

HOW TO BOOST POULTRY FARMING PRODUCTIVITY WITH STRESS MANAGEMENT

The main cause behind the loss of performance in the poultry industry is stress. Let's focus on new approach to get closer to genetic potential.

Consequences of stress in poultry production

There are many consequences to stress in poultry production and lower profits will eventually be one of them.

First of all, animals that are bred under stressful conditions show a drop in appetite due to cortisol increase. Depending on the level of stress, feed intake decreases by 2% to 10% and productivity is equally impacted. Then Cortisol has an effect on catabolism, which also leads to a drop in performance by 2% to 10%, again depending on the level of stress. The impact of stress on appetite and on poultry catabolism are very difficult to separate as they usually come together.

Last but not least, stress can lead to unadapted behavior. Birds react to stressful situations by two possible responses: fight or flight. Since birds in a poultry farming environment cannot fly escape anymore, they will fight. Nervousism and cannibalism are contagious behavior diseases that will affect the whole group and turn into a productivity issue, again caused by stress. Farmers have to cope with downgraded carcasses and losses due to late mortality of the biggest birds. Depending on the level of stress, the percentage of losses can go from 1.5% to 18% in case of severe cannibalism (e.g. free range layers). As the mortality occurs late, economic consequences are very significant: bad Feed Conversion Ratio in broilers and high cost of production for layers.

The VeO concept: a unique technology

Based on their research, Laboratoires Phodé have designed an innovative concept: VeO is a complex product, composed mainly of a carefully selected vegetal extract from the Rutaceae family, well-known for its anti-stress benefits. One key product feature is its exclusive galenic technology "Crystalik Impregnation", which allows the feed to transport its main active ingredients from the olfactory system to the brain's ecosystem. In doing so, VeO decreases the brain's perception of stress. VeO has been tested in various stress situations found in breeding environments: stress caused by heat, density, handling, re-grouping, vaccination, etc.

Stress perception management for higher performance

Stress is always present in modern farming and its management very difficult. By taking the animals' individual "Better-Being" into account, VeO offers a solution to reduce the perception of stress and help animals in order to improve productivity. Various trials demonstrated that the birds' natural behavior can be preserved by using VeO in their diet. VeO helps animals to adapt to their environment and to reach a performance that is close to their genetic potential

VeO is a unique solution that helps improve poultry performance in the most demanding breeding situations by focusing on the «Better-Being» of the individual animals.