

Three steps to successfully maximising broiler production

In the vision of Jansen Poultry Equipment, creating maximised broiler production does not stand on its own but needs to be an integrated approach. This consists of three important steps that, together, contribute to maximising results. These results are the production of more flocks per year, less use of antibiotics, optimal feed conversion, high liveability, higher bird density and, at the end, perfect meat quality.

The first step is to produce a healthy day old flock which is made possible by hygienic circumstances during the production of hatching eggs by the parent stock.

The second step is to provide these young broilers with a healthy environment for optimal growth. Health is very important for liveability, growth, meat quality and the reduction of antibiotics.

The third and final step is to retain the perfect meat quality of the broilers by harvesting them in a careful way to avoid broken legs and wings.

● **Step 1:** Hygiene is the key for a high hatchability rate and healthy day old chicks. It starts by providing the parent stock with a clean and hygienic environment to lay their eggs. The hygienic environment of the Premium+ laying nest is achieved by the use of mite unfriendly materials, special designed



nest mats, the expel system and the click construction that makes cleaning of the system after each flock easy. Besides hygiene the quality of the egg shell is also important for the hatchability of the eggs.

The Premium+ laying nest preserves this quality by a short roll distance and controlled transfer of the eggs to the egg belt. The nest also provides an ideal environment for the parent stock to lay their eggs because of its comfortable and hygienic qualities. The environment remains optimal, even with high nest density and high temperatures.

All these factors together make it possible to produce a maximum number of quality hatching eggs and therefore a maximum number of healthy day old chicks.

● **Step 2:** After the first step is successfully completed it is important to give the young broilers the perfect environment to grow. This environment is achieved with the BroMaxx broiler colony system by creating hygienic circumstances and a comfortable living surface. Comfortable FlexFloor slats and manure belts situated underneath ensure that manure is removed out of the house regularly.

The amount of ammonia in the house reduces and broilers live on a clean surface avoiding breast blisters, foot pad dermatitis and respiratory diseases. Good health of broilers automatically leads to better

growth, less use of antibiotics and optimised production of more flocks per year. The feed conversion of healthy animals is also much better as they do not need to defend against illnesses.

Besides the high liveability of the flock, the density in the BroMaxx broiler colony system is optimal, which means that a maximum number of healthy broilers can be raised. The BroMaxx colony system ensures a perfect environment for healthy broilers and therefore maximum growth of a uniform flock.

● **Step 3:** Harvest your full grown broilers in a very fast way, without damage, using the smart solution of the EasyLoader system for processing plant containers.

The BroMaxx broiler colony system and EasyLoader harvesting system offer a smart and fast way of harvesting broilers when they reach their target weight. The manure belt and FlexFloor slats become very handy tools to transport broilers out of the colony system to the end of each row. From this point the EasyLoader harvesting system harvests birds fast, efficiently and, most importantly, without damaging the birds.

The conveyors of this harvesting system transport 12,000 broilers per hour and even more in a straight line into the containers. Less labour, higher production capacity and perfect meat quality are the results of this excellent harvesting method. ■