

EGGSHELL QUALITY PROGRAMME

Helping you produce better quality eggs

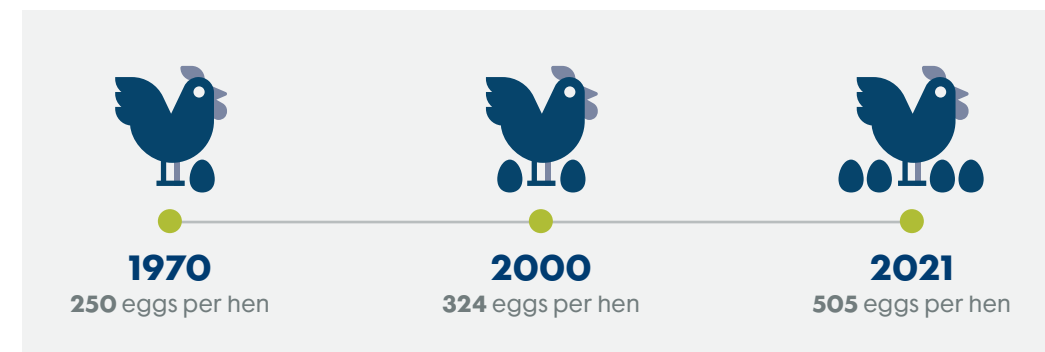


The challenge of first-class eggs



As a layer producer, you need to monitor all kinds of production and economic factors that can have an impact on profitability – from egg production percentage, number and weight to feed cost and intake.

In many cases, what you measure will be driven by consumer preferences, economic market forces and other trends. Although input costs are important, the greatest enabler for success is the production and sale of top-quality eggs: a higher number of marketable eggs means higher profits.



Careful selection of commercial laying hens has successfully increased production cycle lengths from 70 to 90 weeks, or even longer. Current targets are for long-life layers capable of producing 500 eggs at 100 weeks of age.

For hens in the late-lay life-stage, it is much more difficult to maintain good eggshells. This makes ongoing first-class egg production a challenge.

Improve the quality of your eggshells with our fully integrated programme

Trouw Nutrition has developed a holistic, global programme specifically designed to empower our customers to improve eggshell quality, even in late lay. By implementing a set of proven solutions and recommendations in the fields of feed, farm and health, our integrated approach ensures both animal health and farmer profitability, all while safeguarding environmental and public health.

Our eggshell quality programme is built on strong technical foundations, using the latest findings from Trouw Nutrition's state-of-the-art poultry research centre in Spain – unique among our peers in terms of size, quality, capacity, expertise and experience in the poultry sector.

Based on this research, which has been successfully tested in practice, the programme features three technology areas:

FEED	FARM	HEALTH
Optimal feeding recommendations and solutions specifically designed to improve shell formation.	Layer research and on-farm experience translated into innovative and practical solutions and support.	Strong diagnostics to help decide on a broad range of solutions for the most common health challenges

Three simple steps to stronger eggshells

- 1 It all starts with diagnostics:** by applying Trouw Nutrition's diagnostic tools, you can easily find the cause(s) of eggshell quality issues on your farm.
- 2** With the **problem identified**, Trouw Nutrition provides feed, farm and health solutions that will improve eggshell quality.
- 3 Time to look to the future:** our programme contains on-the-job training and online courses to educate layer producers on how to avoid eggshell quality problems in their next cycle, and the next, and the next... Based on our latest research and experiences, our prevention solutions equip you to better manage your new flocks, with improved producer economics as well as enhancements to your animals' health, welfare and environment.



Want to find out how to improve your eggshells?

Need support identifying the cause of your eggshell challenges? We're happy to help! Please get in touch with your local Trouw Nutrition contact or read more on our website:

www.trouwnutrition.com