



## **FARMER'S GUIDE TO SASSO COLOURED BROILER MANAGEMENT**

***SASSO Broiler Production Objective: Keep it Simple Achieve Good results even with Limited resources for Rurals & Small farmers***



**This management guide is written by DR SUHAS GANPULE, SASSO Country Manager for India**

**The major target** in SASSO breeding Program is high production of hatching eggs from the parent breeder ( HE >220) and a slow growing, robust, easy to manage, multi-coloured broiler which can be grown under different rearing systems - from indoor and intensive to Free Range and village family based production. Feed is less dense, less expensive, lower in energy and protein, and allows the use of higher levels of cheaper and unconventional farm by- products.

Due to slower growth rate, SASSO meat is more firm and has that rich chicken flavor, juicy and tasty like the meat of traditional Indian country chicken and it commands higher market price. **SASSO delivers better profit to the farmers and great taste to the consumers.**

### **THE SASSO COLORED BIRDS ADVANTAGE – Trusted origin and Assured Performance**

SASSO - the finest quality premium colored broiler breeders and broilers **from France**, SASSO broilers are exclusively bred from original Parent breeding stocks imported from France.

## **SASSO broilers have several positive attributes that are ideal for Indian Conditions.**

SASSO is an internationally popular breed originating from France. SASSO offers proven, hardy, easy to manage and versatile bird to Indian farmers. Farmers can keep them in different production systems – from intensive production as well as down to earth simple sheds on deep litter with basic equipments, in backyard, in orchards, in coconut and rubber plantations, in forests areas, in the hills and even in the dry lands and in hot deserts!

## **The Farmer is the KEY and plays a major role in the success of rearing a broiler.**

Dear Farmers, when you plan to raise baby chicks, it is very important to realize that the baby chick is totally dependent upon you to meet its needs. Baby chicks need proper care, temperature, comfortable environment, feed, water and protection for their survival.

The brief guidelines provided here in this farmer's guide are vital to the expression of genetic potential of SASSO broiler to achieve good results. Follow these basic guidelines, keep it simple, and achieve good results even with limited resources.

## **BROILER REARING TECHNIQUES**

- ✓ Bio security
- ✓ Before the chicks arrive
- ✓ Delivery and receiving chicks
- ✓ Brooding chicks to give them a great start
- ✓ Managing growth
- ✓ Vaccination
- ✓ Nutrient requirements

## **Minimum Bio security Program**

One age group - All in All out practice of broiler operation is most preferred – at least during brooding period. Restrict visitors, keep a basin of disinfectant solution for foot dip and hand wash at the entrance. Do not allow wild birds and animals like cats and dogs on your farm.

**Ensure strict bio security in case of disease outbreak and high mortality of poultry in surrounding areas.**

## **Before the chicks arrive**

Pl. Arrange the required facilities/materials required for the broiler farm. **Pre brooding management** consists of Cleaning and disinfection of the house prior to the arrival of new batch of chicks. It consists of removal of old litter, cleaning of the shed- inside and outside, washing, disinfection, white washing and rest for a week.

**Basic principle: "Clean the house and prepare it as if it is a new house for the new batch".**

## **BROODING PERIOD**

First few hours after arrival at the farm are most crucial period for the chick. **Pre warming the house** at least 12 hours before arrival of chicks provides comfortable conditions to the chicks as they arrive at the farm. They start drinking and feeding soon.

Brooding with artificial heat is provided during first 2 to 3 weeks as chicks need external heat to maintain their body temperature. Chicks suffer from stress when house temperature is too cold or too hot. Chicks which are subjected to cold always have poor development of digestive organs and immunity due to which all the other disease problems originate one by one.

**Please remember - A Good Start is 50% of the success story.**

## **Objectives of Brooding**

1. Quick unloading of chicks and releasing them under brooder
2. Comfortable house – litter, temperature, light, ventilation, water supply and quick feeding.

Achieving these objectives depends on the facilities, equipments and the Farmer. The farmer himself has a very important role to play during this most crucial phase in the life of the bird.

