

# Optimising the wellbeing of broilers to maximise value for farmers

Every broiler farmer wants to produce the best possible quality poultry for the best price. There are many different factors that can affect the well-being of the broiler flock and by extension the overall end product and poultry quality for broiler farmers.

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The most important factors are temperature, the environment, and the climate of the farm or the broiler house. Each of these elements is essential to save costs, raise healthy animals and keep the business running at high efficiency from day to day.

Taking a holistic approach to poultry quality starts with their quality of life, which is enhanced by three key variables.

These are the combination of the temperature, the environment, and the climate in which the flock is kept.

Together, these variables have the most impact overall on the broiler's wellbeing, and in turn, the quality of the poultry that is produced.

Each of these elements can significantly influence the end results. But by carefully managing them, broiler farmers can optimise their results.



## The most important factors

### Temperature:

Maintaining the ideal temperature is a vital element in raising healthy broilers and producing high-quality poultry.

The broiler house temperature must be controlled and adjusted at different stages of the broiler's life for best results. Broilers are very sensitive to the temperature of their environment, starting from when they are day-old chicks. When arriving at the broiler house, the ideal temperature for day-old birds must be between 32 and 33°C.

As they develop, the broiler house temperature must be closely monitored and adjusted to suit the needs of each particular flock. Observing the behaviour of the birds

will help farmers gauge whether the room temperature is comfortable to ensure their well-being and health.

Although each bird is different, it is generally advised that a good temperature in broiler houses should be around 28°C for the floor temperature, with the room temperature being a little higher. Ensuring optimum temperatures is vital.

Without the necessary infrastructure to optimise the temperature, the flock will be uncomfortable and exhibit telling behaviours such as being huddled together in a single spot without moving, or maybe avoiding returning to the broiler house once outside.

If the temperature is too hot or too cold in the broiler house this can also create the risk of bacteria and

disease that can endanger the flock and make poultry low quality or unsafe. This, in turn, can lead to financial losses for broiler farmers and further measures needing to be taken to address the sanitation of the broiler house – which can be costly and time-consuming.

Regularly checking, adjusting, and ensuring the ideal temperature for the comfort, well-being and development of broilers is a vital component of high-quality poultry.

### Environment:

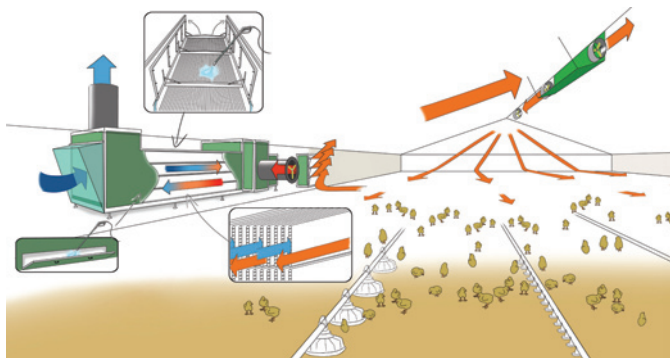
For the flock, the broiler house is the environment that can sustain and nurture them throughout the duration of their life. The best way to ensure that their quality of life is good is to create an environment in which the broilers can act naturally, interact with their surroundings and move freely throughout the space.

Healthy, well-maintained birds will exhibit natural and curious behaviours such as feeding, roaming around the broiler house and, if permitted, any outdoor space. They will be interested in their environment and should not be staying put in one place for long periods.

It is the broiler breeder's responsibility to ensure that the birds' three basic needs must be met within the broiler house environment in order for them to be healthy, move freely, and behave naturally.

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These basic needs are feed, water, and fresh air. To stimulate the healthy growth and development of the birds, feed must be readily available to the flock, and the same is true for water to keep them fed and hydrated. The broiler house must be well-ventilated to increase the circulation of fresh air.

They may also be encouraged to spend time during the daylight hours outside in an open-air environment.

Here they face predators, and so it is in the breeder's interest to ensure they are surveilled closely and protected from any potential threats.

By guaranteeing the comfort and safety of the flock in their environment, farmers eliminate many risks to their operations including loss of produce to predators, disease spreading, and malnourished birds.

