

For further details on

AlphaStart

Broiler



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AlphaStart

Broiler

Optimum Performance From The Start

AlphaStart Broiler trials have shown:

- Significantly extra weight at 7 days is maintained through to final kill
- Improved FCR at final clearance
 - Greater uniformity at kill
 - Improved EPEF at final kill



Research has shown that post hatch management of broiler chicks has a critical impact on both early and life-time development of the gut and immune system. The day old chick has specific nutritional requirements that must be met in order to achieve optimum lifetime performance:

- Nutrient balance must be optimal
- Feed must be highly digestible
- Feed must be presentable and palatable

With this in mind, Devenish Nutrition have developed AlphaStart Broiler, a unique product that matches the requirements of the day old chick and delivers optimum performance from the start.

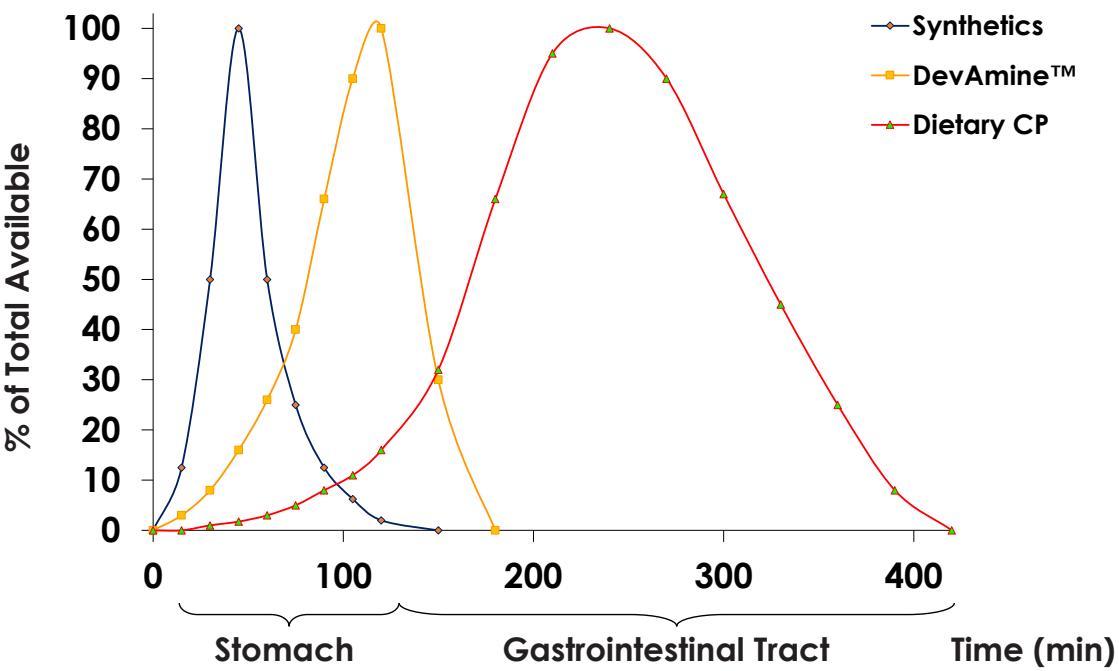
What is AlphaStart Broiler?

AlphaStart Broiler is a high quality mini pellet prestarter for growing broilers. Made up of a range of highly digestible ingredients, AlphaStart Broiler is based on our unique proprietary DevAmine technology. This supports a high Glycaemic Index effect and supplies optimum protein requirements to enable amino acid sparing and efficient protein utilisation. It also contains a specific mix of vitamins and trace elements designed to optimise early life nutrition.

AlphaStart Broiler is supplemented with a specific blend of key ingredients and nutritional aids to support early gut maturation, improve early digestion and boost the immune function.

DevAmine Technology

The DevAmine concept was developed by Devenish Nutrition and provides a slow release of synthetic amino acids so they act more like a highly digestible protein in monogastrics. Amino acids are bound to sugars and provide a slow and continuous release of amino acids and energy. This bridges the gap between the utilisation of synthetic amino acids and the breakdown and utilisation of amino acids from crude protein (shown in the diagram below).



How is AlphaStart Broiler used?

AlphaStart Broiler is a short cut 2mm pellet that is fed for the first 4 days instead of commercial starter crumb. It is Salmonella free and is available as GM and NGM. It is available in 25kg bags, Mini Bulk or Bulk.