Reaching these objectives is important to give a great start:

- Good early growth- most of the early growth is in skeleton and internal organs
- Good feather growth, uniformity, liveability
- Disease immunity and stress resistance

**Improper brooding may result into poor liveability, uneven size, higher cost of production, poor FCR and overall poor flock performance.**

- **Temperature and Space** : Floor space, Feeder space, Water Space requirement

<b>Age wks</b>	<b>Temp F at the brooder edge</b>	<b>Floor space sqft/bird</b>	<b>Feeder space inches/bird</b>	<b>Water space inches/bird</b>
1	85-90	¼	1	½
2-3	80-85	½	1.50	¾
3-5	Room temp	¾	2	¾
5-8	Room temp	1	2	1
Above 8	Room temp	2	3	1.5

Heat Source - One **heater** (electric/gas/coal) for 500 - 600 chicks, hung at suitable height.

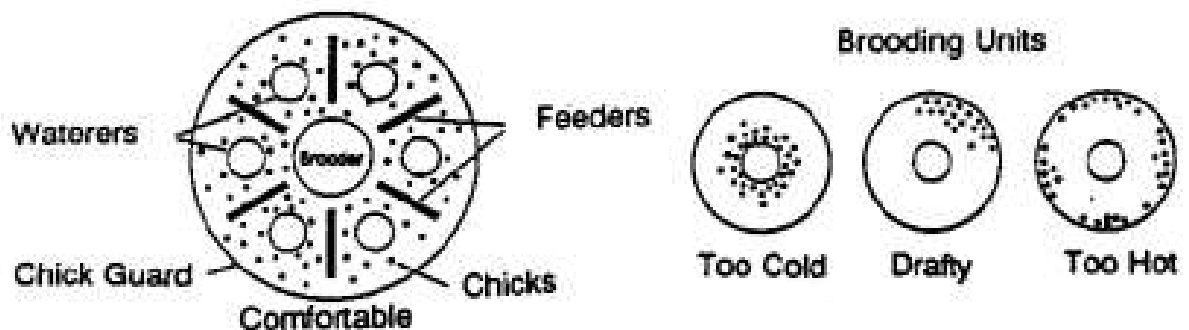


- **Litter**: spread the litter on the floor of entire brooding room. Keep the litter in good dry condition, removing wet litter whenever noticed.
- **Brooder guard with papers on floor**: provide circular brooder guard 8ft diameter for 600 chicks. Corrugated paper or tin sheets 1 foot width may be used for this purpose. Put 2- 3 layers of papers on the floor. Remove one layer of paper every day.

- Provide boiled and cooled **water** on day 1 and 2. Add Electrolytes 1g/lit water and Sugar 50 g/lit water to provide instant energy.
- **Feed:** Once the chicks have taken water, provide a well balanced easily digestible and fresh **Starter feed** on the flat chick feeder trays or plates for first 3 days and later in linear or tubular feeders. For the first two days, provide maize powder 5g/chick along with feed. This reduces Pasty vent problem.
- **Crop Fill Test:** This is a simple test about well being of chicks. Take sample few chicks 3 hours after arrival. 98% of the chicks must have full soft crop and warm shanks, if not, something is wrong – observe the chicks and recheck temperature, feed and water supply. Take corrective action immediately to prevent ‘Starve out’ chicks which will not grow well causing uneven flock.
- **Ventilation:** Do not make the house air tight. Provide 1ft opening on top of the curtains on both sides. Cross Ventilation provides fresh air and regulates house temperature. It takes away unwanted CO2, ammonia, moisture, dust and odour.
- **Light:** Chicks are more active and grow better under bright light. Provide one 60 watt bulb for 200 sft area. After 2 weeks, it can be replaced by 40 watt bulb.
- Suggested lighting program is a ‘Step down’ program.

Age in days	1 to 2	3 to 7	8 – 14	After 15
Light hours	24	20	16	Natural day light

### Ideal Brooding Temperature and Equipment Arrangement



*Chicks that are evenly distributed in the brooding ring indicate good brooding conditions. Ample feed and drinking water are available.*



Comfort Zone for chicks: Your own observations are worth a thousand words. Comfortable chicks are spread evenly through the brooding areas. Cold chicks will huddle under the heat source. Chicks which are too warm will be seen as far from the heat that is possible. Chicks in a drafty brooding area will huddle away from the source of the draft. **Take Necessary corrective action based on these observations.**

A proper balance between temperature, light and ventilation will provide proper environment for the chicks for sufficient water and feed intake and give them a **'Good Start'**.

