the feed quality, quality water often does not get the attention it requires.

- Frequent cleaning and checking the drinking system is important.
- Check the availability, height, pressure, mineral content and other contaminants.
- Check the drinking water equipment daily.

Poor water consumption during the first few days of life can cause dehydration and may lead to higher mortality and poor flock uniformity. So check the drinking water daily!

**DOWNLOAD** our feeding schedules on [www.123poultry.com](http://www.123poultry.com) or download our **123POULTRY App**

Birds must have easy access to quality feed.

A proper feeder line height matching to the height of the birds helps to lower feed wastage and mixing feed with litter, and it ensures that all birds have access to feed. Adequate feed access is also achieved with the right amount of feed pans.

An excellent quality of feed, containing all essential nutrients, is important to ensure performance. Champrix feeds contain all the essential nutrients your animals need.





# Step 5: Environmental and farm management

General environmental management of the poultry housing includes many elements, such as temperature, relative humidity, ventilation and lighting. Understanding that these components work both separately and together can help to guide your management practices.

Management practices to promote the well-being of your flock:

- Daily monitor the temperature, humidity and ventilation inside the housing as well as the outside temperature.
- Monitor transition times can help understanding what happens in the housing (e.g., from day to night, when birds are placed, during half-house brooding, feed changes).
- Secure buildings with good ventilation without draft.
- Mortality checks. Remove diseased birds as soon as possible.
- Keep an eye on equipment. Walk the housings routinely will also help to ensure equipment remains in working order.
- Monitor feed and water intake helps to monitor the flocks' progress.
- Keep well-balanced, nutritious feed (diet) in clean sanitary conditions.
- Good quality and clean water, free of shavings and manure.
- Clean and sanitize an area before introducing new chicks.
- Proper litter management, keep bedding clean, dry, and deep in coop.

**Tip:** Monitoring feed and water intake helps to monitor the flocks' progress.

# Step 6: Flock Health



What can you see, hear, feel, smell and taste in the poultry housing? Continuous flock monitoring must be done, because then you detect any changes in the behaviour or appearance of the bird, that may indicate disease challenges.

To control the birds health status it is important to monitor the flock health daily or regularly.

## Health Check

**Healthy chickens are active, cheerful and making sounds.**

**Comb** should be coloured deep red and free of blemishes.

**Nares** should be dry and free of fluid.

**Beak** should be clean, meet and not be crossed. Tongue should be clear.

**Crop** should feel hard of consumed feed.

**Keel** should be smooth to less prominent in appearance.

**Abdomen** look for irregular displacent of the feathers of any enlargement.

**Legs** and shanks scales should be smooth, shiny, clean, and not crusty or raised.

**Toe nails** should not be twisted or crooked.

**Bottom of feet** should be clean, straight, soft and blemish free.

**Eyes** should be open, clear and bright.

**Ears** should be clear and free of any discharge.

**Feathers** should be clean, shiny and sleek close to the body.

**Wings** should be symmetrical, held close to the body and feathers are intact.

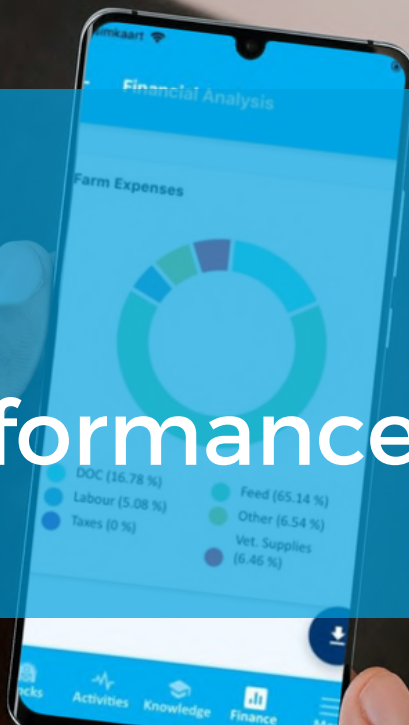
**Vent** should be clean and free of mess.

