



Re(a)dy

The best start for your chicks

Over the past 50 years, partly thanks to the selection for muscle build-up (meat) and feed efficiency, the broiler has evolved to deliver high levels of efficient growth. However, the gastrointestinal system of the broiler has not developed at the same pace. Nonetheless, with this relatively small intestinal tract, more growth has to be achieved. Partly as a result, the modern chick is more susceptible to gastrointestinal disorders.

New prestarter

By now also focusing on the development of the gastrointestinal system, (intestinal) health, resistance and digestion are stimulated. The new prestarter Re(a)dy was developed for exactly this purpose.

In developing this prestarter, we investigated which raw materials best allow the digestive system to develop, and which ensure the best intake of the residual yolk. As a result the development of the chick during the first seven days following stocking is much improved.

Purpose of Re(a)dy

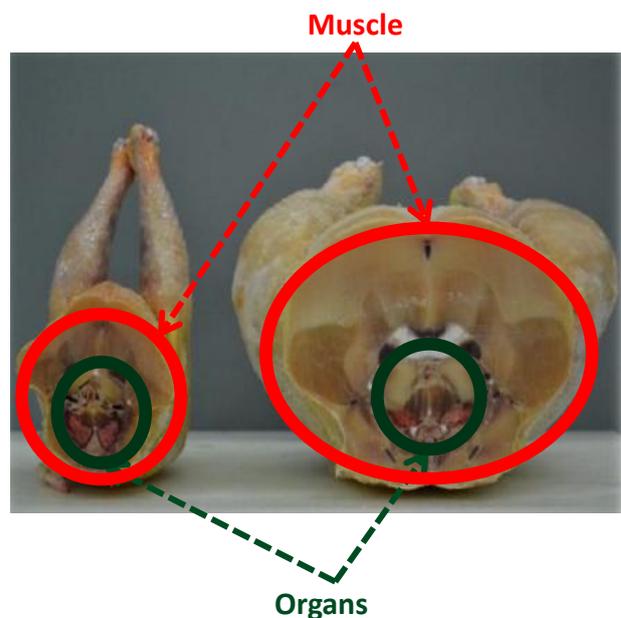
A perfectly developed chick that is ready to perform on day seven.

Application

This is how best to use Re(a)dy:

- Provide 30 grams per chick on paper
- Provide standard prestarter diet in feeders
- Also applicable in early feeding systems
- Re(a)dy is available in a mix of meal and small crumb.

Always combine Re(a)dy with optimal circumstances in the barn!



“Due to the better start, we now use less antibiotics”

“The start of my chicks is just easier”

“Now I am using Re(a)dy, the mortality of my chicks decreased”

Interested to know how we can help?
Visit www.ponco.nl



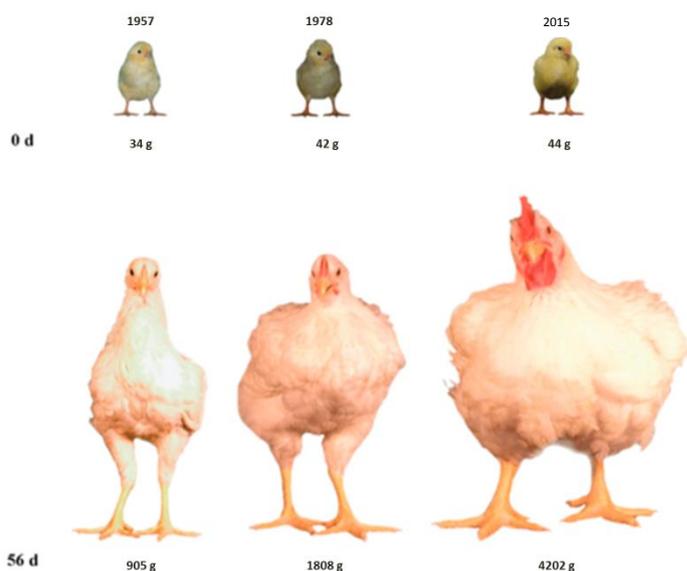
Over the years, the modern broiler has evolved to deliver high levels of efficient growth. It is therefore extremely important that chicks have a perfect start and early feed intake.

To stimulate this process, the new prestarter Re(a)dy has an attractive red colour. In combination with aromatic agents and an optimum ratio between crumb and meal, this encourages feed intake and an excellent start-up.

Re(a)dy lays the foundations for a solid start and continued growth of the chick. The unique combination of ingredients and the mix of meal and crumb encourages intestinal development and the establishment of stable intestinal microbiotics. This in turn encourages healthy development of the immune system. As a result, later in the production cycle, the broiler has better resistance.

Basis for success:

- Re(a)dy is just 0.8% of the ration (30 gram)
- Offer Re(a)dy as quickly as possible following hatching, for the best effect
- The initial focus of Re(a)dy is on intestinal development and the immune system; growth follows as a natural progression



- Ensure good management during the start-up period

Re(a)dy; what can you expect?

The attractive red-coloured feed with the optimum structure:

- Ensures a quick start to feed intake
- Ensures optimum intestinal development
- Increases the resistance of the chick
- Can be used in hatching systems in the poultry house and at the hatchery
- Creates improved intake of the residual yolk ('colostrum for the chick') leading to improved resistance
- Supports digestion
- Supplies quickly available energy

Re(a)dy lays the foundations for the optimum start of your broilers!