**Work to be done first few hours:**

- Observe the chicks – their behaviour and distribution. Chicks should be active as well as resting. They should consume water and feed and interact with each other. They should be well spread inside the brooder guard area.
- Renew feed and refill drinkers with fresh water.

**Work to be done first few days:**

- Visit the shed 5 to 6 times a day
- Check that the birds are comfortable
- Remove dead, sick and weak chicks
- Clean and rake the litter by gently walking through the chicks.
- Clean the drinkers and refill with fresh water twice a day
- Clean the feeders and refill with fresh feed twice a day
- Check the house temperature, ventilation and light.

**SUMMARY: BROODING PERIOD**

- Before chicks arrive, inspect the house closely for cleanliness, proper set up of equipment, litter material, heaters, feeders, drinkers, feed, water, medicines etc.
- Release the chicks quickly under brooder. Observe the chicks frequently, make adjustments as required.
- **Good start is crucial for the final results.** If there is a poor start, it may cause poor growth performance in the end result as there is little time for compensatory improvement later.
- Clean and refill drinker daily.
- Add a vitamin/mineral supplement to the water of young chicks for the first week to help them get off to a better start.
- Protect the flock from the attack of predators and thieves.
- Watch your flock daily for signs of unusual behavior. Failure to eat, drink or react normally are indications of a problem. A quick diagnosis and treatment can save your flock from unnecessary mortality.
- If mortality does occur, get a diagnosis from a diagnostic lab as soon as possible. Give medicines and treatments only after you know the diagnosis.

### **MANAGING GROWTH**

- From 2<sup>nd</sup> week onwards, start giving more floor space, more feeders and drinkers. If you have enclosed and safe place where chicks can be released during day time, you can allow birds the access to free range after 3 weeks age. However, it is necessary to provide about 80% of the feed inside the house in the morning and evening. Birds can find remaining feed from the free range.
- **Do not force the birds to grow fast by using high density broiler finisher feeds. Grow the birds to 9 to 10 weeks to develop good taste, texture and flavour.**
- Provide feed, water, protection and health care. Check the live weight of 5% chicks at weekly interval to see that the growth is up to the standards (Table 1). Follow the correct Vaccination and medication procedures.

### **EXAMPLE OF VACCINATION PROGRAM:**

Please note that this vaccination program is a “standard” recommendation you MUST ask to your vet a vaccination program according to your area!!

Age wk	Vaccination
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1	ND B1 or NDVH day 7
2	IBD Std or IBD MB day 14
3	
4	ND LaSota or NDVH day 28
5	
6	Fowl pox day 40
7	
8	ND LaSota or NDVH day 50

- Keep record of feed intake to find out Feed Conversion Ratio (FCR), mortality, medication and vaccination. Every batch of birds gives us some useful information. Records of chicks received, feed consumption, mortality, medication, live weight sold, and income from sale should be kept. This will help in calculation of Cost of production for each batch and find out ways to reduce it and improve profitability in coming batches.

### **SASSO NUTRITION**

Pl. Consult your nutritionist for feed formulation according to nutrient requirements. Locally available raw materials from vegetable source could be used. Use of oil, meat, fish and other expensive materials may be avoided. A sample feed formula is provided here for your reference. Premixes containing Amino acids, vitamins, trace minerals available locally could be used to simplify the feed formulation. Use reputed coccidiostats, enzymes (with phytase), probiotics, chelated trace minerals and toxin binders at recommended dosage level. Use Probiotics, avoid Antibiotics. Prevent mould growth on raw material and feed. During summer months use Soda Bi-carb 1kg/ton and Vit C 50 g/ ton to reduce summer stress. Store feed properly to avoid rat menace. Offer fresh feed 2 to 3 times daily in small quantities. Get the feed analysed from local laboratory occasionally.



After 3 weeks age, birds can be let out in the free range where they find some feed. During this period 80% of the total feed requirement should be offered in the morning and evening hours inside the house and birds can find remaining 20% feed in the free range. Water should be provided in the shady area in the free range. Free range encourages good muscle development and firmness of the meat. Birds may be allowed to grow slow up to 9 to 10 weeks to get desired firmness, texture, taste and flavour in the meat. Birds may be sold according to the particular live weight requirement of the customer, preferably about 1.5 kg to get good fleshing and processing yield.