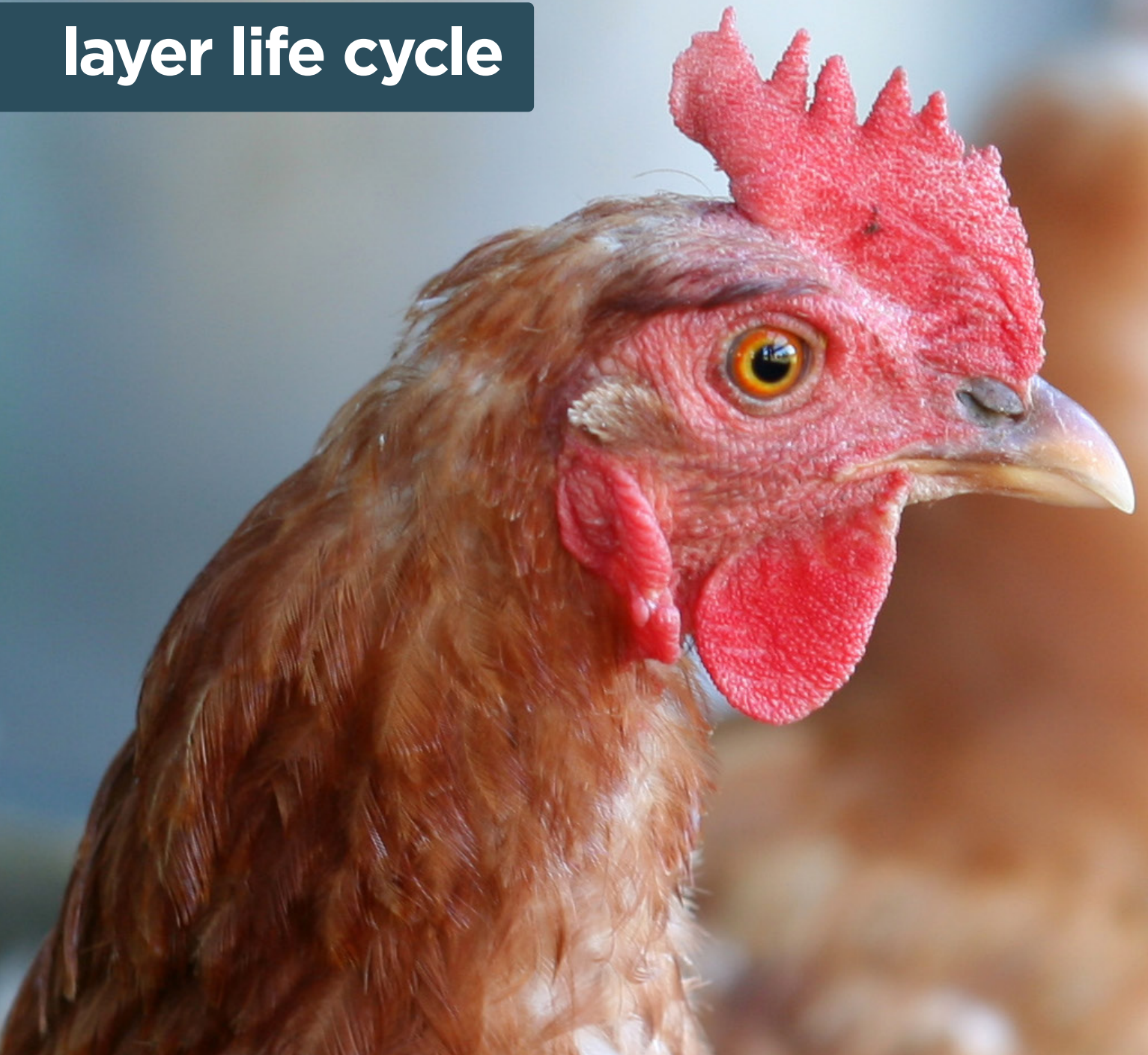


Optimising every

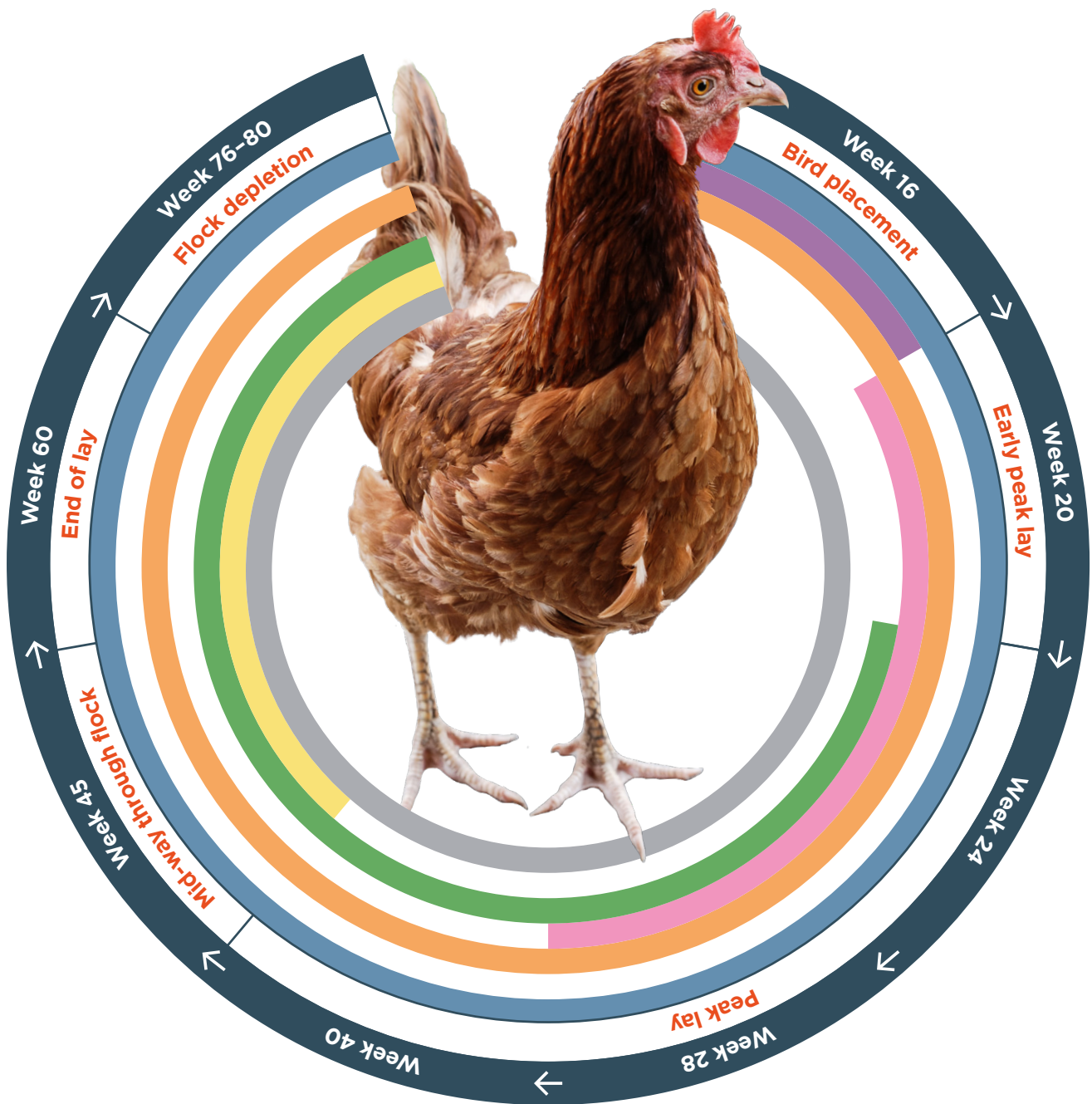
layer life cycle



The right action at the right time

We back the intensive farming industry in striving to achieve maximum yield each flock. We've zeroed in on some of the critical stages of a flock, from placement to bird depletion, when small steps can help to ensure maximum success.

