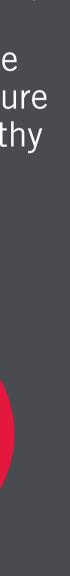
Brooding: The 5 Essentials

By providing chicks with the right environment and nutrition during the brooding period – the first 14 days of a bird's life – hatcheries can optimize the flock's overall performance, and maximize profit. The top five management best practices are equally weighted in importance:



Temperature Management

Because of their high surface-to-body mass ratio, chicks lose heat very quickly. Maintaining the proper ambient temperature ensures chicks stay healthy and reach their full weight potential.



Fresh Air

Modern broilers require high levels of oxygen. Proper ventilation is key to maintaining good air quality throughout the house and distributing heat.



Access to Feed

Immediate access to clean, fresh feed is essential – chicks should never have to search for their next meal.



Clean Water

Water is an essential nutrient that impacts virtually all functions. Providing enough clean water during brooding directly affects the chick's long-term growth.



High Light Intensity

Bright light during the first 5-7 days helps stimulate activity in chicks, which encourages feed consumption and overall system development.

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