

Data Summary: Improving hydration and reducing ketosis in day-old chicks

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from the University of Arkansas

EarlyBird™

Perinatal Nutrition Supplement for Poultry

Description: EarlyBird was developed by scientists at the University of Arkansas. It is an all natural hydration and nutrition supplement for young poultry. Extensive research has shown that EarlyBird promotes instinctive feeding, getting young birds off to a fast start. This leads to increased early weight gains which are maintained throughout the bird's lifetime.

EarlyBird provides moisture to chicks, initiating renal function, and helping clear accumulated ketones, ketoacids, and other built up wastes accumulated during incubation. EarlyBird also provides a readily available source of glucose (necessary for proper heart and brain function) reducing the need to utilize internal fat and protein reserves, which result in the build-up of ketones and ketoacids. These waste products strongly reduce appetite and lead to starve outs and poor starting chicks.

Additionally, without EarlyBird an unfed chick will utilize large amounts of maternal antibodies which are critical for disease resistance in early life prior to full maturation of the immune system.

Benefits:

- Reduces mortality
- Improves appetite
- Increases average daily gain
- Enhances immune function
- Decreases condemnations
- Minimizes slow starters
- Eliminates ketosis
- Reduces weight loss during transportation
- Improves profitability

Directions for use: EarlyBird should be given at hatch in the chick box or at placement as a top dressing to initiate instinctive feeding and to help draw neonates to feed. Dosage is 2 grams of hydrated EarlyBird per bird.

EarlyBird is shipped as a dry material. It should be mixed with warm water at a ratio of 1 part EarlyBird to 1 part water by weight.

Mixing Instructions:

- Add warm water to container
- Stir while adding an equal weight of EarlyBird to container
- Let stand 5 minutes to allow proper hydration

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Application:

- Place 200 grams of hydrated EarlyBird over the top of 100 chicks in each chick box
OR
- Place 200 grams of hydrated EarlyBird per 100 birds onto starter feed trays as top dressing
- Provide normal to bright lighting, allowing the chicks to see the product and initiate rapid consumption

Ingredients: EarlyBird is a mixture of all natural vegetable feed ingredients. It is light green in color and has contrasting particle sizes, attracting birds and initiating feeding.

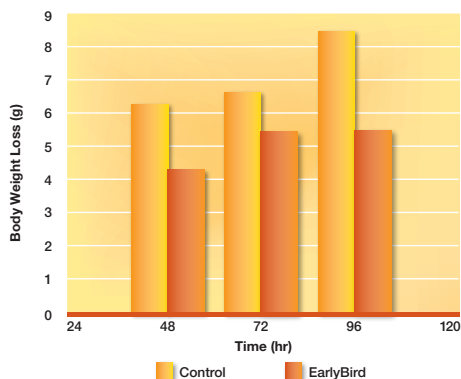
Precaution: Because chicks and poults consume EarlyBird rapidly, birds may become chilled if cold water is used for hydration of EarlyBird. It is essential to use warm water or prefill a container with tap water and allow sufficient time for the water to reach ambient temperature.

Research: EarlyBird was specifically developed to meet the nutritional needs of chicks and poults and to be highly attractive for rapid consumption, even by dehydrated and ketotic birds. Color preference, contrast of component sizes, hydration properties, nutrient content, and consumption preferences were considered during development.

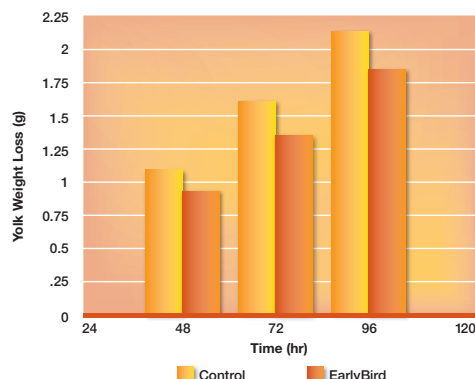


EarlyBird – Extensive Published Research

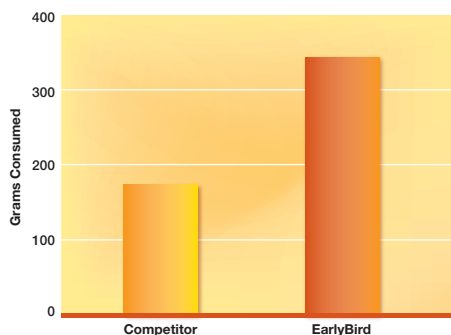
Reduces Weight Loss During Transport



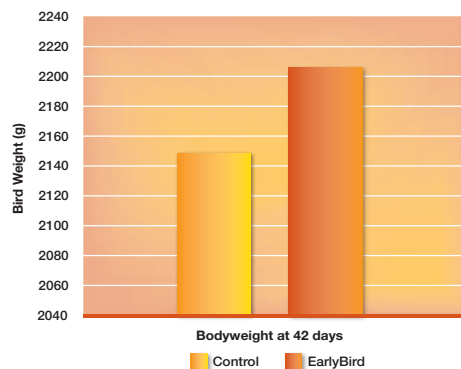
Reduces Yolk Absorption During Transport



Preferred by Birds



Bigger Birds at Processing



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