



## PRODUCING BROILERS FOR SHOW GUIDE FOR JUNIOR MARKET BROILER SHOWS

### A MUST

- Observe and follow all show rules and regulations regarding the purchasing and showing of Broilers
- Purchase Pullorum-Typhoid clean broiler chicks
- Use Honor® Show Chow® Branded Products
- Follow recommended management practices during the entire brooding and grow-out period
- Keep records on all expenses and receipts
- Cull birds accurately and select the show pen properly

### House Set-up and Pre-brood

- ◆ Inform your Purina® Feed Dealer 2 weeks prior to your needs
- ◆ It is best if you share your feed program/feed types with Purina® Feed Dealer. This allows the dealer to plan his feed orders and ensure fresh, quality, feed throughout your grow-out period.
- ◆ Allow two square feet per bird that you start plus allow square footage for feeders and watering equipment
- ◆ Supply one feeder for every 20 broilers (this is a minimal requirement)
- ◆ Supply one watering unit for every 15 broilers (this is a minimal requirement)
- ◆ Place at least 4 inches of litter (pine shavings) throughout the house
- ◆ Adequate house lighting is needed - 24 hour light is necessary
  - ◆ 40 Watt light bulbs (incandescent / fluorescent) are recommended
- ◆ Place 1-250 watt **RED** heat lamps per 25 broilers (this is a minimal requirement)
- ◆ Have house set-up complete and begin heating the house 3 days prior to receipt of the broilers
- ◆ Brood temperature (litter temperature) should be 90° F at floor level, 12" from the center beam of the brooder lamp
- ◆ Water temperature should be 80° F for the first 5 days
- ◆ Bird performance will be negatively impacted if the broilers become too warm or cold
- ◆ Keep fresh air in the houses but avoid cold drafty air on the broilers
- ◆ Time spent in the broiler house is a major key to the success of your project!!
- ◆ The more the birds are stimulated, the better performance you gain at the show
- ◆ Each time someone enters the house, shake the feeders, and slowly walk around the house (stirring the litter), and making the birds get up and eat/drink/exercise. The more time spent in the house, the better the birds perform.

It takes TIME, TIME, TIME!!!!

### **Pre-brood Dates**

- 2-Weeks Prior - Visit with your Purina® Feed Dealer about feeding plans
- 1-Week Prior - Set-up and equip the broiler house with litter and all equipment
- 1-Week Prior - Test all equipment including lights, heat lamps, feeders, waterers, etc
- 3-Days Prior - Begin heating the broiler house - **the key to a good start**
- 1-Day Prior - Check progress of pre-brood temperatures. Make final adjustments if needed.  
\*\* **NOTE:** 1 hours prior to receiving birds, add feed to feeders
- Prepare water and place in waterers. Remember water temperature needs to be 80° F
- Receive birds and confirm band numbers at time of placement in the house
- Call Ag Teacher/CEA within 24 hours of placing the birds if there are discrepancies with band numbers and/or bird health issues

### **Week 1**

**Feeding:** Feed 100% Honor® Show Chow® Poultry Prestarter

**Management:**

Maintain brood temperature at 90° F

Change water 24 hours after placement of birds and every 24 hours after that

### **Week 2**

**Feeding:** Feed 100% Honor® Show Chow® Poultry Prestarter

**Management:**

Maintain house temperature at 80° F

Keep fresh water available at all times

10 days of age - spread wing bands open

Weather permitting allow fresh air into the house

Stir the air with a fan if weather does not permit you to ventilate with fresh air

Avoid creating a cool draft on the birds

### **Week 3**

**Feeding:** For every 20 Lbs. of Honor® Show Chow® Poultry Starter

Add 8 oz. High Octane® Power Fuel™ supplement

Add 8 oz. High Octane® Champion Drive™ supplement

**Management:**

Maintain house temperature at 75° F

Keep fresh water available at all times

Weather permitting allow fresh air into the house

If weather does not permit fresh air ventilation, stir air with fan

Avoid creating a cool draft on the birds

Plan a day for week 4 to cull birds. Ensure the availability of additional people to help.

Look at litter condition - Add 2-3 additional bags or clean entire house out and replace with new shavings maintaining a minimal 4" base throughout the house

#### **Week 4**

**Feeding:** For every 20 Lbs of Honor® Show Chow® Poultry Grower  
Add 8 oz. High Octane® Power Fuel™ supplement  
Add 8 oz. High Octane® Champion Drive™ supplement

**Management:**

Maintain house temperature at 70° F  
Keep fresh water available at all times  
Weather permitting, allow fresh air ventilation. Stir the air with a fan. Avoid creating cool draft on the birds.  
On or before 28 days of age, cull birds down to approximately 3 birds for every bird that will be entered in the show. Example: 1 pen of 3 broilers shown - Cull down to 9-12 broilers. The criteria used for culling is the same as for picking the show pen (see criteria below).

#### **Week 5**

**Feeding:** For every 20 Lbs of Honor® Show Chow® Poultry Grower  
Add 16 oz. High Octane® Power Fuel™ supplement  
Add 8 oz. High Octane® Champion Drive™ supplement

**Management:**

Maintain house temperature at 68° F  
Keep fresh water available at all times  
Weather permitting, allow fresh air ventilation. Stir the air with a fan. Avoid creating a cool draft on the birds.  
Read show rules, regulations and guidelines to showing broilers

#### **Week 6 till Show Day**

**Feeding:** For Every 20 Lbs of Honor® Show Chow® Poultry Finisher  
Add 16 oz. High Octane® Purina Power Fuel™ supplement  
Add 8 oz. High Octane® Champion Drive™ supplement

**Management:**

Maintain house temperature at 68° F  
Keep fresh water available at all times  
Weather permitting, allow fresh air ventilation. Stir the air with a fan. Avoid creating cool draft on the birds.  
Evaluate litter condition – clean-out entire house if it was not done at three weeks of age. Add 3-4 additional bags of litter if the house was cleaned out at 3 weeks of age (depending on litter condition).

At the beginning of the week - Begin to prepare for transport of birds to the show.  
Locate cardboard box and purchase fresh shavings (shavings from house not recommended unless they are exceptionally clean)  
Ensure availability of additional people to assist in holding birds for pen selection. If it is a morning show, select birds the night before. If it is an afternoon/evening show, select birds the morning of the show in cool weather only. During hot weather, select birds after 9:00 p.m. prior to show.

## **Pen Selection**

Do not over handle the birds.

Too much feeling, squeezing, and hanging upside down creates stress on the birds and causes birds to soften and possibly die.

Remember, prior to pen selection look for defects that would result in disqualification. Remove those birds (if any) and select the top birds for a pen to show.

Mark bird on the leg with magic/paint marker. Mark the first choice pen of birds all the same.

Mark alternate birds with a different color or mark for quick identification.

Avoid tie wraps, string or leg bands for identification purposes.

Criteria for Pen Selection:

- Length of breast bone – Measure from the “V” in the breast to the end point of the breast (keel) bone.
  - The longer the breast (keel) bone the better!
- Depth of body – The measurement from the front of the breast to the backbone should be considered.
  - Deep bodied birds will exhibit more muscle mass!
- Width of the breast muscle – Using your hand, measure the width of the breast muscle
  - Wide breasted birds are desired!
- Tapering of the breast – measure the amount of taper (loss of muscling) as you evaluate the breast muscle toward the back of the breast (keel) bone.
  - Minimal amount of taper is best!

SHOW TIME - GOOD LUCK!!