



## **To Your Bird's Health!**

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It's easy to think "it's only chicken feed" but what you feed your birds has a dramatic impact on the health and longevity of your bird and the color, flavor and nutritional content of their eggs or meat.

Chickens are the latest addition to our extended pet families. Market research indicated many backyard chicken owners were feeding organic feeds because they wanted a "healthier" feed for their birds. In reality, many of these feeds do not perform any differently than basic poultry feeds - they are simply made with organic ingredients that cost more. What the backyard chicken owner has been looking for is a natural feed that gives their feathered family members a long, healthy, vibrant and productive life.

Consumers typically define a Natural feed as being free of animal products, drugs and artificial flavors, dyes or preservatives.

AAFCO (Association of American Feed Control Officials) defines Natural feeds (or ingredients) as being "derived solely from plant, animal or mined sources, either in its unprocessed state or having been subject to physical processing, heat processing, rendering, purification, extraction, hydrolysis, enzymolysis or fermentation, but not having been produced by or subject to a chemically synthetic process and not containing any additives or processing aids that are chemically synthetic except in amounts as might occur unavoidably in good manufacturing practices."

When formulating a balanced diet containing all essential nutrients, the problem arises that several vitamins, minerals and essential amino acids are only available in synthetic form. AAFCO acknowledged this dilemma by recommending "exceptions be made in the cases when chemically synthesized vitamins, minerals, or other trace nutrients are present as ingredients in the product, provided that the product is not a dietary supplement and that a disclaimer is used to inform the consumer that the vitamins, minerals or other trace minerals are not natural."

There are a variety of natural additives (i.e., probiotics, diatomaceous earth, botanicals) available that promote poultry health but determining which ones, how much to feed and ensuring consistent consumption is a time consuming and often expensive proposition.

Chickens are small eaters; their daily ration is measured in ounces, so it is imperative that their feed be balanced and nutrient dense. Consistent, quality feeds fuel growth, reproductive performance and egg production. While many people believe that a “free range” chicken can create a balanced diet on its own, it doesn’t - the primary benefits of free range are really exercise and extra Vitamin D from sunshine. A better choice for a balanced diet is a manufactured feed. Manufactured feeds can deliver consistent quality, increase nutritional bioavailability by as much as 3-5% and ensure consumption of all nutrients.

King™ Feeds has created a new line of cost effective, Natural Poultry Feeds addressing the desires of the backyard chicken owner. Embracing the industry and consumer definitions of natural, we use the highest quality of ingredients to create a balanced diet that meets or exceeds the daily nutritional requirements of chicks, broilers and layers and add AAFCO approved vitamins, minerals and essential amino acids. The feeds are protected and preserved with natural antioxidants, natural “activated” mold and toxin binders and enhanced with the following proven, effective ingredients that promote the health, longevity and production of all classes of poultry.

### **Pre and probiotics**

Prebiotics provide food and stimulate growth of “good” gut bacteria and improve feed utilization. There are many types of probiotics; many have limited shelf life or live bacteria counts. We utilize highly viable cultures of live bacteria that are efficacious, can survive the heat of pelleting and stomach acid. Studies indicate that our strains of live bacteria may be advantageous in the management of specific diseases in chickens by enhancing immune function and response. Additionally, they have been shown to affect a variety of production factors including: improved egg shell thickness, heavier egg weights, reduced cholesterol and improved egg yield.

### **Diatomaceous Earth**

Many people are familiar with the use of diatomaceous earth as a natural way to control mites, however, when added to poultry feed, diatomaceous earth may enhance production including: better feed conversion and weight gains, more eggs and heavier, larger eggs containing more albumen and yolk.

### **Plant Extracts**

We’ve incorporated a blend of plant extracts to encourage feed intake and improve performance. Studies demonstrate that birds are healthier and heavier when fed this botanical blend than those on feeds enhanced with drugs or essential oils. This powerful blend of plants also effectively replaces the use of antibiotic growth promoters routinely used in starter feeds allowing a natural starter feed that has no withdrawal period prior to egg or meat consumption. Egg yolks will also have a deeper, richer yellow color.

## Enzymes

Large poultry production facilities have drawn the attention of environmental groups due to soil contamination as a result of excessive nitrogen and phosphorus from chicken waste. With chickens close to our family's daily activities, the same concern exists. Naturally occurring enzymes added to feed have been proven to reduce the environmental impact of poultry waste and improve the bioavailability of the feed, producing a healthy and eco friendly compromise.

King<sup>TM</sup> Natural Poultry Feeds simplify and improve the cost effectiveness of caring for your backyard birds. Go Natural! Enjoy more color, more flavor and happier, healthier chickens!

While not every feed manufacturer monitors research, keeps their feeds updated or locks their formulas for consistent quality and performance, King<sup>TM</sup> Feeds does. King<sup>TM</sup> Feeds is a division of the L.A. Hearne Company; a 4th generation family owned and operated mill in central California. Since 1938, quality has been our number one ingredient. We are pleased to offer 5 lines of feeds to address the increasingly diverse needs of the backyard and commercial poultry market including our Essentials, Natural, Soy Free, Organic and Pro-Am Show feeds.

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