**Hock joints** look or feel any swelling, redness, heat or abrasions.





# Step 7: Flock Performance



Keeping records will help you keep track of your performance, in terms of how you conduct your management and help you also keep track of your birds performance, be it a layer or broiler.

Benefits:

- Records keep you informed on the cost. You will eventually know the total feed, medication and other consumables used, hence creating a basis of profit or loss knowledge.
- Records will allow you to take right action when the birds are not growing or performing accordingly.

For example, if egg production drops, you can easily go back in your records to pin point when the production started going down, then compare to the feed consuming patterns in the same period. If the consumption is also decreasing correspondingly, you know there was a problem, such as disease, water, temperature conditions.

**Keep records to adjust and do better next round.**



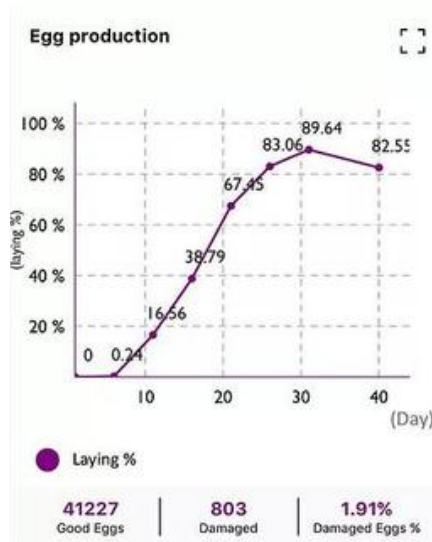


## Support your Farm Management

### 123POULTRY - Champrix Farm Manager

Manage your farm records with 123POULTRY App.  
FREE record keeping for poultry farmers.

- Learn how to improve your production.
- Gain insight into your income and expenses.
- Achieve higher profits!



EXPENSES	Total	Per Bird
Day-old-chicks	€6.250	€1,25
Feed	€7.950	€1,59
Labour	€1.250	€0,25
Other	€2.425	€0,48
Vet. Supplies	€1.650	€0,33
<b>Total</b>	<b>€19.525</b>	<b>€3,90</b>

**Feed phases** ^

Broiler feed phases	∨
Pullet feed phases	∨
Layer feed phases	∨
Prestarter	∨
What recipe should I use?	∨

### Production Records

How many eggs did you collect? Egg weight? What is your layer percentage over time? Production records give farmers insights into their production efficiency. It can learn what works well, and where there is room for improvement. Without record keeping, you are just gambling!

### Financial Farm Records

Is your farm profitable? How much profit do you earn exactly?

Financial record keeping helps you to know how much you earn and spend on your farm, and allows you to look for improvements.

### Knowledge Center Champrix

Every farmer could use some farm tips! The application features an entire section with tips on how to improve your farm. Helping you to further optimize your farm and achieve better results.

# Get Started with 123POULTRY

Higher performance can be reached by a strong start, good management, high hygiene standards, a proper health management program and record keeping.

Start keeping your records with **123POULTRY App**. Discover the easy of record keeping with instant access to your data, manage and compare your flocks, and have a detailed overview of your financial analysis, and cost allocation.

**123POULTRY App** will make your daily activities a lot easier and business much more profitable.



Download the FREE App  
at [www.123poultry.com](http://www.123poultry.com)



# A Brief Introduction of Champrix

Interested in selling / buying Champrix Feed Solutions? Become a distributor!

Champrix is a company in the Netherlands that supplies feed solutions for poultry, ruminants, aquaculture and other species. We give you the best possible advice and services regarding animal nutrition, farm management, feed production as well as export. We are dedicated to giving professional advice and share our knowledge with the aim of optimising the performance and help you achieve your goals in many ways.

- Successful in more than 40 countries.
- Over 20 years of experience in animal nutrition.
- Digital support tools: 123FEED and 123POULTRY to help you grow in your region.
- Focus on an innovative product portfolio.
- International mindset and yet a personal approach.

Contact us! Mail [sales@champrix.com](mailto:sales@champrix.com) or WhatsApp at [+31 6 27 27 07 92](tel:+31627270792)