Layer life cycle: Nutritional support focus



- Clean water treatment - [Huwa-San](#)**
effective silver-stabilised hydrogen peroxide water treatment
- Electrolyte boost - [Vitalyte](#)**
Dose rate: 1L per 1000L drinking water for 3-5 days
- Mite control - [Oblitermite](#)**
Dose rate: 0.5L per 1000L drinking water
- Liver support - [Hepatix](#)**
Dose rate: 1L per 1000L drinking water for 3 consecutive days every 3 weeks up to peak lay

- General health - [VitaMix-A](#)**
Dose: 250ml per 1000L drinking water for two consecutive days every fortnight
- Shell quality - [CalciMix](#)**
Dose rate: 1L per 1000L drinking water one day a week.
- Feather loss pecking - [Agrivite Nutri-Peck](#)**
Provide Agrivite Nutri-Peck blocks for enrichment activity and added nutrition

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Week 16 - Bird placement



Birds may arrive stressed and dehydrated following transport from the rearing farm and readily accessible clean water and feed are important. [Huwa-San TR-50](#) is one of the most effective silver-stabilised hydrogen peroxide water treatments on the market. No two farms are the same and each farm will need specific water treatment tailored to the site.

Some hens may be slower to begin eating and drinking - use electrolytes to encourage water intake, in turn this will also encourage feed intake. [Vitalyte](#) contains electrolytes, betain and glycine (to aid the absorption

of water), energy, and vitamin C (to help regulate body temperature and boost immunity). It will give the flock a much-needed boost and help to keep them eating and drinking, especially in warmer weather. This will aid flock uniformity and encourage consistent egg size

Dose rate: 1L per 1000L drinking water for 3-5 days

A preventative redmite treatment is also advisable at this stage. [Smite Oblitermite](#) Concentrate uses natural plant extracts to repel poultry red mite.

Dose rate: 0.5L per 1000L drinking water.



Week 20-28 - Early peak lay



Enrichment activity will keep flocks active and help to reduce stress and boredom which leads to feather pecking. A pecking block can encourage natural pecking behaviour, reducing boredom and feather pecking. [Agrivite Nutri-Peck block](#) also has added minerals for shell quality and overall bird health.

The birds will start to approach peak lay at this point, with some peaking early. Provide targeted nutritional

support for the liver, which is working particularly hard, to help the flock reach and maintain a >95% egg production rate (depending on the flock). [Agrivite Hepatix](#) is a regulator supplement which helps to detoxify the liver and kidneys and stimulates digestion and appetite, helping to boost egg production.

Dose rate: 1L per 1000L drinking water for 3 consecutive days every 3 weeks up to peak lay.



Week 24-40 - Peak lay



Once peak lay is reached, it's important to keep the bird healthy and strong to maintain peak production for as long as possible. A stronger, healthier bird will be more resistant to disease challenges, and providing essential vitamins will support optimum performance.

Use a broad-spectrum multivitamin such as [Agrivite VitaMix-A](#).

Dose: 250ml per 1000L drinking water for two consecutive days every fortnight.



Week 45 - Mid-way through flock



Mid-way through the flock, shell quality will start to decline and seconds will become more noticeable at this point. A preventative approach, using [Agrivite CalciMix](#), (an intensive supplement of calcium, D3 and magnesium) can improve eggshell quality. Begin at one day a week.

Dose rate: 1L per 1000L drinking water one day a week.

Continue to maintain gut health with clean water ([Huwa-San TR-50](#)) and a good vitamin supplement ([Agrivite VitaMix-A](#)).

There may be some feather loss at this point of the cycle - breeds such as Lohmanns or Bovan Browns, can be more susceptible to this. Provide [Agrivite Nutri-Peck blocks](#) for enrichment activity and added nutrition, if not using already.



Week 60+ - End of lay



Towards the end of the cycle egg numbers will be declining, egg size will be increasing and shell quality declining. The bird is more fragile now and more susceptible to heat stress, feather loss and disease challenges. Nutritional support can slow the decline.

Keep on top of gut health with clean water ([Huwa-San TR-50](#)) and a good vitamin supplement ([Agrivite VitaMix-A](#)). If not already targeting shell quality with nutritional support, now is a good time to do this with [CalciMix](#). Redmite causes stress so continue with [Smite Oblitermite](#). Review if remedial action is required.



Week 76-80 - Flock depletion



Once the birds have gone and the washout is underway, it's usually time for a flock review and also to ensure everything is in place for the new birds coming in. We meet with some of our client farms at this point to

assess the previous flock, and discuss what to continue, or change, for the upcoming flock. Planning in advance can save time and cost, whilst continuing to improve performance for the farm.



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