



BETTER SCIENCE MEANS BETTER RESULTS



Our time-tested and proven products are the only true performance minerals on the market. As the most research-proven trace minerals in the industry, Zinpro Performance Minerals® deliver improved performance and greater profitability to poultry operations. Benefits of including the essential trace minerals zinc, manganese, and copper (from Availa® Zn/Mn/Cu) in broiler breeder diets include:



Increased egg production
Improved hatchability

Enhanced immunity
Decreased mortality



For more than 40 years, an uncompromising commitment to superior science and product quality standards puts Zinpro in a class by itself. For more information, visit www.zinpro.com or contact **Chemuniqué**,
Tel: +27 11 789 2414 or Email: nutri@chemuniqued.co.za

www.chemuniqued.co.za



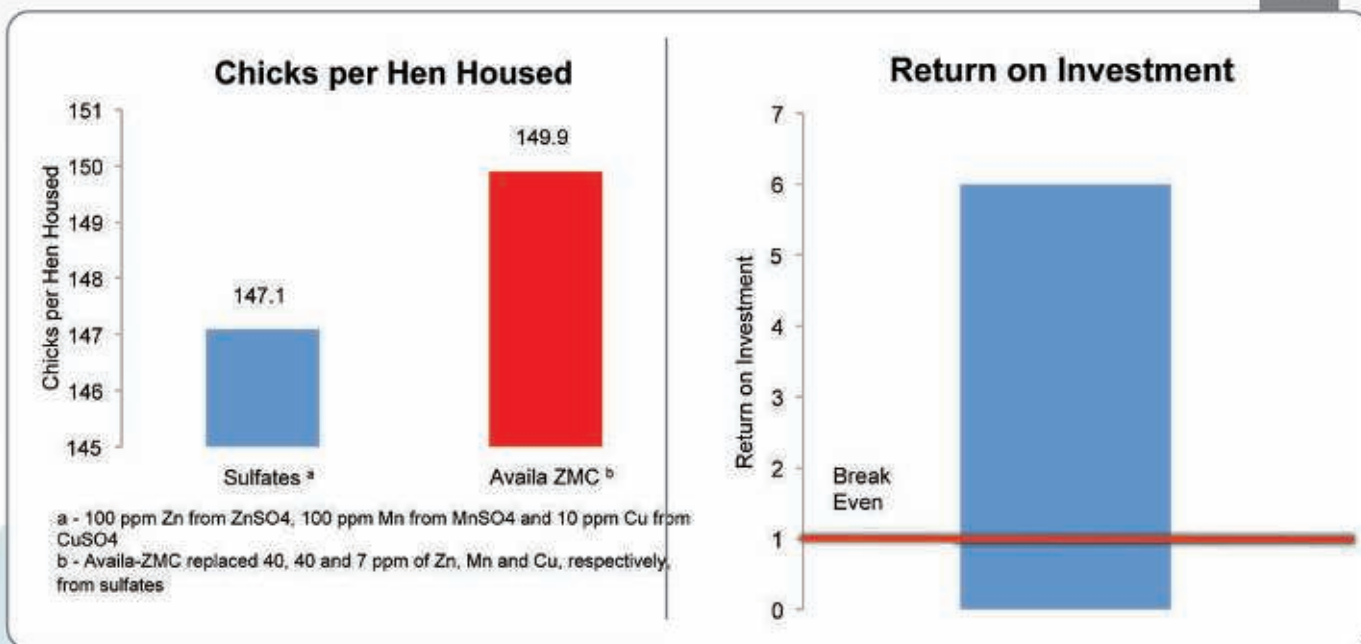
RETURN • RESPONSE • REPEATABILITY • RESEARCH • REASSURANCE

Zinpro Minerals Improve Broiler Breeder Performance

Maintaining high performance of the broiler breeder flock is essential to the profitability of any breeder operation, as well as the integrated broiler operations it supplies. Increasing the number of high quality chicks is a key objective. This objective is only obtained when all aspects of production are well managed. Flock health, hatchery management and nutrition programs must meet the high standards of the genetic strain. One area of nutrition often overlooked is trace mineral nutrition. Improving zinc, manganese and copper nutrition will have dramatic effects on the performance of the broiler breeder flock, and the potential liveability of the progeny it produces.

Organic trace minerals have been classified by the American Association of Feed Control officials (AAFCO) into several categories. Within these groupings, Zinpro minerals are classified as metal amino acid complexes (Complex trace minerals). These have high solubility and stability within biological pH ranges, as well as important functional differences when compared with the other OTM's. Therefore the research generated for complex trace minerals cannot be extrapolated to the other groups of organic trace minerals.

Research has shown that feeding complexed trace minerals to broiler breeders has helped to increase egg production, enhance immunity, improve eggshell quality, and increase hatchability (Kidd et. al. 1992, Wedekind et. al. 1992, Virden et. al. 2002, Khajareem et. al. 2002, Hudson et. al. 2004, Zinpro Corp. Internal Research. 2011). Ultimately these benefits translate in to the production of more high quality chicks per hen housed. When combining the benefits of the extra chicks¹, and increased liveability of the broiler progeny, a return on investment of 6:1² is achievable under current market conditions.



¹ – a benefit of 2-3 chicks per hen housed has been observed in trials, and under commercial conditions;

² – assumptions available on request.

