



HEAT STRESS IN POULTRY

MEASURE AND MANAGE

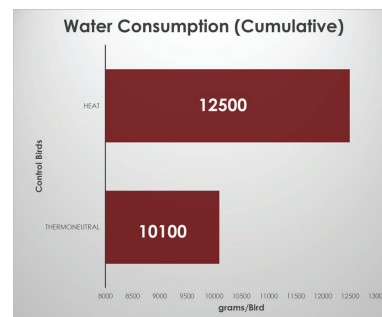
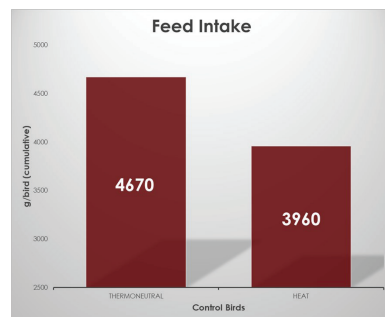
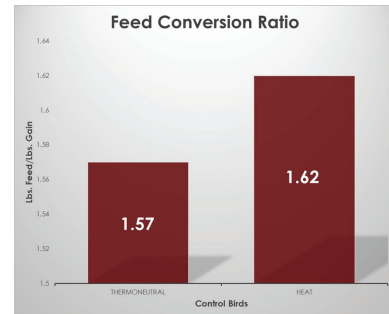
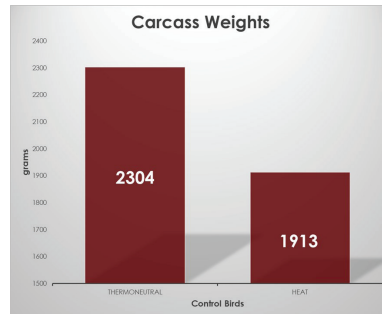
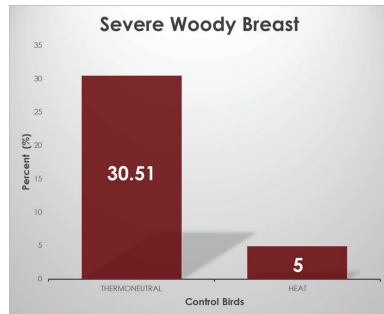


This research allows for real discussions on how to improve performance of birds under stressful situations in broiler and layer situations. Additionally, there is an animal welfare component by improving quality of life for the birds in a simple, measurable, statistically different way with Avalar.

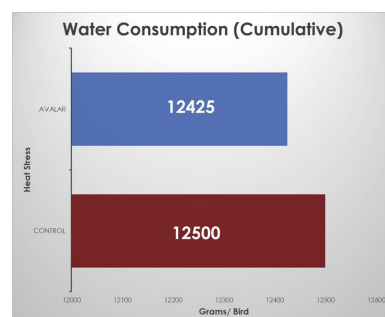
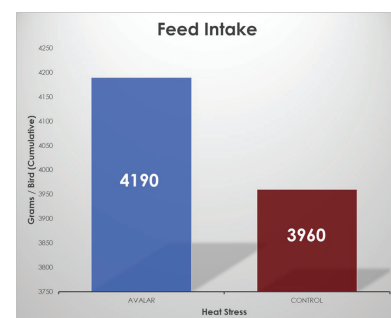
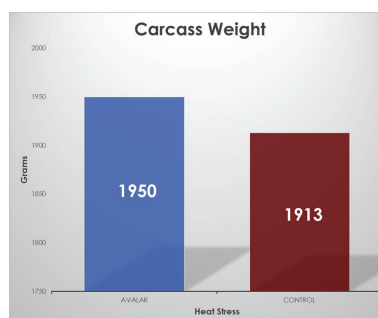
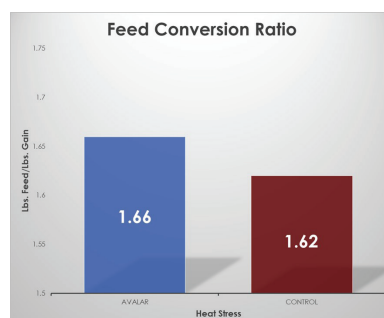
**All numbers are statistically different and reinforce the functionality of Avalar.
Lower biomarker levels mean that the birds are experiencing less stress.*