#### Climate:

Every broiler farmer is also a climate specialist. This is the long-held belief of poultry experts at Vencomatic. This is because the climate broilers are raised in is essentially the most vital factor that can influence the quality of the poultry they produce.

Fortunately, there is a suite of solutions that farmers can access to create the optimum climate conditions for the flock with minimal cost and installation.

When it comes to climate, the key factor to consider is the location of the broiler house.

Is it in a warm climate? Are the broilers likely to get too hot or too cold? Is it in a location that sees high rainfall? Are the birds at risk of being

kept in wet conditions that could harbour bacteria and disease? Are there times when they will be unable to go outside due to climate risks such as severe weather?

By understanding these questions and evaluating the climate of the broiler house, farmers can better manage the conditions for the flock and anticipate any challenges.

One of the most important factors to consider is whether the climate is too dry or too wet.

It is usually preferable to have a climate that is closer to being too dry than too wet. Excess moisture in the broiler house is a breeding ground for bacteria that can create unhygienic conditions.

However, with the right climate control solutions, it is possible to ventilate the broiler house to maintain a dry climate regardless of the weather or humidity outside the house. This is the foundation of a safe, clean environment for the broilers that enhances their well-being as they grow.

One of the innovative solutions Vencomatic recommends is to give broiler farmers maximum return climate control for their flock in the ECO Unit. The ECO Unit is a heat exchanger that creates a healthy climate with minimum ventilation in the broiler house. The health and overall quality of your birds can improve due to a consistent flow of healthy, clean air.

Each unit recovers up to 80% of heat. Warm exhaust air from inside passes the fresh cool air from outside by going through up to 1,325m<sup>2</sup> of contact surfaces inside the heart of the ECO Unit.

An additional benefit is that your

**With a one-on-one calculation we can help you understand how the ECO Unit can help you reduce gas costs significantly and help you maximise your poultry quality for the best possible price. Scan the left QR code for a free savings calculation request. Or are you curious to see what the ECO Unit looks like and even virtually place it on your own premises and move around it? Scan the right QR code now.**

FCR and litter quality will improve, and your ammonia emissions will even decrease by 35%. The ECO Unit can circulate up to 30,000m<sup>3</sup> of air an hour and has higher performance ratios vs. smaller heat exchangers.

Moreover, gas prices are surging and unpredictable. This makes it difficult for broiler farmers to forecast long-term costs and predict bottom-line business expenditures. Investing in the ECO Unit can significantly reduce your gas costs and help reduce uncertainty around energy expenses, so you can focus on raising the healthiest possible birds.

#### Maximising value for farmers

As said, producing high-quality poultry efficiently is an important task and simultaneously one of the world's biggest challenges with the constantly growing population. To do this whilst lessening the burden on the earth's ecosystems and decreasing the use of natural resources is a challenge that broiler farmers around the world tackle, each facing vastly different conditions and each striving to be as cost-efficient and sustainable as possible.

There are many considerations each breeder will be faced with in order to successfully balance the operation of a successful business. Ensuring poultry quality must be a priority from the very beginning for farmers who want to get the best end product.

It all starts with a healthy and

happy flock, housed in ideal conditions for the duration of the lifecycle from egg to maturity. Creating and maintaining these conditions is critical for the long-term success of raising poultry quality.

To achieve this, the breeder's ability to adjust and control the climate to ensure the comfort, health, and well-being of each bird is vital. The combination of the temperature, the environment, and the climate in which the flock is kept together have the most impact overall on the bird's wellbeing, and in turn, the quality of the poultry that is produced.

The benefits of Vencomatic Group's ground-breaking ECO climate solutions for broiler houses are clear. With easy operations and maintenance, it offers broiler farmers full climate control and enables them to:

- Control airflow with minimal ventilation.
- Control the temperature inside the broiler house at every stage of the birds' development.
- Run day-to-day business efficiently with minimal resource wastage and environmental impact.
- Reduce risks of bacterial growth and infectious diseases due to unhygienic conditions.
- Attain peace of mind that their flock is in an ideal that will foster their development and wellbeing.

Vencomatic Group's climate control solutions give farmers confidence that the three most important variables to ensure high-quality poultry are taken care of. ■

