



Poultry program

Your partner in poultry nutrition

Your partner in POULTRY NUTRITION

Provimi has been a leading force in the global poultry feed industry for the past 80 years, and with continued developments and improvements in our programs we have maintained this leading role. Our poultry programs and products are tested and improved constantly under a wide range of conditions through our global network of research facilities.

Provimi has wide experience in broilers, laying hens and breeders as well as in turkeys, ducks, ostriches, quails and pheasants. Here we will focus on broilers, laying hens and breeders.

BroilerMax

Steering broilers towards achieving their maximum economic value is an increasingly important part of today's broiler sector. The role of the feed program in achieving this is two-fold. Firstly, feed is a building block for efficient growth and secondly, it represents the greatest investment made in animal production. Therefore, feed efficiency is paramount when it comes to improving the profitability of the unit.

BroilerMax is the result of years of intensive research into all aspects of nutrition and production that can influence broiler performance. The factors that have been considered include protein/energy balance, amino acid and energy levels for each growth phase, physical form of the feed such as pellet size, fineness, structure, feed appearance such as pellet/meal, quality of pellet/meal, breed and sex differences, quality and type of raw materials and additives. Depending on the price and availability of raw materials and the personal aims set by you and your customers, we will calculate the optimum feed specification for your unit to help you to reach your targets. BroilerMax can help maximise the profitability of your organisation. The knowledge gained by research into all aspects of poultry feeding and the skill in translating this expertise into effective feed formulations makes Provimi your ideal partner in broiler feeding.

Rearing Period

Provimi has a five phase program for the rearing of laying hens. The diet in every phase is carefully adapted to meet the requirements of the rearing hen at that time. During the first phase the prestarter **ProGress** is fed at a rate of 100g/bird. In the following phases (starter, grower, developer and prelay phase), full concentrates, concentrates or premixes are used, depending on your specific requirements.

“Provimi has a leading role in the global poultry feed industry”



Power Layer Program

In the layer industry we have identified three different markets:

- High number of eggs, independent of egg weight
- High egg mass (= egg weight x laying percentage)
- Optimum weight class, or maximum egg weight

Provimi can calculate the optimum program for all three market sectors, taking into account factors such as feed intake, breed and system (cage, barn, free range, organic).



Laying Period

After the onset of the laying period Provimi identifies four phases: layer start, phase I, phase II and phase III. The start phase ration is high in amino acids, phosphorus, linoleic acid and energy. The main difference in the phase I, II and III diets is an increasing calcium level in the feed and the addition of **Provimax** from 50 weeks old. In these phases, full concentrates, concentrates or premixes are used, depending on your system. Provimax can be added either in the concentrate or as a separate additive.

Provimi can offer a complete range of programs and products adapted to your local situation. An overview of what we can offer is given in the table below.

Table 1. Provimi poultry range

Programs		
BroilerMax	Optimize producer broiler programs	Broilers
Power Layer	Optimize producer laying hen programs	Laying hens
Products		
ProGress	Prestarter which improves weight gain, feed conversion ratio and uniformity	Broilers, laying hens, breeders, ducks
Vit. & min. premixes	Custom made	All poultry
Protein concentrates	Custom made	All poultry
Supportive products		
Biacid	Positive effect on gut flora, improving weight gain and feed conversion ratio	Broilers
Provimax	Provimi's laying persistency, egg shell and hatchability improver	Laying hens & breeders
Ultimate pro LS	Broad spectrum mycotoxin binder, which is effective against most common mycotoxins.	All poultry
Stress Relief Pack	Supports the bird under stressful conditions	All poultry
Ingredient substitutions		
Reprofish	Perfect high quality fishmeal replacer	All poultry
Proviox 50	Replaces the antioxidant part of vitamin E	All poultry