

Episode 9:

PITFALLS & TROUBLE SHOOTING

By Ndibulele Funda





Pitfalls

Not planning properly

- Budget
- Plan for water requirements
- Ensure feed supply
- Plan for correct stocking density
- Identify your market and market area beforehand



Pitfalls

Starting too big & expanding too quickly

- Learn along the way
- Avoid over-investment up-front
- Test your market potential & grow with it
- Over placing and tying up cash flow



Pitfalls

Multi-age housing dangers

- Increased risk of disease spreading from old to young
- Managing bio-security & house clean out is more difficult
- Managing vaccination programs is more difficult

RATHER: Always all in all out



Pitfalls

No proper clean-outs or clean out times



Pitfalls

Not consulting experts Feed technical advisors, state vet, extension officers

But beware of the scamsters . . .



Pitfalls

Not using reputable brand feed, feed reseller, chick suppliers

- Feed is biggest expense when raising chickens
- Reputable feeds are formulated to ensure they are suited to bird's life stage
 - nothing more and nothing less
- You need good genetics to optimize your operation and maximise profit.
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Pitfalls

Providing enough heat but not enough oxygen

- Lethargic chicks impacts intake, lowers growth = less profit



Pitfalls

No record keeping

- Can't trouble shoot → you won't know what happened when
- Benchmarking difficult



Trouble shooting

High 7-day mortality

Should be less than 1.5%

- **Chick quality → Hatchery practice & egg hygiene**
- **Incorrect brooding → Adjust brooders**
- **Disease → Postmortems, veterinary advice**
- **Appetite → Crop fill levels / feed availability / space**



Trouble shooting

Low seven-day weights

Should be more than 160g

- **Feed** → check starter ration - availability / physical quality / nutritional quality
- **Chick quality** → Hatchery procedures
- **Environment** → Temperature, humidity, day length, air quality
- **Appetite** → check poor stimulation of appetite
- **Disease** → Postmortems, veterinary advice



Trouble shooting

Poor growth over the cycle

Less than 45g ADG

- Low feed intake → Feed availability / physical quality / nutritional quality / lighting program too restrictive
- Environment → Ventilation / stocking density / temperature / water & feed availability / feeder and drinker space
- Appetite → check poor stimulation of appetite
- Disease → Postmortems, veterinary advice



Trouble shooting

High mortality over the cycle

Less than 6%

- **Metabolic Disease → Ventilation / Feed / Avoid excessive early growth rates**
- **Infectious Disease → Postmortems, veterinary advice**
- **Leg problems → Water consumption / Calcium, phosphorus, Vit D levels / Lighting program**



Trouble shooting

Poor litter quality

- **Feed →**
- **Environment → Litter depth at start / Material / Drinker spillage / Humidity / Stocking density / Ventilation / House temperature too low**
- **Infectious disease → Take veterinary advise**

THANK YOU

Episode 9:

MAINTENANCE AND MARKETING PHASE

By Martin



WHAT DO WE WANT TO ACHIEVE (FEED):

- Suregro - Maintenance
- Econo / Optigro / Higo – Post Finisher
- Slaughter market – Feed Post-Finisher for 5 days before slaughter when withdrawal of medication is required. ($\pm 700\text{g/bird}$)
- Live market:
- Feed optimally to maintain target weight
- Reduce feeding cost while selling to live market



MARKETING FOR CUSTOMER RETENTION:

**Trade in equilibrium of quality feed,
excellent broiler management
exceptional customer service**

- Product – quality, visual attraction,
packaging, consistency
- Price – discount structures, price linked
to day of sale...
- Promotion – service excellence,
advertising, communication
- Place – shop location, delivery,
distribution network...



Thank you

