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**IMPROVEMENT OF
1GRAM AT 7DAYS
CORRESPONDS TO
6GRAMS AT
MARKETING AGE !**

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Achieving good 7-day live weight will improve performance parameters such as final live weight and feed conversion as well as maintain a low overall mortality. During the first 7 days, 80% of the energy is used for growth and only 20% for maintenance, indicating the importance of this period in the life of a newly hatched chick. According to management guidelines for the modern broiler, the birds are supposed to increase live weight 4.25 times during the first 7 days, from approx 40g to 180g.

Achievement of optimum 7days bodyweight will not be possible if the birds are not taken care of from the very first day. Only when chicks arrive at the farms without much weight loss and stress, 1st wk performance will be better, e.g. increased total growth, improved feed conversion and better uniformity. However under field conditions most often day-old chicks quickly become dehydrated, and they start losing weight. This can happen in the hatchery, in the storage room or during prolonged transportation. When birds get dehydrated, they have an increased risk of dying and poor start. Therefore, prevention of dehydration during transportation or rehydration of day old chicks as quickly as possible after arrival at the farm is important to get chicks off to the best start possible for subsequent performance.

Early 3Cs is an unique rehydrating formula which provide the required amount of water to the chicks resulting in better body weight gain, decreased initial stress of flock, decreased first week mortality and early gut micro flora development, giving day old chicks the best start.

For more details, click: <https://saifvetmed.com/products.php?procat=Poultry&pid=14&psc=10>