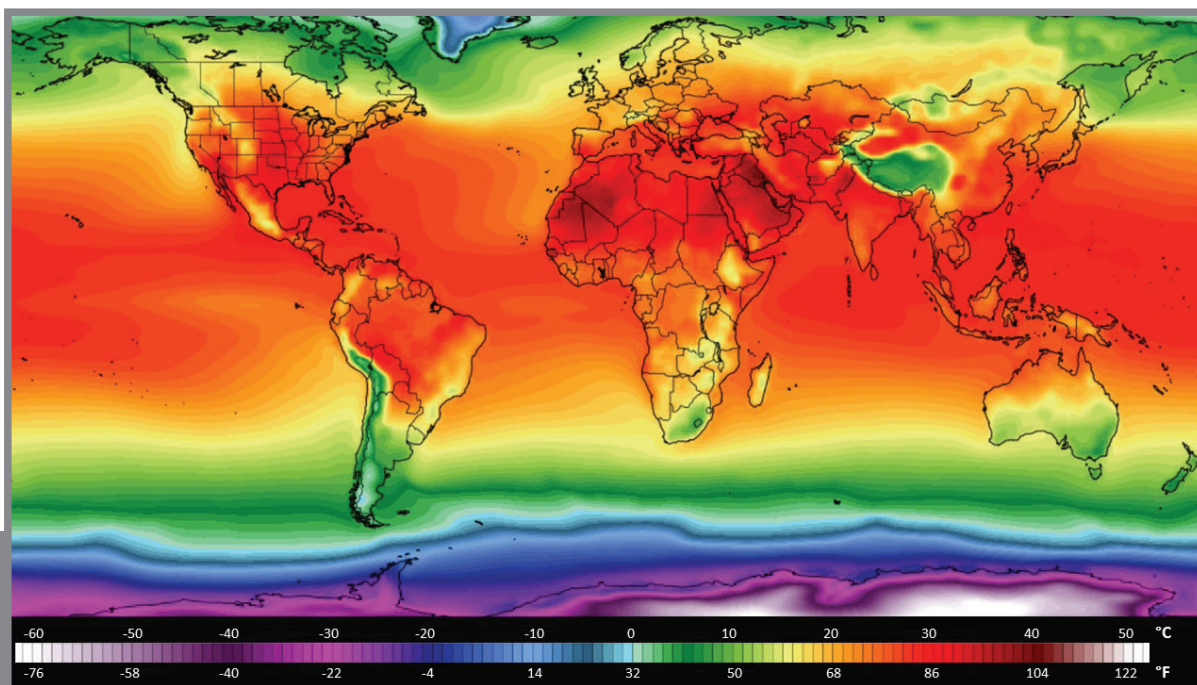
Healthy animals that feel better are more productive. Newly published research from the University of Arkansas has shown that broilers under heat stress eat less, have smaller carcass weights, less woody breast, and higher feed conversions. (As seen immediately below.)



University of Arkansas further explored their findings by conducting a study where the control group was fed the same diet as the treatment birds, with the treatment birds receiving Avalar as per label instructions. Birds were held in a thermoneutral environment (75°F/24°C) until the final 2 weeks of the growing period when the temperature was elevated (95°F/35°C) to induce heat stress. (Results below)



Birds treated with AVALAR were able to overcome their environmental conditions to go on to eat and gain more to produce a larger carcass than the controls.



Average Temperature for August 2019 (2 meters above ground/surface level). Source: Climate Reanalyzer, Climate Change Institute, University of Maine, USA



The elegant design of AVALAR was based on the foundation of biochemical pathways in growth, metabolism, production, and the mitigation of stress. AVALAR provides a unique and specific blend of amino acids and trace minerals to supply essential elements necessary to alleviate negative effects of chronic oxidative and metabolic stress providing a multispecies protective effect. Metabolic and chronic oxidative stress results in problems ranging from joint degradation, impaired immunity, lower feed consumption, decreased efficiency, yield, meat quality, and animal welfare concerns.



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