Devenish Performance House Trial, 2013

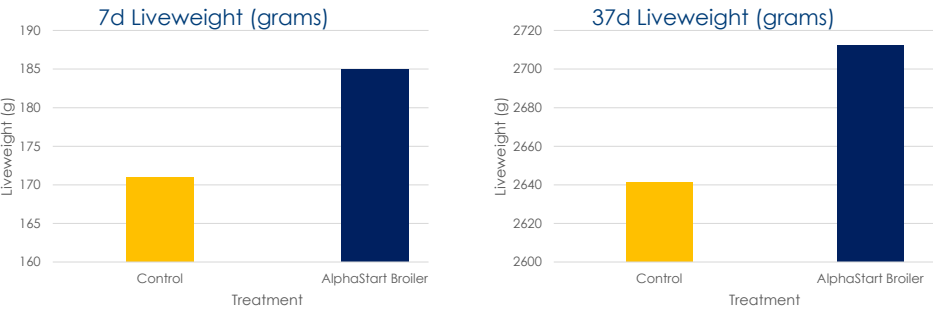
A validation trial was undertaken to determine the influence of early nutrition on lifelong performance. 11,664 male Ross 308 (category 3) chicks were used with 324 birds/pen with 9 replicates per treatment. All birds were fed using a standard feed programme, with sequenced treatment placement throughout the house.

Treatments and Feed/Bird

Diet	Control	AlphaStart
1. Floor feed	60g*	60g
2. Starter	240g	240g
3. Grower	900g	900g
4. Finisher	As required	As required
5. Withdrawal	As required	As required
Feed form	Crumb	2mm pellet

* Floor feed on control was same commercial starter crumb, i.e. diet 2

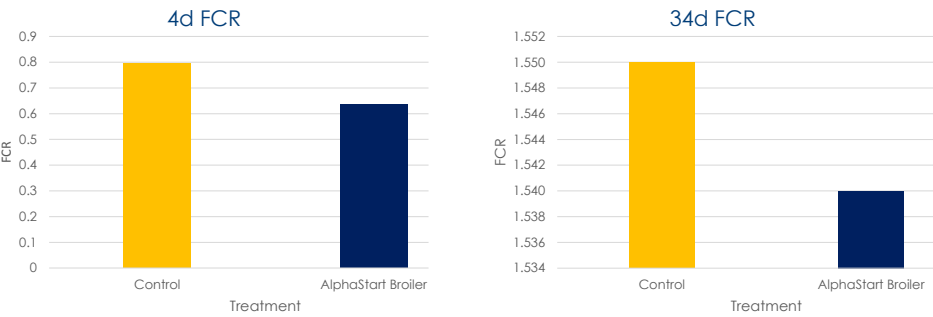
7 and 37 Day Liveweight Results



The trial showed that feeding AlphaStart Broiler for 4 days:

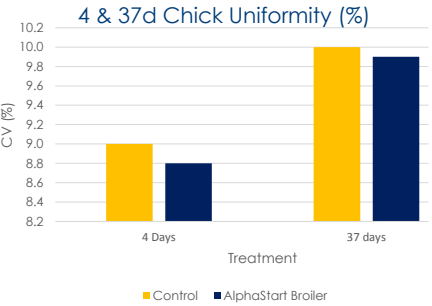
- Gave an extra 14g liveweight at 7 days (P<0.001) and 71g at 37 days (P<0.05). They maintained the weight advantage.

4 and 34 Day FCR Results

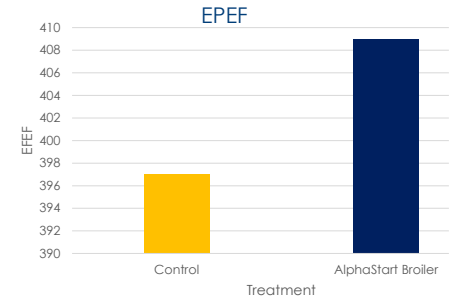


- Improved FCR significantly (P<0.001) by day 4 and by 1 point at 34 days.

4 and 37 Day Chick Uniformity



37 Day EPEF



- Resulted in birds being more uniform than the control throughout the trial.

- Improved EPEF by 12 points compared to the control.

Conclusions

Birds fed with AlphaStart Broiler for 4 days:

- Achieved significantly extra weight at 7 days that was maintained through to final kill
- Achieved improved FCR at final clearance
- Had greater uniformity at kill
- Had improved EPEF at final kill

